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A Proposed Segmentation Framework for the Outdoor Recreation Market

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ABSTRACT. Various segmentation variables and their usefulness are examined in the context of the outdoor recreation market. The utilization of values as an augmenting variable is proposed and discussed. In addition, a model of the interrelationship between values, demographic, attitudes toward outdoor recreation, and outdoor recreation behavior is developed.

Market segmentation analysis could be more widely applied by leisure industry managers in outdoor recreation planning and management. By better understanding actual and potential consumers, recreation planners and managers may enhance the utility of the outdoor recreation service experience. The adoption of market segmentation analysis as a planning/management tool should result in increasing the level of satisfaction derived from the recreation experience by better understanding the nature of both explicit and latent

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customer needs. This enhanced consumer knowledge base will increase the opportunities for recreation planners to develop recreational service mixes that may tend to maximize consumer satisfaction.

Kotler (1988) defines a market to "consist of all potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want." This suggests that the boundary of a market is determined by a set of common needs among exchange capable consumers. Hence, the outdoor recreation market can be conceptually considered to consist of a set of consumers that possess needs that might be satisfied by an outdoor recreation experience, while simultaneously possessing the capacity to transact a voluntary exchange.

The purpose of this study is to present several commonly utilized bases for the segmentation of outdoor recreation activities, and to explore the use of values as an augmenting variable that may strengthen the more traditional variables utilized in the segmentation of the outdoor recreation market.

The importance of the outdoor recreation market is indicated by the 1982-1983 National Recreation Survey (U.S. Department of the Interior, National Park Service 1985) which found that eighty-nine percent of the U.S. population participated in some sort of outdoor recreation. The *Market Opinion Research Report*, completed for the President's Commission on American outdoors, reported that over seventy-five percent of the American public visited a park or outdoor recreation site in 1985 (Market Opinion Research 1986). In addition, the 1989 Resources Planning Act Assessment of Outdoor Recreation and Wilderness estimated that approximately seventy percent of all Americans visited public outdoor recreation sites at least once in 1986 (Cordell, Bergstrom, Hartmann, and English 1990). These data suggest that the outdoor recreation market is critically important to the recreation interests of the U.S. public.

The outdoor recreation market clearly represents a significant commercial opportunity that has yet to be fully exploited by the more sophisticated marketing technologies. Explanations for the magnitude of this emerging market include: (1) the variety of service experiences contained within the domain of outdoor recreation, (2) the increase in the number of leisure hours available (Robinson

1989), and (3) the rapid growth of recreation spending (Russell 1990). Outdoor recreation activities, as adapted from the National Recreation Study, are defined in Table One.

OUTDOOR RECREATION SEGMENTATION

Dickson and Ginter (1987) suggest that market segmentation is the process of disaggregating heterogeneous market demand functions into segments comprised of consumers with homogeneous demand functions. Segmentation results in clusters of consumers with similar needs and hence, similar demand functions. Ideally a segmentation analysis results in segments that are: (1) measurable, (2) meaningful, and (3) marketable (Peter and Donnelly 1989); allowing unique outdoor recreation marketing mixes to be developed to best meet the needs of each defined segment.

Traditionally, marketers have utilized one or more of the following four sets of determining variables as the bases of segmentation: (1) geographic variables, (2) demographic variables, (3) psychographic variables (including Activities, Interests, and Opinions; personality; attitudes), or (4) behavioral variables (Kotler 1988). Outdoor recreation researchers have used these segmentation variables independently or in combinations to segment the outdoor recreation market. The previous outdoor recreation research is discussed in the subsequent pages in the order mentioned above, geographic, demographic, psychographics, and behavioral.

GEOGRAPHIC SEGMENTATION

Geographic segmentation consists of segmenting a market based upon geographic or geo-political boundaries. The utilization of geographic segmentation results in clusters of consumers that exist in a broadly similar geographic or geo-political environment. Geographic segmentation of the outdoor recreation market may be appropriate if at least one of two conditions hold: (1) if the attributes of the outdoor recreation activity requires specific physical characteristics to exist within the environment (for example to engage in

