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Perceptions and intentions toward glamping: A multifaceted examination of value dimensions

Postrzeganie i intencje wobec glampingu – wieloaspektowa analiza wymiarów wartości

Abstract

The growing trend of glamping, an experience that seamlessly combines the tranquility of nature with luxury amenities, has witnessed increasing popularity over recent years. This study delves into the intricate interplay between the perceived values associated with glamping and the ensuing booking intentions of potential consumers. Leveraging Structural Equation Modelling (SEM), we conducted a systematic analysis of the relationships between various dimensions of perceived glamping value and their impact on booking intentions. Our findings highlight the pronounced significance of quality and hedonic values in shaping future booking decisions. On the contrary, economic value revealed an inverse relationship with booking intentions. These insights provide valuable guidance for both academia and industry practitioners, offering strategic directions for enhancing their offerings and marketing campaigns. This study pioneers new ground in the ever-changing realm of experiential tourism and emphasizes the need for ongoing research to refine our understanding, given the evolving nature of consumer perceptions and the dynamic glamping sector.

Keywords

glamping, experiential tourism, booking intentions, consumer perceptions

Streszczenie

Coraz widoczniejszy trend w turystyce, jakim jest glamping, czyli doświadczenie łączące harmonię natury z luksusowymi udogodnieniami, zdobywa popularność w ostatnich latach. Niniejsze badanie zagłębia się w złożoną interakcję między postrzeganymi wartościami związanymi z glampingiem a wynikającymi z tego intencjami rezerwacji przez potencjalnych konsumentów. Przy użyciu Modelowania Równań Strukturalnych (SEM) została przeprowadzona systematyczna analiza związków między różnymi wymiarami postrzeganej wartości glampingu a ich wpływem na zamiar rezerwacji. Wyniki badania wskazują na znaczenie jakości i wartości hedonistycznych w kształtowaniu przyszłych decyzji rezerwacyjnych. Z kolei wartość ekonomiczna wykazała odwrotny związek z intencjami rezerwacji. Otrzymane wyniki dostarczają cennych wskazówek zarówno dla środowiska akademickiego, jak i praktyków branży, oferując kierunki strategiczne udoskonalania ofert i kampanii marketingowych. To badanie otwiera nowe perspektywy w zmiennym obszarze turystyki doświadczalnej i podkreśla potrzebę kontynuacji badań w celu lepszego zrozumienia omawianego zjawiska, z uwzględnieniem zmieniającej się natury postrzegania konsumentów i dynamicznego charakteru sektora glampingu.

Słowa kluczowe

glamping, turystyka doświadczalna, intencje rezerwacyjne, postrzeganie konsumentów

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Introduction

In the evolving hospitality industry, glamping, a portmanteau of 'glamorous' and 'camping', bridges the gap between high-end hotels' luxury and the authenticity of outdoor camping (Brochado & Brochado, 2019). This trend has gained worldwide traction as travellers increasingly seek distinctive, environmentally-conscious experiences without compromising on luxury (Kunz et al., 2020). However, despite glamping's popularity in popular culture, it has received minimal attention in the literature.

It's at this intersection of luxury and nature that glamping fits, illustrating a shift in consumer behaviour towards accommodations offering a unique experience while ensuring sustainability (Sun & Huang, 2022). The concept of experiential travel has evolved from mere sightseeing to immersing oneself in the socio-cultural fabric of the destination, seeking personalized and emotionally enriching experiences (Buonincontri et al., 2017). This shift is influenced by various socio-psychological factors, including the desire for social recognition, personal self-enhancement, and the need for authentic experiences (Kim et al., 2012). Social media platforms where travellers share their stories and experiences further amplify these desires, fostering a sense of competition and aspiration among users, creating an experiential economy where experiences are as valuable as physical commodities (Hays et al., 2013). Research from Kim and Jamal (2007) suggests that these emerging trends are not mere fads but consequences of broader socio-cultural transformations. The rise of individualism, especially in western societies, has fostered a culture where self-expression and self-actualization, as propounded by Maslow's hierarchy of needs, have become paramount (Maslow, 1970). Glamping, as a form of accommodation, fits perfectly within this conceptual space, offering avenues for both personal expression and collective sharing.

Furthermore, the digital age and the subsequent influx of social media have significantly impacted travel behaviour. Today's consumers, influenced by real-time reviews, shared experiences, and influencer endorsements, make informed decisions and lean towards experiences that promise uniqueness and share-worthiness (Zeng & Gerritsen, 2014). While traditional hotel accommodations might offer luxury, glamping provides both luxury and a story to tell, meeting the modern consumer's dual desire for comfort and uniqueness (Hrgović et al., 2019). However, while the appeal of glamping is evident in its rising popularity, the sector remains significantly under-researched. Understanding the factors driving the popularity of glamping can offer

invaluable insights for industry stakeholders and policymakers. This gap in the academic literature regarding the specific dimensions of the perceived value of glamping and its correlation with booking intentions is particularly glaring, considering the vast amount of data available from online reviews, social media posts, and traveller blogs (Xiang et al. 2017).

Growing enthusiasm for glamping, as evidenced by recent consumer trends, underlies the emergence of a new paradigm in the hospitality and tourism industries. Despite its practical popularity, scholarly efforts to comprehend its rapid ascent have been relatively limited. While academic attention has been devoted to experiential travel (Tung & Ritchie, 2011), research on the nuanced perceptions and intentions related to glamping is still in its infancy. This points to a noticeable gap in scientific inquiry, raising fundamental questions: What are the core factors that make glamping so captivating? How do travellers perceive the value propositions of glamping, and how do these perceptions shape their intentions to partake in such experiences?

Previous studies have highlighted the significance of perceived value in influencing consumer decisions across various industries. In the hospitality sector, perceived value has been directly linked to satisfaction, loyalty, and future behavioural intentions (Chen & Chen, 2010). However, in the context of glamping, there is a noticeable lack of comprehensive frameworks that delineate its specific value dimensions and their respective impacts on booking intentions. Moreover, the undeniable impact of social media in shaping and amplifying these perceptions is a crucial aspect. As travellers increasingly turn to social media platforms when making travel decisions (Munar & Jacobsen, 2014), portrayals of glamping experiences on these platforms play a pivotal role in shaping perceptions. Yet, academic research has yet to delve deeply into the mutual relationship between social media-driven perceptions and the allure of glamping.

