Table 1. Respondents' Demographic Profile (n=242)

Characteristics	%	Characteristics	%
Gender		**Education**	
Male	45	Secondary/ High school or below	3.4
Female	55	College diploma or university degree	64
		Postgraduate or above	33
Age			
25 or below	55	**Total Household Annual Income**	
26-35	33	Under RMB 50,000	26
36-45	7.3	RMB 50,000 - RMB 99,999	33
46-65	4.7	RMB 100,000 - RMB 149,999	18
		RMB 150,000 - RMB 199,999	8.7
Marital Status		RMB 200,000 - RMB 249,999	2.2
Single	73	RMB 250,000 - RMB 299,999	2.6
Married with child(ren)	19	RMB 300,000 - RMB 599,999	4.4
Married without child(ren)	8.6	RMB 600,000 or above	5.2
Family Size			
1 person	6.9		
2 persons	9.9		
3 persons	44		
4 persons	22		
5 persons	10		
6 persons or above	6.9		

Table 2. Importance of Motivation of Potential Cruisers

Motivation	n	Mean	Standard Deviation
Enjoy beautiful environment and sceneries	233	6.36[a]	.960
Experience attractive routes and destinations	230	5.99	1.218
See and experience new culture	231	5.98	1.168
Visit different places in one trip	229	5.86	1.222
Travel to place friends/ relative have not visited	230	5.73	1.293
Discover new things	231	5.72	1.333
Enjoy different cuisines and beverages	228	5.71	1.312
Experience a new form of transportation	232	5.67	1.376
Reduce stress	228	5.62	1.507
Enjoy luxurious experiences	231	5.59	1.468
Look for excitement	231	5.49	1.414
Accompany the family members who want to cruise	229	5.49	1.432
Escape from routine of work and daily life	230	5.41	1.512
Have fun through cruise activities and facilities (e.g. bar, swimming pool, gym, basketball, jogging, yoga, karaoke)	232	5.33	1.376
Photograph exotic place to show friends	229	5.31	1.502
Get spiritual purification and moral enlightenment	230	5.26	1.550
Have family gathering	228	5.25	1.504
Enjoy shows and entertainment	230	5.10	1.452
Build networking	230	5.00	1.449
Talk about trip after returning home	228	5.00	1.562
Enjoy spa	229	4.66	1.722
Visit friends or relative who live in the destination	228	4.54	1.651
Enjoy health and exercise	226	4.28	1.643
Enjoy casino experience	225	2.81	1.838

[a] Perception scale: 1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree and 7= Strongly Agree

Table 3. Importance of Intention of Potential Cruisers

Factors	n	Mean	Standard Deviation
I am interested in cruise travel	229	5.47[a]	1.316
I want to cruise sometime in the future	229	5.36	1.349
I'll recommend cruise to others	229	4.69	1.523
I'll encourage friends and relatives to go on cruise	229	4.66	1.547
I intend to cruise in the next three years	229	4.53	1.555

[a] Perception scale: 1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree and 7= Strongly Agree

Table 4. Factor Analysis of Potential Cruisers' Motivation

Motivation	Factor Loading	Eigen-value	% of variance
Relaxation and Family (α= .83, Mean= 5.41ᵃ)		7.093	15.20
Reduce stress	.811		
Get spiritual purification and moral enlightenment	.733		
Escape from routine of work and daily life	.706		
Have family gathering	.697		
Accompany the family members who want to cruise	.597		
Discovery (α= .82, Mean= 5.78)		2.250	12.76
See and experience new culture	.881		
Discover new things	.782		
Experience attractive routes and destinations	.586		
Travel to place friends/ relative have not visited	.576		
Look for excitement	.572		
Enjoyment (α= .81, Mean= 5.65)		1.740	12.45
Visit different places in one trip	.770		
Enjoy luxurious experiences	.728		
Enjoy shows and entertainment	.614		
Have fun through cruise activities and facilities (e.g. bar, swimming pool, gym, basketball, jogging, yoga, karaoke)	.607		
Enjoy beautiful environment and sceneries	.561		
Wellness and Socialization (α= .70, Mean= 4.26)		1.307	12.40
Enjoy health and exercise	.807		
Enjoy spa	.646		
Visit friends or relatives who live in the destination	.597		
Build networking	.550		
Enjoy casino experience	.547		