TABLE ONE
ACTIVITIES DEFINED TO BOUND OUTDOOR RECREATION

ACTIVITY
Bicycling
Horseback riding
Golfing
Tennis, outdoors
Outdoor team sports
Other outdoor sports or games
Canoeing
kayaking
Sailing
Motorboating
Other boating or watercraft sports
Waterskiing
Swimming outdoors
Fishing
Hunting
Camping
Day hiking
Walking for pleasure
Running/jogging
Birdwatching
Nature study activities
Picnicking
Driving for pleasure
Sightseeing
Off road vehicle driving
Ice skating
Snow skiing
Snowmobiling
Sledding
Other outdoor winter activities
Visiting zoos, fairs, or amusement parks
Attending outdoor sporting events
Attending outdoor performances
Other outdoor activities

Source: U.S. Department of the Interior, National Park Service 1985.

cross country skiing requires snow); or (2) if consumers in the geographic or geo-political region exhibit a homogeneous system of values, attitudes, or demographic characteristics.

Kahle (1986) suggests, in an analysis of Garreau's (1981) geographic segmentation framework, that certain values can be widely held within a geographic region; furthermore, these consumers with similar sets of values tend to engage in similar patterns of behavior. Mills, Couturier, and Snepenger (1986) utilized geographic variables as one framework to segment the Texas snow skier market. Skiers were grouped into two categories, East Texas and West Texas skiers. The researchers concluded that significant differences existed between the two defined segments in recreation behavior. Bultena and Field (1980) also utilized geographic segmentation as a proxy for social class variables in a study of National Park visitation. Geographic segmentation is often utilized because the data is easily obtained and it has an intuitive appeal (Kahle).

DEMOGRAPHIC SEGMENTATION

Demographic segmentation employs demographic variables to group consumers into clusters with similar consumption behavior. Kanau (1975) states that recreation research has traditionally focused most intensively upon demographic variables due to data availability. Demographic segmentation is extensively utilized in recent segmentation research of the outdoor recreation market (Young 1983; U.S. Department of the Interior, National Park Service 1985; Kahle, Beaty, and Homer 1986; McClaskie, Napier, and Christensen 1986; Mills, Couturier, and Snepenger 1986; Walsh 1986; Robinson 1987; Hartmann and Cordell 1988; Hartmann, Freilich, and Cordell 1988; Cordell, Bergstrom, Hartmann, and English 1990; Gladwell 1990; Novak and MacEvoy 1990). Demographic segmentation implicitly assumes that consumers with similar demographic characteristics will behave in a similar manner due to latent interrelationships between values, needs, attitudes, and demographic characteristics.

PSYCHOGRAPHIC SEGMENTATION

Psychographic segmentation pertains to segmentation based upon the consumer's individual psychological variables. These variables include personality, values, attitudes, and lifestyles.

PERSONALITY AS A PREDICTOR OF ATTITUDES AND BEHAVIOR

Recent research by Young and Crandall (1984) suggest that the Shostrom's (1974) Personal Orientation Inventory (POI) may be useful in predicting use or non-use of aggregate wilderness recreation opportunities. However, due to its length, the one-hundred and fifty item scale was found by Young and Crandall to be prohibitive for use. Alternatively, a ten item sub-scale of the POI was found by Young and Crandall in a study of visitors at a recreation site to offer weak predictability, with respect to the use or non-use of wilderness recreation opportunities.

In a study of West German consumers, Balderjahn (1988) found that personality variables can be used to segment consumer markets based upon attitudes towards the environment. However, the number and complexity of the items required to measure personality traits or characteristics combined with the propensity for non-response bias results in a very costly data collection process.

VALUES AND OUTDOOR RECREATION

The value construct was proposed to be composed of five dimensions (Robinson and Shaver 1973): (1) "telic," referring to ultimate means and ends, (2) ethical, dealing with good and evil, (3) aesthetic, defining beauty and ugliness, (4) intellectual, outlining how truth is to be known, and (5) economic, dealing with definitions of both preferences and the preferable in the realm of social exchange. Sheth, Newman and Gross (1991) categorize values by their impact upon market choice. These consumption values include: (1) emo-

tional values, (2) functional values, (3) conditional values, (4) social values, and (5) epistemic values.