Contemporary consumers are motivated not only by functional benefits but also by emotional, social, and even epistemic values (Sheth et al., 1991). Glamping offers a blend of these value propositions, from the allure of pristine nature to the gratification of luxury. Therefore, it is essential to discern which of these dimensions most profoundly resonate with potential glampers and why. The interplay of these multiple dimensions and their collective impact on consumer intentions remains unexplored territory in academic discourse. In this context, this study aims to bridge the evident academic gap by providing an empirically grounded understanding of the perceived value dimensions of glamping and their

implications for consumer booking intentions. While the profound influence of broader socio-cultural transformations, digitalization, and rising individualism has been acknowledged, a comprehensive understanding of how they manifest in the context of glamping is needed.

To delve deeper into this inquiry, we identify the central role of perceived value in influencing consumer decisions. As defined by Zeithaml (1988), perceived value encompasses a consumer's overall assessment of a product's utility, based on their perceptions of what is received versus what is given. In the complex world of glamping, perceived value is multifaceted, spanning dimensions from the hedonic pleasures of experiencing nature in luxury to the prestige associated with novel experiences. However, the precision of how consumers evaluate these dimensions and how they inform booking intentions remains unclear. The intricate interplay of various perceived value dimensions, from quality to self-gratification, from aesthetics to prestige, and the hedonic joy of the experience, has the potential to offer a more granular understanding of consumer intentions in the context of glamping.

Previous research in the hospitality sector has predominantly focused on traditional metrics such as service quality and satisfaction (Parasuraman et al., 1988). Yet, the unique blend of luxury and nature in glamping calls for a deeper exploration of non-traditional value dimensions that may play a significant role in shaping consumer intentions. In essence, this study aspires to address this gap in the literature by delving deep into the perceived values of glamping and exploring their influence on booking intentions. Understanding these dimensions is not only vital for advancing academic understanding of evolving travel behaviours but also for providing practical insights for industry practitioners.

The role of social media, given its pivotal influence on modern-day travel decisions, also warrants specific attention. With the increasing ubiquity of platforms such as Instagram, Pinterest, and Facebook, the visual appeal and experiential portrayals of glamping can significantly sway consumer perceptions and intentions (Sigala et al., 2012). The digital landscape doesn't merely serve as a source of information but as a curator of desires, preferences, and aspirations too. Given this, it's essential to understand the extent to which digital portrayals influence the perceived value of glamping. Moreover, from a psychological perspective, the motivations driving the desire for glamping experiences can be rooted in deeper socio-psychological constructs. The modern individual, seeking escape from the mundanity and pressures of daily life, often gravitates towards experiences that offer a blend of novelty, relaxation, and self-

enhancement (Ryan & Deci, 2000). Glamping, in its essence, caters to these intrinsic human needs, promising not just a getaway but an elevated experience of nature, luxury, and self-indulgence. Yet, while these broader theoretical constructs offer a foundation, it is the empirical exploration that can truly illuminate the specifics of the glamping allure. It's this empirical granularity that this research endeavours to contribute, aiming to delineate the particular dimensions of perceived value that resonate most with potential consumers and the degree to which they influence booking intentions. By doing so, this research not only aspires to bridge the identified academic gap but also to equip industry stakeholders with insights to refine their offerings, marketing strategies, and overall guest experiences.

In essence, while the broader themes of experiential travel, the influence of social media, and the underpinnings of consumer behaviour have been addressed in various studies, the specific confluence of these themes in the realm of glamping remains sparsely explored. This research seeks to fill this void, offering both a theoretical elucidation and practical insights for stakeholders in the glamping and broader hospitality industry. In conclusion, given the swift ascendancy of glamping as a preferred form of accommodation, understanding its perceived value dimensions becomes imperative. This knowledge will not only contribute significantly to the academic understanding of evolving travel behaviours but also offer practical insights for industry practitioners. This study aims to address this gap in the literature by delving deep into the perceived values of glamping and exploring their influence on booking intentions.

Theoretical background

In recent years, the realm of vacation accommodation has witnessed the pronounced ascendancy of 'glamping' – an ingenious amalgamation of glamour and camping. While traditional camping speaks to a rugged engagement with nature, often at the cost of comfort, glamping has emerged as a luxury-laden alternative, embedding modern amenities within an authentic outdoor setting. But what propels the modern traveller toward this juxtaposition of luxury and nature? To decipher this, it is pivotal to explore the consumer's intention in the context of this novel accommodation paradigm.

The Theory of Planned Behaviour (TPB) postulates that intentions are precursors to behaviour, driven by an individual's attitude

towards the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991). Applying TPB to the glamping context, one could surmise that people's intentions to choose glamping over other forms of accommodation is informed by their attitude (perceived benefits and drawbacks of glamping), the influence of social peers, and their perceived ease or difficulty in pursuing such an experience. The growth of glamping can be partly attributed to the digital revolution and the proliferation of visual-centric platforms such as Instagram. Travellers today, especially millennials and Gen Z, are in perpetual quest of 'Instagrammable' experiences, and glamping sites, with their aesthetically appealing setups against nature's backdrop, provide fertile ground for such visual content (Ramgade & Kumar, 2021). The visual sharing culture on social media platforms has accentuated the need for distinctive travel experiences, of which glamping is a prime exemplar (Tussyadiah & Pesonen, 2016). Simultaneously, an increased consciousness about sustainable tourism practices has encouraged travellers to seek eco-friendly accommodations (Budeanu, 2007). Glamping, by design, promotes sustainable tourism. Being nestled in nature, these accommodations often employ sustainable practices, from sourcing local materials to implementing green energy solutions. The eco-conscious traveller, therefore, views glamping as a means to commune with nature without compromising ecological balance, a factor instrumental in shaping their intention to glamp. Another dimension influencing intention is the quest for authentic experiences. The Cambridge Dictionary defines authenticity in tourism as "the quality of being real or true". MacCannell (1973) highlighted that tourists are often in pursuit of genuine experiences, untouched by commercialization. Glamping offers such a gateway to authenticity, allowing travellers to be ensconced in nature, often in unique geographies, be it amidst a forest, on a mountaintop, or beside a tranquil lake. The proximity to nature and the opportunity for unique cultural engagements, such as local crafts or indigenous culinary experiences, heighten the perception of authenticity (Wang, 1999). However, the intention to glamp is not bereft of challenges. Economic factors play a crucial role. High-end glamping experiences can be expensive, and not all travellers are willing or able to allocate a premium budget for accommodation alone (Morgan et al., 2010). There's also the challenge of accessibility as some glamping sites, by virtue of their unique location, can be difficult to reach. Such logistical considerations can deter potential glampers, thereby influencing their intention. In summation, the intention to glamp is a complex

