

## **Segmenting the Business Traveler based on Emotions, Satisfaction, and Behavioral Intention**

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## **Segmenting the Business Traveler based on Emotions, Satisfaction, and Behavioral Intention**

### **Abstract**

As travel is part of their work, business travelers are assumed to be focused on carrying out a work related task, rather than feeling emotionally stimulated during their trip. Due to this belief, there is limited research on consumer emotions within this segment of the travel market. However, not only is business travel an experience and therefore it involves emotions, but many business trips have a strong leisure component and business travel decision-making is often emotionally charged. This paper segments the business travel market based on emotions, satisfaction and behavioral intention. Using a sample of 400 managers in small-medium-size companies, the study demonstrates that the relationship between emotions and satisfaction is not uni-directional as far as business tourism is concerned. For two of the four segments, the valence of emotions translated into an opposite level of satisfaction/intention. The segments were found to differ in personal and trip-related variables.

**Keywords:** Business travel, Segmentation, Emotions, Satisfaction.

## **Introduction**

Recent competition among travel service providers in the context of the business travel market has highlighted the need for a better understanding of business travelers as a tourist segment, including how they evaluate their travel experiences. Business travel usually takes qualified professionals and managers to destinations they have not selected themselves (Opperman, 2000). Business travel is actively pursued by many destinations for the important direct benefits which it brings, including the higher average spending of business tourists (Svensson, Moreno, & Martín, 2011) and the opportunity to counter seasonality in leisure oriented destinations (Figini & Vici, 2012).

Moreover, although business travelers' decisions about their journey may be based on business obligations, it is not uncommon for business travel to have a leisure component, either through visiting attractions during the business stay or through extending the business trip for pleasure purposes. Furthermore, the positive image of a destination may attract business travelers to revisit a particular destination (Yen, Da Gama, & Rajamohan, 2008), for example by including the destination in an early consideration set for future holiday travel (Kerr, Cliff, & Dolnicar, 2012). The willingness to spend extra time and money visiting attractions, extending the trip for leisure purposes and revisiting the destination, is usually determined by other non-business factors (Woodside & Lysonski, 1989). As a consequence, a business trip may be an excellent opportunity to deploy marketing efforts focused on attracting the return of business travelers as leisure tourists.

In order to capitalize on the benefits and opportunities provided by business travel, it is important for researchers and practitioners to understand the complex processes used by business travelers when evaluating destinations. From a psychological point of view, decisions are driven by both cognitions and affect (Soscia, 2007). Hirschman and Holbrook

(1982) were among the first to support the view that affect could serve as a primary motivator of consumption behavior. In a similar vein, Caru and Cova (2003) argued that an experience is a “subjective episode with (...) an emphasis on emotions and senses lived during the immersion at the expense of the cognitive dimension” (p. 273). Given that the tourism product is essentially experiential, studies on the evaluation of tourist destinations should consider emotions as a key evaluation construct. However, the emotional dimension of tourist destinations is often ignored (Cohen, Prayag, & Moital, 2014). Existing research on emotions in tourism decision-making and consumption is largely restricted to leisure travel (e.g. Nawijn, Mitas, Lin, & Kerstetter, 2013), with only a small number of studies focusing on emotions in business travel (e.g. Wang & Beise-Zee, 2013).

The limited research on emotions within business travel appears to originate in the belief that emotions have little to do with business travel, an idea owing perhaps to the view of the professionally detached and travel savvy image of business people. Since travel is part of their work, they are expected to perform a business related task, rather than to feel emotionally stimulated (Wang & Beise-Zee, 2013). This is a questionable assumption for several reasons. First, all experiences, including travel experiences, involve emotions, whether they are leisure or business oriented (Caru & Cova, 2003). Second, many business trips have a strong leisure component (Smith & Carmichael, 2006) and often the decision to host a convention in a city is based on the leisure opportunities it provides (Baloglu & Love, 2005). The main purpose of these leisure periods during the business trip is to provide the traveler with a playful work or even a leisure-like experience to counteract negative emotions associated with work (at home or during the trip) such as stress (Ivancevich, Konopaske, & Defrank, 2003). Third, business travel decision-making is often emotionally charged, with decisions about issues such as transportation and accommodation triggering important emotional involvement and reactions among business travelers (Gustafson, 2012). Therefore, while emotions may be more

important for leisure than for business travel, there is no reason to believe that business travel experiences are emotionless. Therefore, it is useful to understand the role of the emotions experienced by business travelers during their trip.