Kahle (1984) suggests that values as abstractions, are similar to attitudes, but unlike an attitude do not have an object. Howard (1989) defines values as an underlying central belief that defines how a consumer should behave based on cultural or other reference group norms. Vinson, Scott, and Lamont (1977) suggest that values (or terminal values, see Rokeach 1968) are the antecedents of ends (or terminal values, see Rokeach) that consumers desire. Hence, the utilization of values to explain and predict consumer behavior is a natural extension to attitude segmentation. French and Kahn (1962) suggest that values are linked to latent human needs providing a more fundamental understanding of latent consumer's preferences and actions than attitudes (Pitts and Woodside 1984; Veltri and Schiffman 1984).

Pitts and Woodside (1983) in a consumer panel study found that values are useful segmentation variables for recreation services, including camping and beach activities. Greenberg and Frank (1983) correlated a set of nine need factors (or values) with eighteen diverse recreational interests. Veltri and Schiffman (1984) reported how value research is a typical augmentation to demographic segmentation in consumer markets.

Four typically utilized alternative approaches to measure consumer values or terminal goals have emerged from the consumer behavior and social psychology literatures to measure consumer values: (1) Kluckhohn and Stodtbeck's (1961) Variations in Value Orientations Scale, (2) the Rokeach Value Survey (1968), (3) Mitchell's (1983) Values and Lifestyles instrument, and (4) Kahle's (1984) List of Values.

An analysis of leisure consumption activities found that the value orientations as measured by the Kluckhohn and Stodtbeck (1961) scale were significant in explaining differences between social classes and ethnic affiliation: (1) the amount of leisure preferred, (2) the perceived amount of leisure obtained, (3) the extent of leisure behavior being core to self definition, and (4) affinity to leisure (Jackson 1973).

Vinson, Scott, and Lamont (1977) found that Rokeach's (1968) value orientations are interrelated to geographic variables, and are

useful in segmenting consumer markets. Valencia (1989) found that the Rokeach scale is extendable to cross-cultural analysis, and is useful in explaining consumer decision making.

Another commonly utilized value instrument is Mitchell's (1983) Values and Lifestyles instrument (VALS). VALS segments a population into nine categories, which are formed by the interaction between the subject's (1) need level, (2) inner vs. outer focus, and (3) level of integration.

The fourth alternative to measuring consumer values is Kahle's (1984) List of Values (LOVs). The LOV methodology requests subjects to rank eight statements representing deeply seated core values. These LOV primary values include: (1) self-respect, (2) security, (3) warm relationships with others, (4) sense of accomplishment, (5) self fulfillment, (6) being well-respected, (7) a sense of belonging, and (8) fun-enjoyment-excitement in life (Kahle and Kennedy 1989).

Kahle, Beatty, and Homer (1986) found that Kahle's (1984) List of Values instrument is superior to the Values and Lifestyles scale because it explains significantly more variance about the mean for many service based items. Further support of the use of the LOV as a useful segmentation technique was recently provided by a partial replication of the Kahle, Beatty, and Homer study by Novak and MacFvoy (1990). In a national probability sample, Novak and MacEvoy found that the LOV instrument when augmented with consumer demographics is superior to the VALS instrument. Of particular interest to outdoor recreation planners is a subset of the consumption items assessed using the LOV in conjunction with demographic variables. Items of interest included: (1) exercise ($R^2 = .101$), (2) hunting or fishing ($R^2 = .070$), (3) camping or backpacking ($R^2 = .122$), and (4) environmental ($R^2 = .079$).

Recreation researchers have also developed scales that purport to measure the construct "wilderness values" (Hendee, Catton, Marlow, and Brockman 1966; Stankey 1972). Young (1983) defines the "wilderness values" construct to include three components: (1) purism, (2) correct information, and (3) wilderness approval. Young utilized these wilderness values, augmented by demographics, personality measures, and situational mediators to predict if a subject had participated in a wilderness recreation activity within a

five year time-frame. These values accounted for approximately sixty-two percent of the variance about the mean. Young's predictions of the frequency of wilderness recreation activities, within the five year horizon, accounted for approximately forty-six percent of the variance.