interplay of several factors: the lure of a unique, Instagrammable experience, the appeal of sustainable and eco-friendly travel, the pursuit of authenticity, and practical considerations like cost and accessibility. Understanding these dynamics is foundational to any inquiry into glamping's perceived value dimensions and their eventual impact on booking intentions.

Building upon our foundational understanding of the overarching intentions that drive travellers toward glamping, we delve deeper into the nuanced dimensions of value that shape these intentions. The first such dimension under scrutiny is quality, which pertains to the perceived reliability and consistency of the glamping experience. In the context of tourism and accommodations, quality broadly covers the material and service elements that travellers consider indispensable for a satisfactory experience (Parasuraman et al., 1988). From the tangible aspects, such as the quality of tents, bedding, and on-site facilities, to the intangible service elements like the responsiveness and courtesy of the staff, each facet feeds into a traveller's overarching perception of quality. The luxury component of glamping makes the quality dimension even more salient. Travellers opting for glamping over traditional camping are willing to pay a premium, and this monetary investment invariably heightens their expectations regarding the consistency and reliability of the experience (Lyu et al., 2020; Lu et al., 2022). An inconsistency, be it a minor service negligence or a material deficiency, could disproportionately sour their overall impression, given the premium they associate with the 'glamour' component of glamping. Quality perceptions also significantly influence word-of-mouth recommendations, a critical marketing avenue in the age of digital and social media. Past research has shown that perceived service quality is a determinant of both satisfaction and behavioural intentions in hospitality settings (Cronin et al., 2000). In the realm of glamping, where experiences are highly curated and shared on platforms like TripAdvisor, Airbnb, and even Instagram, a single episode of subpar quality can cascade into a slew of negative reviews, affecting future bookings. Furthermore, the nature of glamping means that sites are often located in unique and sometimes remote locales. This presents an added challenge to maintaining consistent quality. Whether it's ensuring that the gourmet meal is up to the mark or making certain that the bespoke tent remains weatherproof during a violent downpour, the quality assurance challenges are multifaceted. The perception of quality, therefore, isn't just about the overt luxury elements but also about the reliability of the experience, especially when juxtaposed against the

unpredictability of nature (Brochado & Pereira 2017). In view of the pivotal role of quality in shaping the perceived value of the glamping experience and influencing booking intentions, the following hypothesis is proposed:

H1: Higher perceived quality of the glamping experience (PVQ) will positively influence future booking intentions (INT).

Expanding on our discourse from the crucial aspect of quality in glamping, we next explore the dimension of self-gratification, a complex facet that underscores the therapeutic value and escape potential of glamping accommodations. Self-gratification, especially in the context of tourism, reflects a consumer's pursuit of psychological wellbeing and emotional satisfaction (Dewey, 1924). Therapeutic value derived from a holiday or retreat isn't merely anchored to the physical amenities or services provided – it is also intrinsically tied to the emotional and psychological rejuvenation that the experience affords. Harper (2017) highlights an increasing empirical evidence supporting the therapeutic benefits and positive outcomes associated with outdoor adventure approaches for children, youth, and families. Over the past decade, research in this area has expanded, providing credible support for the effectiveness of outdoor adventure activities in promoting physical, mental, and emotional wellbeing. Boiko (2021) highlights therapeutic glamping as an emerging trend that presents an opportunity for development, especially in regions near natural attractions like pink lakes or warm geysers. In these picturesque locations people can immerse themselves in nature while also engaging in activities that promote spiritual balance and wellness, such as yoga, meditation, and restorative massage courses. Glamping, with its synthesis of luxury and nature, offers a potent setting for such therapeutic retreats. Modern life, characterized by its rapid pace, technological omnipresence, and urban clamour, often leaves individuals craving escapes that would allow them to reconnect with themselves and the natural world (Kaplan, 1995). Glamping sites, typically nestled in serene locales, far from urban hustle, are ideal sanctuaries for those looking to break from their routine. Such retreats provide dual benefits of luxury comforts amidst nature's embrace, striking a delicate balance between comfort and authenticity (Mossberg, 2007). Further, there's a burgeoning body of research emphasizing mental health benefits of being in nature. Nature's therapeutic properties, often termed as 'ecotherapy' or 'nature therapy', have been shown to reduce feelings of anxiety, stress, and depression, promoting overall wellbeing (Summers & Vivian, 2018). When juxtaposed against the curated luxury that glamping offers, this therapeutic potential is

amplified. Social media, too, play an instrumental role in promoting this dimension. Platforms like Instagram abound with idyllic imagery of glampers nestled in picturesque settings, often accompanied by captions elucidating their transformative, soul-nourishing experiences (Tussyadiah & Pesonen, 2016). Such digital endorsements not only serve as testimonials to the self-gratifying nature of glamping but also inspire and influence potential travellers' booking intentions. Recognizing the profound psychological dividends and the amplified escape potential that glamping offers, and coupling it with the strong endorsements in the digital realm, we can put forth the following hypothesis:

H2: The higher therapeutic value and escape potential perceived in the glamping experience (PVSG) will significantly enhance future booking intentions (INT).