To date, only one study has attempted to segment the business travel market based on emotions. Wang and Beise-Zee (2013) interviewed 240 business people about how they felt when travelling for business purposes, identifying three clusters of business travelers (worried, annoyed and emotionless). These were then validated by assessing whether different emotional segments were related to service response type, satisfaction and emotional bonding. Unlike Wang and Beise-Zee (2013), who used satisfaction to externally validate the segmentation procedure, the present study considers both satisfaction and emotions as segmentation variables. Consumer satisfaction is one of the fundamental elements of marketing strategies and is critical to the success of an organization's ability to efficiently address customers' needs and wants (Severt, Wang, Po-Ju, & Breiter, 2007).

A third variable - behavioral intention – is also employed in the segmentation procedure. Behavioral intention is associated to destination loyalty (Oppermann, 2000) and therefore is an important variable for tourism marketing research. In addition, research has shown a link between emotions and behavioral intention in an experiential setting (Hosany & Prayag, 2011). Categorizing business travelers according to emotions, satisfaction and behavioral intention could help marketing destination managers to design and adapt marketing strategies in order to improve tourists' experience, satisfaction levels and intention to revisit the destination. In order to contribute to the growing body of knowledge on business travel, this paper addresses two questions:

- Can business travelers be divided into distinct segments based on emotions, satisfaction and behavioral intention?

- Do emotional segments differ in their satisfaction states, demographics and trip characteristics?

### **Literature Review**

#### Segmentation in tourism

As competition among destinations has been growing in recent years and the patterns of tourist behavior have changed significantly, tourism marketers are required to avoid treating travelers as one homogenous group but instead to tailor their services to the needs of specific market segments (Janga, Morrison, & O'Leary, 2002). Market segmentation refers to the process of identifying and partitioning the target market into several homogeneous groups with similar characteristics, thus allowing marketers to design products or services to satisfy the special needs of these groups (Wedel & Kamakura, 2000). Numerous tourist segmentation methods and techniques have been used in tourism research, including overall segmentation strategy such as a-priori (e.g. Moital, Dias, & Machado, 2013) or a-posteriori (e.g. Dolnicar & Lee, 2008) segmentation, and analytical procedures such as cluster analysis (e.g. Correia, Moital, Oliveira, & Costa, 2009), neural network models (e.g. Dolnicar, 2002) and latent class analysis (e.g. Alegre, Mateo, & Pou, 2011). Existing studies use different descriptors and discriminating variables to segment a market, including attributes of vacation (Crask, 1981), benefits sought by travelers (e.g. Loker-Murphy & Perdue, 1992), motivations (Correia, Moital, Oliveira, & Costa, 2009), behavioral characteristics (Formica & Uysal, 1998), satisfaction (Correia, Moital, Oliveira, & Costa, 2009) and emotions (Bigné & Andreu, 2004).

## Segmentation of the business travel market

Despite the growth of business related travel, little research has been undertaken on the segmentation of this market (Chiang, King, & Nguyen, 2010). The few existing studies have segmented the market based on different service attributes and trip and traveler related characteristics. One of the earliest studies (Weaver, McCleary, & Jinlin, 1993) profiled the business traveler by analyzing 55 relevant attributes when selecting hotels, while Mason and Gray (1995) investigated the short haul business air travel market using a benefit segmentation approach. At the turn of the millennium, Swarbrooke and Horner (2001) established tourist segments according to the type of trip that they undertake and using a more specific approach, Smith and Carmichael (2006) undertook a study on the habits of consumption of the female business travelers in Canada. Yen, Da Gama, and Rajahamohan (2008) used six measures of affective and overall destination image dimensions in order to segment business travelers to India. Wickham and Vecchi (2009) defined a taxonomy of business travelers based on travel intensity and travel reach.

More recent work defined the characteristics of business travelers based on age and found differences between the “Generation Y” (travelers born between 1977 and 1994) and the rest of business travelers (Davidson, 2011). Chiang, King, and Nguyen (2012) investigated the motivational and socio-demographic characteristics of meetings, incentives, conventions and exhibitions (MICE) visitors to Taiwan. While these contributions have made a valuable contribution to further our understanding of the make-up of the business travel market, not only is existing research limited, but with exception of Wang and Beise-Zee (2013), no studies have segmented the business travel market based from an emotions point of view.