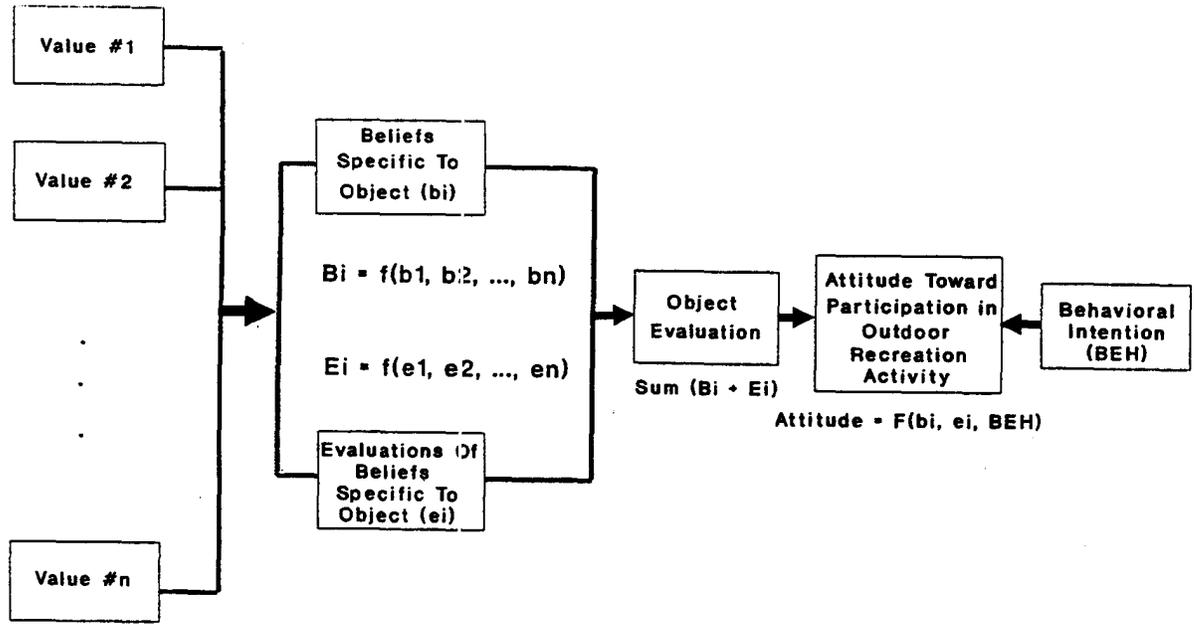
ATTITUDES ABOUT A SPECIFIC OUTDOOR RECREATION ACTIVITY

Attitudes are a learned predisposition to behave (Rosenberg 1956). Attitudes consist of three parts: (1) a set of beliefs specific to some object, (2) an evaluation of the set of beliefs, and (3) behavioral intentions specific to the object (Assael 1987). Figure 1 summarizes the attitude formation process. A proposed model of the interaction of values, demographic variables, and the outdoor recreation site's marketing mix with consumer attitude formation and behavior is described in Figure 2.