Continuing our examination of the multifaceted allure of glamping, we shift our focus to its economic dimension. In today's consumer landscape where experiential consumption is increasingly valued, as emphasized by Pine & Gilmore (2013), the economic aspect of a service or product plays pivotal role in shaping consumer decisions. Price is the key factor in shaping consumer behaviours within the service sector. Notably, it has a more pronounced impact on perceived quality for higher-star, luxury hotels compared to lower-star, economy establishments. Ye et al. (2014) discovered that price significantly influences perceived quality among business travellers, though its effect is less significant for leisure travellers. Fernandes et al. (2021) highlight that modern holidaymakers aspire to immersive experiences that entail direct contact with nature, while still maintaining essential comfort and the luxury associated with higher-quality accommodations. Surprisingly, Sakáčová (2013) discovered that respondents did not perceive glamping as a more expensive vacation choice. Instead, they regarded it as more economical, compared to their typical holidays, finding it more enjoyable as well. Consequently, they saw little reason to continue with pricier and less satisfying hotel vacations. Additionally, respondents expressed the belief that luxury does not necessarily come with a hefty price tag. Moreover, there was a tendency among caravan glampers to cultivate a luxurious atmosphere without significant expenditure. Supporting this notion, Liberato et al. (2020) found that the significance attributed to the service provided by a glamping unit increases with the value the camper is willing to invest. However, counter to these findings, Lee et al. (2019) argue that price is the crucial determinant and has a negative relation to glamping, implying that higher pricing

deters individuals from participating in glamping activities. Given the various perspectives presented, we propose the following hypothesis:

H3: The perceived economic value of the glamping experience (PVE) will significantly enhance pre-booking intentions (INT).

Following our discussion we transition to understanding the prestige associated with glamping and how it impacts booking intentions. The notion of prestige in consumer behaviour encompasses not just the acquisition or experience of luxury but also the associated social validation and enhanced self-identity (Vigneron & Johnson, 2004). Prestige-seeking consumers are often driven by a desire for social differentiation and self-enhancement, and their choices are heavily influenced by perceived exclusivity and the social approval these choices bring (Dubois et al., 2001). Glamping, a fusion of 'glamorous' and 'camping', inherently brings a level of prestige, as it elevates the humble experience of camping to a luxurious escapade. By its nature, glamping offers an exclusivity not found in traditional camping or even in many upscale hotels. This exclusivity can be attributed to the unique locations glamping sites are often found in, limited accommodations ensuring privacy, and the luxury services offered amidst nature (Smith & Puczko, 2010). Moreover, in an era where unique experiences are highly prized, sharing one's glamping adventures on social media platforms can garner significant social validation. With the rise of experiential luxury, consumers no longer seek luxury goods but rather luxury experiences that are unique and memorable. Glamping fits perfectly into this paradigm, offering an experience that is both exclusive and share-worthy. As Eastman et al. (1999) highlight, prestige-sensitive consumers often make choices based on potential societal recognition, and the distinctive nature of glamping ensures the same. Drawing from the aforementioned discussions and the integral role prestige plays in contemporary consumption, especially in experiential sectors like tourism, we can postulate the following:

H4: The perceived association of glamping with status and prestige (PVP) will significantly influence future booking intentions (INT).

Seamlessly transitioning from the prestige associated with glamping, we steer our attention towards the hedonic elements embedded in the glamping experience. Hedonic consumption, as contrasted with utilitarian consumption, emphasizes the multisensory, fantasy, and emotive aspects of consumers' experiences (Hirschman & Holbrook, 1982). Experiences that offer pleasure, enjoyment, and fun represent the essence of hedonic value, often driving consumers to make purchase decisions based on emotional

responses rather than objective assessments (Babin et al., 1994). Glamping, by design, is more than just accommodation – it's an experience. It epitomizes hedonic adventure by providing pleasure through multiple senses: picturesque view for the eyes, ambient sounds of nature for the ears, and luxurious comfort of the accommodation for touch. Moreover, in a world characterized by increasing urbanization and digital inter-connectivity, glamping offers a therapeutic retreat, allowing individuals to reconnect with nature, experience joy, and evoke a sense of nostalgia about simpler times (Morgan et al., 2010). Social media amplifies these hedonic elements of glamping. By sharing images, videos, and narratives of their glamping adventures, individuals not only seek social validation but also indulge in a form of digital storytelling, reliving their joyful experiences and enticing others to partake in similar adventures (Tussyadiah & Pesonen, 2016). As numerous studies have illustrated, social media's influence in shaping perceptions and driving behaviours in the tourism sector cannot be overstated (Munar & Jacobsen, 2014). In the light of hedonic consumption's central role in shaping experiences, especially in the realm of tourism and hospitality, and the power of social media in amplifying these experiences, it becomes pivotal to examine how the perceived joy, fun, and happiness derived from glamping can impact booking intentions. Thus, we hypothesize as follows:

H5: The hedonic value (PVH) derived from the overall pleasure associated with the glamping experience will significantly enhance booking intentions (INT).

Method

In addressing the burgeoning interest in luxury-infused camping or 'glamping', this study embarked on a meticulous exploration into the nuances of perceived glamping value and the intentions of individuals regarding such accommodations. The subsequent methodological choices were informed by a desire for precision and a comprehensive understanding of consumer behaviour dynamics. Upon granting informed consent, participants embarked on the survey. The initial phase of the survey ensured participant familiarity with the concept of glamping. They were provided with a concise definition and were subsequently quizzed to ascertain their comprehension. Only those who demonstrated a clear understanding proceeded to the main section of the survey. To enhance the reliability of responses, frequency and response time criteria were incorporated. This approach was aimed at

filtering out potential spurious or hurried responses. Those participants who either too quickly breezed through the questions or exhibited inconsistent frequency in their responses were flagged for potential exclusion during the analysis phase. After these preliminary checks, participants were presented with the main survey instruments in a structured format. Each of the perceived value dimensions was presented separately, with participants responding based on their perceptions and beliefs.