## Segmentation based on emotions

Research into emotions developed in the tourism sector has generally employed multidimensional models of emotional space (e.g. San Martín & Rodríguez del Bosque, 2008; Ene & Schofield, 2011). One of the best known emotion models is Russell's (1980) circumplex model, which describes affective states using a two dimensional space (pleasure-displeasure and arousal-sleep) and eight concepts (excitement, arousal, pleasure, contentment, sleepiness, depression, misery and distress). Other authors have developed and adapted scales to be used in the study of emotions in the tourism industry (e.g. Hull, Stewart, & Young, 1992; Cohglan & Pearce, 2010; Mitas, Yarnal, Adams, & Nilam, 2012). As shown in Table 1, the use of emotions as segmentation criterion has received considerable support. There is, however, a need for further empirical studies to demonstrate the potential of using emotions as a segmentation variable and to test their affinity with satisfaction and behavioral intentions, particularly in the context of business-related consumption.

**Table 1 about here**

## Segmentation based on satisfaction and behavioral intention

In a tourism setting, consumer satisfaction refers to the extent to which the destination (or each of its components) fulfills consumers' performance criteria (Correia, Moital, Oliveira, & Costa, 2009). In the present study a global measure of satisfaction is employed, reflecting the accumulated experiences of a tourist's expectations, purchase and consumption experiences (Andreassen, 1995). Despite its ability to compare across different levels of overall satisfaction (Dolnicar & Lee, 2008), the examination of satisfaction-based segmentation has



attracted only limited attention in the literature (Yüksel & Yüksel, 2002). Satisfaction features in most tourist segmentation research not as a segmentation variable but is employed for examining the external validity of the segment (Correia, Moital, Oliveira, & Costa, 2009).

The importance of satisfaction in marketing research lies in its link to loyalty, defined as the psychological and behavioral commitment to the destination or tourism product (Yoon & Uysal, 2005). The general contention is that satisfaction is required for loyalty to develop. Despite this link, the review identified few studies that incorporated behavioral intention as a segmentation variable. In the context of business tourism, Kerr, Cliff, and Dolnicar (2012) tested the assumption that business travelers can be converted into holidaymakers at the same destination at some time in the future. The role of behavioral intention in tourism segmentation research has been one of helping to externally validate segments.

### Emotions, satisfaction and behavioral intention

Although some products are consumed for their ability to induce negative emotions (Andrade & Cohen, 2007), previous research within the domain of consumption has suggested that satisfaction and positive behavioral intention emerge from positive emotions and that negative emotions lead to dissatisfaction and negative behavioral intention (e.g. Liljander & Strandvik, 1997; Lee & Dean, 2001; Ladhari, 2007). The literature on tourism has also documented a similar relationship between emotions, satisfaction and behavioural intention (e.g. Lee, Lee, Lee, & Babin, 2008; Prayag, Hosany, & Odeh, 2013). Therefore, as a starting point for researching the relationship between emotions, satisfaction and behavioral intention in the context of business travel, the following four propositions can be established:

- Business tourists with predominantly positive emotions will be satisfied with their trip

## SEGMENTATION OF BUSINESS TRAVELERS

- Business tourists with predominantly negative emotions will be dissatisfied with their trip
- Business tourists satisfied with their trip will want to return to the destination
- Business tourists dissatisfied with their trip will not want to return to the destination

## **Method**

### Sample Design and Data Collection

The data for this study was collected from 400 managers in small- and medium-sized Spanish companies or freelance workers who travelled for business purposes during 2013. During a first stage, managers were contacted by phone in order to plan the interviews. The surveys were carried out directly with managers and conducted by two of the researchers. The managers were interviewed in their companies located in eight main cities/towns in Spain: Madrid, Santander, La Coruña, Guipuzcoa, Oviedo, Zaragoza, Valencia and Caceres.

Around one quarter of the sample worked in marketing and sales (25.5%), 19.5% in ICT, 11% in health and medicine with the same proportion working in education, 7.5% in finance and banking and 25.5% in other sectors. Two thirds of the participants in the study were managers (66.3%), traveling for business purposes more than three times per year (62.0%) or between 1 and 3 times per year (26.5%), with one third making more than 2 trips per month. The majority of the sample were males (62.3%), aged 33-48 (46.9%), or 18-32 (33.8%), holding a university degree or vocational training (85%).

## Questionnaire and Measurement Scales

The questionnaire comprised four sets of questions. The first set included a number of questions related to behavior and habits of the business traveler: travel frequency, purpose of trip (conferences, convention, meeting, trade or scientific business) and services used (accommodation, transport, attractions). Questions in the second group examined the characteristics of the trip such as length of stay, destination, composition of the travel party, money spent during the trip, planning and reservation. Another section included questions related to socio-demographics and the respondent's professional details such as profession, number of years in work, sector and level of qualification.