THE RELATIONSHIP BETWEEN INVOLVEMENT, ATTITUDES, AND VALUES

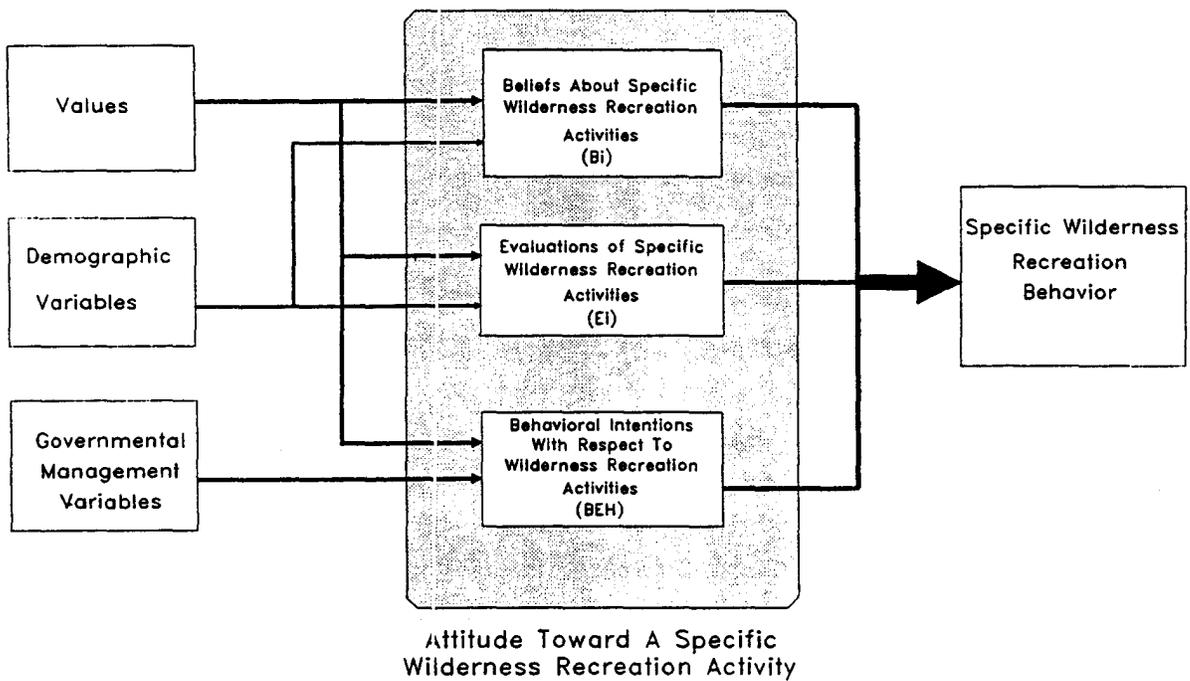
Consumers of outdoor recreation services, as consumers of other products and services make consumption decisions based upon one or more decision making models. Recreation and touristic activities may be categorized based on how the consumer's attitude is formed (Assael 1987) and the level of object related interest (Dimanche, Havitz, and Howard 1991) into one of two groups: (1) low involvement activities and (2) high involvement activities. High involvement decisions result from some degree of interest, by the consumer, in the consumption activity and require that the consumer process and evaluate product-specific information prior to actual purchase or consumption. Core consumer values influence the degree of involvement, the evaluation of the product-specific information, and the processing of the data. Low involvement decisions, which account for a majority of all consumption decisions, result from a distinct lack of product interest by the consumer suggesting that the

FIGURE 1
 A High Involvement Model of Outdoor Recreation Attitude Formation



Source: Adapted From Assael (1987)

FIGURE 2
 A High Involvement Model of the Interrelationship Between Values, Demographics, Attitudes Toward Wilderness Recreation, and Wilderness Recreation Behavior



Source: Adapted From Assael (1987)

consumer typically engages in the consumption activity prior to serious evaluation.

Due to the amount of product/consumer interaction, most outdoor recreation activities typify a high involvement model of consumption activities. A high involvement model suggests that beliefs and evaluations may affect behavior. Consequently, in an attempt to better explain recreation behavior the interrelationship between values and beliefs pertaining to outdoor recreation activities was explored by recreation researchers (Young 1983; Langenan, Peyton, Wickham, Caveney, and Johnston 1984).

Dimanche, Havitz, and Howard (1991) extended Laurent and Kapferer's (1985) multidimensional involvement profile to measure touristic and recreational activities including involvement with: (1) national parks, (2) golf, (3) skiing, (4) competitive running, and (5) amusement parks. The scale was then assessed for reliability and latent factor structure utilizing a judgement sample of U.S. professional athletes, and found to be a psychometrically sound measure of involvement. Future research may benefit from a clearer understanding of the interrelationship between involvement and attitudes toward a specific recreation activity.

Values are "an enduring belief that a specific mode of conduct or end-state of existence are personally or socially preferable to an opposite or converse mode of conduct or end-state" (Rokeach 1973). Hence, values are not specific to any one object. Attitudes are "enduring systems of positive or negative evaluations, emotional feelings, and action tendencies with respect to an object" (Assael 1987). It is important to note that researchers have found significant correlations between attitudes and their underlying values (Langenan, Peyton, Wickham, Caveney, and Johnston 1984). The major differences between values and attitudes are summarized in Table Two. Young (1983) suggests that there are three "values" which are conceptually associated with wilderness use: (1) purism, (2) amount of correct wilderness information, and (3) approval of wilderness. It is important to note that these "wilderness values" appear to be more like what Rokeach (1973) would call "interests," and not true values that are central to human behavior, and are without a specific object. However, these "interests" may offer some explanatory power and should be investigated.