The assessment of participants' viewpoints utilized a carefully selected set of measurement

tools. The concept of 'intentionality' was gauged using three specific statements that explored respondents' predispositions towards glamping. For example, one statement was: "On my next trip, I intend to book a glamping experience". Drawing inspiration from the culture-oriented model of consumers' hedonic experiences in luxury hotels by Zhang, Xiong, and Lee (2020), this study adapted their approach. A 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was employed in a self-administered questionnaire for data collection. The specific statements evaluated are detailed in Table 2. Data

Table 1. Respondent's characteristics

Variable	Category	Frequency	Percent
Gender	Female	192	59
	Male	132	41
Place of Residence	City over 500,000 citizens	27	8
	City between 150,000 and 500,000 citizens	61	19
	City between 50,000 and 150,000 citizens	106	33
	City up to 50,000 citizens	88	27
	Countryside	42	13
Education	Bachelor's degree	208	64
	Doctorate	4	1
	High school degree or equivalent	31	10
	Less than a high school diploma	1	0
	Master's degree	73	23
	Other	7	2
Status	Employed full-time	247	76
	Employed part-time	32	10
	Retired	11	3
	Self-employed	16	5
	Student	4	1
	Unemployed	14	4
Household	1	29	9
	2	46	14
	3	80	25
	4	120	37
	5	41	13
	More than 5	8	2
Income [USD]	20,000–29,999	48	15
	30,000–39,999	24	7
	40,000–49,999	51	16
	50,000–59,999	77	24
	60,000–69,999	33	10
	70,000–79,999	38	12
	80,000–89,000	18	6
	≥ 90,000	35	11

Source: own elaboration.

was collected by conducting an online survey of 324 individuals who had taken a holiday with at least three overnight stays within the five years leading up to the survey. This approach is consistent with Gross's (2023) explanation where the random sample aimed to represent these internet users, albeit subject to the restrictions of an online quota sample.

All participants provided complete demographic information, eliminating any concerns regarding missing data (see Table 1). The average age of respondents was approximately 39.03 years, with a standard deviation of 12.19 years. This average age indicates a relatively youthful to middle-aged sample, with the youngest respondent being 19 years old and the oldest 75. The median age was 37. Gender representation in the sample revealed a higher proportion of female participants, constituting 59% ($n = 192$) of the total, while males comprised 41% ($n = 132$). Place of residence, a crucial factor in consumer behaviour studies due to its influence on consumption patterns, showed a diverse distribution. A majority of participants lived in cities with populations ranging from 50,000 to 150,000, accounting for 33% ($n = 106$) of the sample. Only 8% ($n = 27$) of respondents came from metropolises with over 500,000 inhabitants. Regarding educational qualifications, the sample skewed towards higher education. Significant majority of 64% ($n = 208$) held bachelor's degrees, while 23% ($n = 73$) had obtained master's degrees. A small minority, constituting 1% ($n = 4$), reported holding doctorate degrees, highlighting the advanced educational level of the sample. In terms of employment status, a considerable 76% ($n = 247$) were employed full-time, followed by part-time employees at 10% ($n = 32$). Most respondents lived in households with four members, comprising 37% ($n = 120$) of the sample. Households with three members were also common, accounting for 25% ($n = 80$). Single-person households represented 9% ($n = 29$) of the sample. The distribution of income within the sample was diverse. The highest frequency was observed in the income bracket of USD 50,000–59,999, with 24% ($n = 77$) of respondents falling into this category. Conversely, the least represented income bracket was USD 30,000–39,999, accounting for only 7% ($n = 24$) of the sample.

Results

In assessing the reliability and validity of the measurement model, factor loadings, Cronbach's α , Composite Reliability (CR), and Average Variance Extracted (AVE) for each construct were

examined. All items demonstrated factor loadings above the 0.70 benchmark (Hair et al., 2017), indicating adequate convergent validity. For INT, both Cronbach's α and CR were calculated as 0.89, surpassing the threshold of 0.70, denoting internal consistency (Nunnally & Bernstein, 1994). The AVE for INT was 0.73, above the recommended 0.50 cut-off, demonstrating acceptable convergent validity (Fornell & Larcker, 1981). Similarly, PVQ manifested a Cronbach's α and CR of 0.88 with an AVE of 0.65, while PVSG reported an α and CR of 0.86 and an AVE of 0.61. For PVE, the measures were 0.84, 0.84, and 0.57 respectively, and PVP yielded results of 0.89, 0.89, and 0.67, while PVH registered 0.91, 0.91, and 0.71 for α , CR, and AVE, respectively. The heterotrait-monotrait ratio of correlations (HTMT) was used to validate discriminant validity (Henseler et al., 2015), with no HTMT values exceeding the 0.85 threshold, confirming discriminant validity across the constructs. These statistical outcomes highlight the robustness of the measurement model, supporting further analysis and hypothesis testing. For instance, the HTMT value between INT and PVQ was 0.71, and between INT and PVSG, it was 0.57, indicating distinctiveness between constructs (Henseler et al., 2015). Similar patterns were observed across other construct pairs, further reinforcing the discriminant validity of the scales used. Overall, the measurement model was deemed reliable and valid, providing a solid basis for subsequent SEM analysis.

Following the assessment of the measurement model, the structural model's goodness-of-fit was appraised using established indices. A χ^2/df value less than 5 suggests an acceptable fit (Wheaton et al., 1977), and in this study, it was observed to be 2.52. The SRMR, indicative of a good fit when below 0.08 (Hu & Bentler, 1999), was calculated at 0.055. The RMSEA, another important index, was 0.069, below the 0.08 threshold (Browne & Cudeck, 1993). Comparative fit indices (NFI, CFI, IFI, and TLI) exceeding 0.90 suggest an adequate fit (Bentler, 1990; Tucker & Lewis, 1973), and in this study, the values were NFI = 0.904, CFI = 0.939, IFI = 0.94, and TLI = 0.929. These results collectively indicate the adequacy and validity of the proposed structural model.

Using a rigorous Structural Equation Modelling (SEM) analysis, this study explored the complex connections between different aspects of perceived glamping value and their impact on booking intentions. This method allowed us to empirically test our hypotheses, revealing both expected and unexpected results.