The final set of questions focused on the measurement of emotions, satisfaction and behavioral intention. The emotions scale comprised 5 items, three covering positive emotions (contented, happy and surprised) and two negative emotions (frustrated and irritated). These items were adapted from Coghlan and Pearce (2010). "Surprised" was added to the scale following from Vanhamme's (2000) recommendation that the relationship between surprise and satisfaction should be examined.

The respondents scored their level/intensity of emotions on a Likert-type scale ranging from 1 (very low) to 7 (very high). After reviewing previous studies, the universal scale of satisfaction (Oliver, 1997) was used to measure overall satisfaction. This scale, a 7 point Likert-type scale ranging from extremely dissatisfied to extremely satisfied, has been tested in previous studies. The behavioral intentions of revisiting the destination were adapted from Kaplanidou (2009), using a 7 point Likert-type scale ranging from 1 to 7, with 7 being the highest intention possible.

## Latent Class Segmentation

The segments were identified using the latent class segmentation technique. This type of procedure allows the heterogeneity of a population to be detected by locating the least possible number of groups present in the universe being studied. Individuals or organizations are therefore assigned to segments on the basis of the probability of their belonging to them, thus avoiding the determinist restrictions of a *non-hierarchical cluster* analysis. In other words, the individuals or organizations of which each segment is made up of originate from a combination of probability distributions.

This method therefore permits the identification of individual or organizational segments whose characteristics and homogeneous behavior are different from each other (Wedel & Kamakura, 2000). The groups should be formed of individuals or organizations that behave in a similar manner (internal homogeneity) while the way in which each group behaves is different (group heterogeneity) (Wedel & Kamakura, 2000). Respondents with highly similar observed patterns are more likely to have high probabilities of belonging to the same segment, as compared to those with more dissimilar observed patterns (Oppewal, Paas, Crouch, & Huybers, 2010).

Latent class models have, over the last decade, received much attention from researchers (Garver, Williams, & Taylor, 2008) who have stated that in certain situations, these models have advantages over traditional statistical techniques, such as cluster and regression analysis (Vermunt & Magidson, 2005). The latent class model, which is a finite mixture model for the segmentation of data, produces a pre-specified number of latent classes, consisting of the individuals (or organizations) that are assumed to be homogeneous (Wedel & Kamakura, 2000).

Latent class segmentation is a multivariate model that distinguishes subgroups of cases from a number of variables and covariables or descriptive variables, so that the underlying segments from the general population can be identified. According to Vermunt and Magidson (2005), the general latent class segmentation model can be expressed as:

$$f(Y_{nj} | \Phi) = \sum_{S=1}^S \Pi_S f_s(Y_{nj} | \phi_s)$$

where  $S$  = number of latent classes,  $\Pi_s$  = probability of belonging to  $S$  latent class,  $Y_{nj}$  = scores for an  $N$  group of subjects in  $J$  observed variables,  $f_s(Y_{nj} | \phi_s)$  = conditional density distribution of  $Y_{nj}$  and,  $\Phi_s$  = vector parameters ( $\Pi, \phi$ ).

This assumes that the entire database cannot be explained with a single probability distribution, but requires a mixture. Each cluster is therefore formed from the cases that belong to a specific distribution. This method postulates that individual preferences constitute a population that is a mix of several segments of an unknown size. It thus follows that it is impossible to know which individual belongs to a particular segment, and it is therefore necessary to separate the samples by identifying the number of segments and estimating the parameters that define each of them. This is considered to be an optimum segmentation because the number of market segments is not set *ex ante*, and provides the optimum number of clusters into which the market is divided. Cases within the same latent class are homogeneous according to certain criteria, while those in different latent classes are dissimilar from each other in certain important ways (Wedel & Kamakura, 2000).

Latent class segmentation models also permit the incorporation of independent variables that influence membership of the segments. These exogenous variables are known as covariables or grouping variables (Wedel & Kamakura, 2000). The models that incorporate covariables are the most important extensions because they allow explicative variables that

affect the responses (Wedel & De Sarbo, 1994) or class membership to be modeled (Dayton, 1999). Furthermore, latent class segmentation provides statistical criteria with which to test the validity of the model, thus helping to determine the most appropriate number of segments (these are explained below).

In the present research, the segmentation was carried out using the *Latent Gold 4.5* program. The latent class segmentation was estimated in four phases. The first stage involved **identifying indicators and covariables** of the model. In this paper, the indicators are emotions, intention to return and global satisfaction with the destination. Seven covariables were included: age, gender, average spending per day, job type, duration of trip, composition of travel party and previous visit to destination. According to the positioning of the business tourist with regards to these variables, groupings are obtained that fulfill the principles of maximum internal coherence and maximum external differentiation.