Motivation	Factor Loading	Eigen-value	% of variance
Social/ Esteem Need (α= .88, Mean= 5.16)		1.161	8.79
Talk about trip after returning home	.860		
Photograph exotic place to show friends	.842		
Total variance explained			61.60

[a] Perception scale: 1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree and 7= Strongly Agree

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Table 5. Differences of Motivation and Intention across Age Group (n=227)

Factors	Mean			F Ratio	F-Probability	Significant Differences Between Groups[c]
	Group 1 [a] (n=125)	Group 2 (n=75)	Group 3 (n=27)			
Motivation						
Enjoyment	5.8[b]	5.4	5.9	5.9	0.003	Group 1 and Group 2 Group 2 and Group 3
Wellness and Socialization	4.5	3.9	4.6	6.7	0.002	Group 1 and Group 2 Group 2 and Group 3
Intention						
I intend to cruise in the next three years	4.5	4.5	5.2	2.8	0.061	Group1 and Group 3

[a] Group 1: 25 or below, Group 2: 26-35, Group 3: 36 or above
[b] Perception scale: 1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree and 7= Strongly Agree
[c] Regarding the ANOVA test on Enjoyment, Games-Howell test was applied as the equal variance was not assumed (Levene statistic is significant). Regarding the ANOVA test on Wellness and Socialization, Tukey test was applied as the equal variance was assumed (Levene statistic is not significant). Regarding the ANOVA test on "I intend to cruise in the next three years", Tukey test was applied as the equal variance was assumed (Levene statistic is not significant).

Table 6. Differences of Motivation and Intention across Income Group (n=224)

Factor	Mean					F Ratio	F-Probability	Significant Differences Between Groups[c]
	Group 1[a] (n=58)	Group 2 (n=75)	Group 3 (n=41)	Group 4 (n=23)	Group 5 (n=27)			
Motivation								
Relaxation and Family	5.5[b]	5.2	5.7	5.0	5.9	3.2	0.014	Group 4 and Group 5
Intention								
I intend to cruise in the next three years	4.2	4.4	4.6	4.9	5.3	2.8	0.028	Group 1 and Group 5

[a] Group 1: Below RMB50,000; Group 2: RMB50,000 - RMB99,999; Group 3: RMB100,000 – RMB149,000; Group 4: RMB150,000 – RMB249,000; Group 5: RMB250,000 or above

[b] Perception scale: 1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree and 7= Strongly Agree

[c] Regarding the ANOVA test on Relaxation and Family, Tukey test was applied as the equal variance was assumed (Levene statistic is not significant). Regarding the ANOVA test on "I intend to cruise in the next three years", Tukey test was applied as the equal variance was assumed (Levene statistic is not significant).

Table 7. Differences of Motivation Factor between Marital Statuses

Variable	Single		Married		T-value	
	n	Mean	n	Mean		
Discovery	166	5.86[a]	61	5.58	1.952	*

[a] Perception scale: 1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree and 7= Strongly Agree

*p=0.05

Table 8. Regression Statistics with Intention as Dependent Variable

Variables	Intention		
	Coefficients	Collinearity Statistics	
		Tolerance	VIF
Relaxation and Family	.211**	0.656	1.524
Discovery	.079	0.584	1.714
Enjoyment	.301***	0.537	1.864
Wellness and Socialization	.050	0.659	1.518
Social/Esteem Need	.020	0.654	1.528
R		.532	
R Square		.283	
Adjusted R Square		.267	
F		17.601***	

Notes: *P<0.05, **P<0.01, ***P<0.001