For H1, which proposed a positive relationship between perceived glamping quality and future booking intentions, our data strongly supported this idea. The relationship, indicated by an

Table 2. CFA results

Construct	Item	Statement	Loading	p-value	Cron-bach's α	CR	AVE
INT	INT1	On my next trip, I would consider booking a glamping experience	0.850	***	0.89	0.89	0.73
	INT2	I would consider booking a glamping experience in the future	0.847	***		–	–
	INT3	I probably will never book glamping in the future because it does not interest me	0.871	***		–	–
PVQ	PVQ1	I think about the risk of making a good purchase considering the price I pay	0.830	***	0.88	0.88	0.65
	PVQ2	When booking accommodation, I consider the risk that I may not receive what I expected	0.840	***		–	–
	PVQ3	When booking accommodation, I compare its quality with other relevant accommodation choices	0.820	***		–	–
	PVQ4	I have very high standards and expectations regarding the accommodation I book	0.759	***		–	–
PVSG	PVSG1	I am seeking unique accommodation that will enable me to experience nature	0.780	***	0.86	0.86	0.61
	PVSG2	I would like to visit a place that none of my friends have heard about before	0.811	***		–	–
	PVSG3	Glamping accommodations are usually located far away from touristic attractions, and I may not be able to reach them easily	0.846	***		–	–
	PVSG4	Booking glamping for a unique experience is a good idea	0.674	***		–	–
PVE	PVE1	I could save money by booking glamping accommodations instead of all-inclusive hotels	0.749	***	0.84	0.84	0.57
	PVE2	Glamping offers allow me to book travel accommodations at cheaper prices than other accommodation websites	0.822	***		–	–
	PVE3	I may spend more money on glamping accommodations than on other types of accommodation	0.749	***		–	–
	PVE4	I carefully look for the best value for money	0.710	***		–	–
PVP	PVP1	The higher the price of the product, the better its quality	0.761	***	0.89	0.89	0.67
	PVP2	I prefer to book the best-selling accommodations	0.836	***		–	–
	PVP3	Price is the main criterion for my purchase decision	0.839	***		–	–
	PVP4	Glamping might offer a unique experience, but it seems to be expensive	0.819	***		–	–
PVH	PVH1	I have always dreamt about experiencing unique accommodations	0.836	***	0.91	0.91	0.71
	PVH2	I am not convinced that glamping is the most appropriate type of accommodation for me	0.847	***		–	–
	PVH3	I prefer to go to the hotel and feel secure that all my needs are met	0.843	***		–	–
	PVH4	Renting unique glamping accommodations is a better mode of consumption than traditional channels (e.g., all-inclusive hotels)	0.847	***		–	–

Note: INT – booking intentions, PVQ – perceived value of quality, PVSG – perceived value of social gratification, PVE – perceived economic value, PVP – perceived value of prestige, PVH – perceived value of hedonism.

Source: own elaboration.

Table 3. HTMT results

Variable	INT	PVQ	PVSG	PVE	PVP	PVH
INT	–	–	–	–	–	–
PVQ	0.71	–	–	–	–	–
PVSG	0.57	0.65	–	–	–	–
PVE	0.50	0.64	0.78	–	–	–
PVP	0.59	0.84	0.56	0.55	–	–
PVH	0.65	0.63	0.85	0.82	0.59	–

Note: INT – booking intentions, PVQ – perceived value of quality, PVSG – perceived value of social gratification, PVE – perceived economic value, PVP – perceived value of prestige, PVH – perceived value of hedonism.

Source: own elaboration.

Table 4. Results of SEM model

Endogenous Variable	Exogenous Variable	Beta	<i>B</i>	SE	<i>p</i> -value	CI lower	CI upper
INT	PVQ	0.650	1.048	0.229	***	0.599	1.498
INT	PVSG	–0.098	–0.158	0.205		–0.559	0.244
INT	PVE	–0.366	–0.590	0.201	**	–0.983	–0.196
INT	PVP	–0.055	–0.088	0.168		–0.417	0.240
INT	PVH	0.656	1.056	0.257	***	0.552	1.560

Note: INT – booking intentions, PVQ – perceived value of quality, PVSG – perceived value of social gratification, PVE – perceived economic value, PVP – perceived value of prestige, PVH – perceived value of hedonism.

Source: own elaboration.

unstandardized coefficient (*B*) of 1.048, was highly significant ($p < 0.001$), confirming H1.

However, H2, which suggested that perceptions of therapeutic value and escapism associated with glamping would boost booking intentions, did not receive support. The relationship, indicated by an unstandardized coefficient of –0.158, was not statistically significant ($p > 0.05$).

The findings for H3 revealed a statistically significant negative correlation between the emphasis on glamping's perceived economic value and booking intentions, with a *p*-value of less than 0.01. Despite the statistical significance of this correlation, it was contrary to our initial hypothesis, resulting in the rejection of H3. This unexpected result suggests the need for further investigation to comprehend the underlying factors contributing to this outcome, especially considering the diverse approaches presented in the existing literature.

Regarding H4, the hypothesis that glamping's perceived status and prestige would enhance

booking intentions did not receive empirical support. This was indicated by an unstandardized coefficient (*B*) of –0.088, which did not achieve statistical significance.

In contrast, H5, which focused on the hedonic value associated with the overall pleasure derived from glamping, showed positive outcomes. With a beta value of 0.656 and an unstandardized coefficient of 1.056, it strongly confirmed a highly significant relationship ($p < 0.001$), decisively validating H5.

Discussion

Drawing upon the SEM analysis, the results yield significant insights into how each dimension of perceived glamping value influences booking intentions. The most salient finding revolves around the robust positive relationship between perceived value of quality (PVQ) and booking

intentions, evidenced by a considerable beta value of 0.650. The high beta and B value, both statistically significant at the $p < 0.001$ level, reflect that as consumers perceive higher quality in glamping experiences, their intention to book intensifies (Babin et al., 1994). This resonates with the established consumer behaviour literature which posits that perceived quality serves as a primary determinant of purchase intentions, emphasizing the criticality of delivering top-tier quality in the glamping context (Zeithaml, 1988). Contrarily, the perceived economic value, (PVE) stands out as the most negatively influential factor with a beta of -0.366 , and its statistical significance at the $p < 0.01$ level. This suggests that as consumers perceive greater economic value, their booking intentions diminish. This counterintuitive result could perhaps be attributed to the possibility that while consumers appreciate the perceived economic value of glamping accommodations, they may associate higher economic value with elevated prices, leading to decreased booking intentions. This is in line with Lee et al. (2019), as consumers may perceive higher prices as a deterrent to participation.