TABLE TWO
DIFFERENCES BETWEEN VALUES AND ATTITUDES

<u>VALUES</u>	<u>ATTITUDES</u>
1. One belief	System of beliefs
2. Transcends objects	Focus upon an object
3. Is a standard of behavior	Not a standard
4. Humans have few values	Humans have infinite number of attitudes
5. Values are central to personality, and determine attitudes	Determined, in part, by values

Source: Rokeach (1973)

Langenan, Peyton, Wickham, Caveney, and Johnston (1984) developed and utilized a set of environmental values (without a specific object) and a set of attitudes (with a specific object). In a sample of wilderness visitors, the researchers found a significant correlation between the wilderness values and attitudes.

BEHAVIORAL SEGMENTATION

Behavioral segmentation utilizes usage rates, situation, and benefits sought to segment a market (Kotler 1988). Behavioral measures attempt to better capture the motives that are latent in any recreation consumption decision.

Mills, Couturier, and Snepenger (1986) utilized participation or usage rates to segment the market of Texas snow skiers. Usage rates may reflect consumer involvement with the recreation experience, but are subject to consumption constraining variables such as: (1) income, (2) time, or (3) recreation experience availability. Hence, while high usage rates may suggest a high level of involvement, low usage rates may suggest either a low level of involvement, or a confounding effect by constraining variables.

Perceived benefits of outdoor recreation experiences appear to be somewhat situational in nature. McClaskie, Napier, and Christensen (1986) used an opportunity framework consisting of social and physical variables to account for situational effects on outdoor recreation consumption behavior. Belk (1975) states that the situations that impact consumption decisions can be classified by five characteristics: (1) the consumer's physical situation, (2) the consumer's social situation, (3) temporal issues, (4) the task of the consumption behavior, and (5) the antecedent state of the consumer at the time of purchase.

The outcome of the interaction between needs, activities, and situations result in different benefit outcomes. Shamir and Ruskin (1984) found that six motivation dimensions tend to be related to the range and level of sports participation and the level of interest and spectatorship. Motivation dimensions included: (1) social, (2) health and fitness, (3) vertigo (excitement), (4) aesthetic, (5) catharsis (relaxation), and (6) ascetic (need to meet a challenge). Shamir and Ruskin found that different motivation dimensions tended to correlate with very different types of leisure activities. These findings support the view that situations may be a mediating variable in explaining recreational benefits.

Benefits sought may be used to segment the outdoor recreation market. Driver and Brown (1986) suggest that a benefit is an improvement or gain derived from participation in a specific recreational experience. Since different recreational activities result in different sets of benefits, it follows that the selection among various recreational experiences by consumers in some way accounts for the differences in perceived benefits to be gained. Hence, different expectations result in different recreational preferences.

CONCLUSION

Previous research suggests the values augmented by demographic and/or geographic variables are superior indicators of outdoor recreation behavior (Young 1983; Pitts and Woodside 1983; McClaskie, Napier, and Christensen 1986; Kahle, Beatty, and Homer 1986; Novak and Macevoy 1990). Table Three compares these past stud-

TABLE THREE
COMPARISON OF VARIABLES USED TO SEGMENT
THE OUTDOOR RECREATION MARKET

RESEARCHER	BASES OF SEGMENTATION	VARIATION EXPLAINED
Kahle, Beatty, and Homer (1986)	VALS	.013 - .091
Kahle, Beatty, and Homer (1986)	LOV	.103 - .216
McClaskie, Napier, and Christensen (1986)	Demographics Plus Geographics	.495
Novak and Macevoy (1990)	VALS	.024 - .060
Novak and Macevoy (1990)	Demographics Plus LOV	.045 - .138
Novak and Macevoy (1990)	Demographics	.040 - .134
Novak and Macevoy (1990)	VALS Plus Demographics	.044 - .138
Novak and Macevoy (1990)	LOV	.008 - .032
Pitts and Woodside (1983)	Values	.83
Walsh (1986)	Demographic Index	.51 - .63
Young (1983)	Demographic Index	.62

ies, with respect to the percent of variation explained by the segmentation variable. Studies utilizing value measures offer promise that the underlying value measures may exhibit higher explanatory power and are typically less item intensive than the object specific measures.

Dimanche, Havitz, and Howard's (1991) involvement profile scale may also allow researchers to more fully understand involvement's effect upon outdoor recreation behavior. Value segmentation with highly involved consumers provides recreation planners and managers an opportunity to more efficiently and more fully understand the outdoor recreation market. This enhanced understanding will allow the development of more optimal recreation marketing mixes.

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