The perceived value of hedonism (PVH), akin to PVQ, exhibits a significantly positive impact on booking intentions. This concurs with earlier deliberations on hedonic consumption within tourism, underscoring the powerful allure of experiential, multisensory, and emotive facets in influencing consumers' behaviours (Hirschman & Holbrook, 1982). On the other hand, the perceived value of social gratification (PVSG) and the perceived value of prestige (PVP) revealed negative relationships with booking intentions. However, these relationships were not statistically significant, suggesting that while these dimensions may hold some sway in shaping booking intentions, they are not dominant forces in the glamping context.

Building upon our initial interpretations, the present findings correspond and diverge with extant literature in the realm of tourism and consumer behaviour. Notably, the pronounced positive association between the perceived value of quality (PVQ) and booking intentions resonates with prior investigations. Ladhari et al., (2011), in their meticulous review of service quality perceptions, highlighted the inextricable link between perceived quality and behavioural intentions across multiple service contexts, solidifying the empirical ground for our results.

The non-significant impact of perceived value of social gratification (PVSG) and the perceived value of prestige (PVP) on booking intentions stands somewhat at odds with the research by Kim et al. (2017), who elucidated the pivotal role

of social recognition and prestige in shaping luxury consumption behaviours. This suggests that the dynamics within glamping, a unique blend of camping and luxury, may differ from the traditional luxury consumer paradigm. Conversely, the significance of hedonism's positive influence aligns seamlessly with extant research. Tynan and McKechnie (2009) emphasized the hedonic drivers in experiential consumption settings, underscoring that consumers often seek immersive, emotive, and sensory-rich experiences, reinforcing our observations regarding the perceived value of hedonism (PVH).

Our findings, rich with both anticipated and novel insights, offer critical implications for the growing realm of glamping, providing valuable insights for its development. For operators in this field, comprehending the nuanced elements that influence booking intentions can inform a myriad of business decisions, ranging from marketing strategies to service design. Foremost, the pronounced positive linkage between the perceived value of quality (PVQ) and booking intentions suggests that operators ought to prioritize enhancing the tangible and intangible facets of their offerings. Given that the modern consumer's perceptions of quality have become increasingly intricate, it may benefit operators to focus not only on the tangible, such as luxurious tents or amenities, but also on the intangible, like unique cultural or nature-based experiences. This dual emphasis resonates with Pine and Gilmore's (2013) assertion of the Experience Economy, where value is derived from memorable and transformative experiences. The observed negative association between perceived economic value (PVE) and booking intentions in glamping is intriguing. While economic value typically plays a significant role in traditional hospitality settings, this finding suggests that glamping consumers prioritize factors beyond mere cost-effectiveness. It implies that they may be drawn to a more authentic or natural atmosphere, valuing experiences that evoke nature's purity rather than those that feel overly manufactured. This underscores the need for service providers to strike a delicate balance: offering an ambiance that seamlessly integrates natural elements with a touch of luxury, all while maintaining an attractive price point.

Moreover, the willingness of consumers to pay a premium for glamping experiences further elucidates the concept of economic value. Despite being willing to invest more, glamping consumers have heightened expectations regarding the consistency and reliability of the experience. Therefore, it becomes imperative for glamping providers to ensure the delivery of a high-quality and consistent experience to justify the premium

price and meet the discerning expectations of their clientele.

Non-significant findings related to social gratification (PVSG) and prestige (PVP) suggest that glamping operators need not overemphasize social prestige as a marketing tool. Instead, the focus could pivot towards personal benefits, self-discovery, and the intrinsic joys of nature – facets that seem to resonate more potently with the target market (Morgan et al., 2010). Lastly, the dominance of hedonistic values (PVH) in influencing booking intentions cannot be overstated. It hints at a broader cultural zeitgeist, where consumers increasingly chase experiences that stimulate, rejuvenate, and offer escapism from the quotidian (Hosany & Witham, 2010). Crafting packages that accentuate sensory-rich experiences, whether through gastronomy, local culture immersion, or nature-based activities, may be paramount for glamping providers.

As we reflect on the implications of this study, it is imperative to acknowledge the inherent limitations and chart prospective avenues for subsequent inquiry. Future research could incorporate a mix of quantitative and qualitative methods to derive a more holistic understanding. Further research could delve into pivotal constructs such as trust, brand loyalty, and electronic word-of-mouth in the context of glamping. Dissecting the concept of perceived value further, particularly in the realms of cultural and regional nuances, could provide deeper insights. Tracking temporal shifts in consumer perceptions and values will also be essential as the glamping sector evolves. Furthermore, considering traveller types (e.g., as Chen et al. (2016) identify those traveling alone, with children, friends, or partners) as market segmentation variables could be valuable for service providers.

Agreeing with Harper (2017), it is evident that ethical concerns associated with outdoor adventure practices demand further consideration. While the concept of therapeutic glamping holds promise for promoting wellness and relaxation, it is essential to address ethical considerations such as environmental impact, cultural sensitivity, and participant safety. These aspects require careful attention to ensure that glamping experiences are

not only enjoyable but also respectful, sustainable, and inclusive.

Conclusion

The emergence of glamping represents a significant shift in the tourism industry, blending the natural appeal of the outdoors with the luxury and amenities of upscale accommodations. This study delved into the multifaceted dimensions of perceived glamping value and their impact on booking intentions. Through a rigorous SEM analysis, our investigation revealed valuable insights into how these dimensions influence the intentions of potential consumers, shaping their decision-making process. Our results emphasize the crucial importance of quality and hedonic values in determining booking intentions while also shedding light on the nuanced role of other factors. Specifically, we found that while economic value exerts a negative influence on booking intentions, other factors play a positive and constructive role in guiding consumer decisions. These findings not only deepen our understanding of consumer behaviour within the glamping sector but also offer valuable insights for industry practitioners seeking to refine their offerings and marketing strategies. It's essential to consider these findings in the context of the study's limitations and the dynamic nature of consumer perceptions. As the glamping industry continues to flourish and evolve, ongoing research will be crucial in keeping up with shifting consumer values and preferences. By understanding these shifts, stakeholders in the glamping sector can remain adaptable, innovative, and in tune with the ever-evolving demands of discerning travellers. In essence, this study is not a culmination but rather a stepping stone in the ongoing journey to decode consumer behaviour in the realm of experiential tourism. As the lines between luxury and adventure continue to blur, capturing the pulse of consumer desires and motivations will remain central to the sustained growth and vibrancy of the glamping industry.

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Profesor Uniwersytetu Ekonomicznego w Poznaniu, kierownik laboratorium ConsumerLab. Jego obszar badawczy obejmuje zrównoważone zachowania zakupowe oraz analizę wpływu nowych mediów na postawy konsumentów. W swojej pracy naukowej skupia się na przeprowadzaniu badań mających na celu zrozumienie, w jaki sposób zmieniające się media wpływają na preferencje i decyzje współczesnych konsumentów. Jest autorem artykułów naukowych opublikowanych m.in. w czasopiśmie takich jak: „Technology in Society”, „Journal of Consumer Behaviour”, „Food Quality and Preference”, „Trends in Food Science & Technology” oraz „British Journal of Educational Technology”.



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Associate Professor at the Department of Commerce and Marketing at Poznań University of Economics and Business. Her research primarily centers around understanding the psychological processes that underlie intergroup biases, prejudice, and discrimination. She is particularly interested in exploring the factors that contribute to the formation of stereotypes and how these stereotypes influence individual attitudes and behaviours, particularly concerning highly sensitive individuals and those with neuroatypical traits.

Lic. Anna Zielińska

Graduate of the Poznań University of Economics and Business, specializes in marketing of tourism services, particularly in the field of e-commerce.

Mgr Magdalena Marciniak

Digital marketing specialist with over a decade of experience working for leading digital agencies, focuses primarily on internet marketing, e-commerce, and MarTech technologies. Over the past year, her professional interests have centered around initiatives in electronic customer relationship management (eCRM), with a particular emphasis on utilizing artificial intelligence algorithms to optimize business processes.

Dr inż. Urszula Garczarek-Bąk

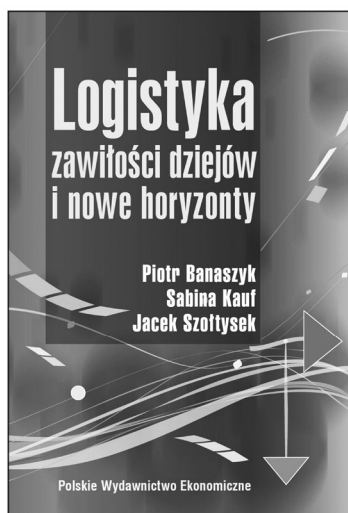
Adiunkt w Katedrze Handlu i Marketingu na Uniwersytecie Ekonomicznym w Poznaniu. Jej badania koncentrują się głównie na zrozumieniu procesów psychologicznych leżących u podstaw uprzedzeń międzygrupowych i dyskryminacji. Szczególnie interesuje ją badanie czynników wpływających na kształtowanie postaw i zachowań jednostek, zwłaszcza w kontekście osób wysoko wrażliwych i tych o cechach neuroatypowych.

Lic. Anna Zielińska

Absolwentka Uniwersytetu Ekonomicznego w Poznaniu, specjalizuje się w marketingu usług turystycznych, zwłaszcza w obszarze e-commerce.

Mgr Magdalena Marciniak

Specjalistka z dziedziny marketingu cyfrowego, posiadająca ponad dekadę doświadczenia w pracy dla wiodących agencji digitalowych, z wyraźnym skupieniem na marketingu internetowym, handlu elektronicznym oraz technologiach MarTech. W ostatnim roku jej zainteresowania zawodowe koncentrowały się głównie na inicjatywach z obszaru elektronicznego zarządzania relacjami z klientami (eCRM), ze szczególnym uwzględnieniem wykorzystania algorytmów sztucznej inteligencji do optymalizacji procesów biznesowych.



Piotr Banaszyk, Sabina Kauf, Jacek Szoltysek

LOGISTYKA. ZAWŁOŚCI DZIEJÓW I NOWE HORYZONTY

Celem podstawowym niniejszej monografii jest wskazanie prawdopodobnych trendów w dziedzinie logistyki i łańcuchów dostaw, które z natury mają obecnie charakter międzynarodowy. Trendy te są prognozą wynikającą z obserwowanych procesów historycznych i bieżących. Można przyjąć, że stanowią swoisty azymut dla menedżerów logistyki i łańcuchów dostaw. Azymut, czyli punkty orientacyjne, które menedżer w każdym sektorze, branży i konkretnym przedsiębiorstwie może wykorzystać do wytyczenia indywidualnej i oryginalnej ścieżki rozwoju.

Książka rozpoczyna się od refleksji historycznej ukazującej ewolucję rozwoju zasad, metod i zastosowań logistyki. Następnie w kompleksowy sposób pokazano wpływ postępu w dziedzinie technologii informacyjno-komunikacyjnych na działalność logistyki i sterowanie procesami logistycznymi i łańcuchami dostaw. W dalszej kolejności przedstawiono znaczenie i konsekwencje zjawiska tak zwanej hybrydyzacji oferty rynkowej przedsiębiorstw, czyli dążenia do podnoszenia satysfakcji odbiorców dzięki uzupełnianiu rzeczowej formy wyrobów przez świadczenie usług okołoprodukcyjnych. W końcu starano się zidentyfikować i rozważyć wpływ dostrzeżonych zjawisk na przyszłą charakterystykę procesów logistycznych i zarządzanie łańcuchami dostaw.

Można mieć nadzieję, że zaprezentowane ustalenia i opinie staną się przestankami do refleksji i dyskusji przede wszystkim w środowisku badaczy przedmiotowych zjawisk oraz okażą się pomocne w inspirowaniu praktyków.

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