The second stage focused on **choosing the optimum number of segments**. Once the segments have been estimated, the statistics generated by each one are analyzed in order to identify which is the most suitable. The optimum number was determined by estimating six models, from model 1 (there is no heterogeneity) to 6 latent classes. In the present research, the model adjustment was evaluated using the Bayesian Information Criterion (BIC) and the Consistent Akaike Information Criterion (CAIC), which have enabled the identification of the model with the lowest number of classes that best adjust to the data. The lowest value of BIC and the CAIC is considered to be an indicator of the best model (Vermunt & Magidson, 2005). Four groups of business tourists were accepted as the best solution because it involved the lowest amount of BIC and CAIC (Table 2).

**Table 2 about here**

The third stage **verified the adjustment of the latent class model**. The objective of this phase was to first examine the  $L^2$  statistic which is interpreted as an indicator of the number of relationships observed among the variables that cannot be explained by a model. The greater the value of this statistic, the poorer the model adjustment to the data and the worse the observed relationships described by the specified model (Vermunt & Magidson, 2005). For this research, it was decided that the p-value bootstrap of  $L^2$  would be greater than 0.05 (Vermunt & Magidson, 2005). The four segment solution yielded a p-value bootstrap of  $L^2$  of 0.07 (Table 2), which is acceptable.

The quality of the classification is then ensured by using the  $R^2$  statistic which explains the variance of each indicator in the model, whose values vary between 0 and 1. The greater the  $R^2$  the better the explanation of the associated variance, thus indicating a better adjustment. It is also noticeable that the Entropy statistic ( $E_s$ ) and the  $R^2$  are close to 1 in all the estimated models (Table 2). Taken together, the  $L^2$  and  $R^2$  support the decision to select the four group solution.

In the final stage, the profiles of the resulting segments were defined. This was done by first analyzing the probabilities of membership of each variable using the different classes or segments as an indicator. The Wald statistic was additionally employed to evaluate the statistical significance of each indicator used to carry out the segmentation. If the p-value associated with the Wald statistic was significant ( $p < 0.05$ ), the indicator with which this value is associated statistically was considered as discriminating between the groups in a significant manner (Vermunt & Magidson, 2005). The composition of each segment was then analyzed according to the covariables included in the analysis. The following section explains the profile of each of the four segments.

## Results

For each of the 7 indicator variables, the p-value associated with the Wald statistic is lower than 0.05, indicating that all the variables are useful in segmenting the business tourist into four groups. With regard to covariables, the type of business trip, composition of the travel party, previous visit to the destination and average spending are significant ( $p < 0.05$ ), while job type, length of stay, age and gender are not significant ( $p > 0.05$ ). From these results, four variables help characterize the segments obtained (Table 3): 1) Type of business trip, 2) Composition of the travel party, 3) Previous visit to destination and 4) Average spending. According to the results of the latent class segmentation, the business tourist can be segmented into four groups (Table 4). Next, each of the segments is profiled and labeled.

### Tables 3 & 4 about here

**Group 1. Satisfied positives.** So termed because they state that they are emotionally “delighted” with the destination and will revisit it. This is the largest group, representing 31.6% of the sample. The scores for the experience are well above the average for the sample. During their trip they experienced the positive emotions of contented (0.68 standard deviation above the average for the sample), positive surprise (0.51 standard deviation above the average for the sample) and happy (0.62 standard deviation above the average for the sample). Business tourists in this group show the greatest level of global satisfaction with the destination (0.94 standard deviation above the average for the sample) and are, together with Group 4, those who express the greatest level of loyalty to the destination (0.83 standard deviation above the intentions average for the sample).



With regards to the trip and tourist characteristics, they travelled accompanied, had visited the destination before and spent more money than any other group. Nearly half were accompanied by a business colleague and seven out of 10 had visited the destination before. This group spent the highest (above €301 per day).

**Group 2. Dissatisfied positives.** This group holds moderate positive emotions which are translated to neither positive levels of satisfaction nor intention. This is the second largest group, comprising 28.0% of the sample. This group is generally dissatisfied (0.79 standard deviation below the sample) and are unlikely to return to the destination (0.75 standard deviation below the average for the sample). This is despite experiencing positive emotions during the trip with regards to being content and happy (0.08 and 0.59 standard deviation above the average for the sample, respectively). However, they felt low levels of surprise (0.03 standard deviation below the average for the sample). They are less likely to feel negative emotions when compared to the average of the sample (0.57 and 0.47 standard deviations for frustrated and irritated, respectively). A large proportion was travelling accompanied by a colleague (51.7%) or family (4.3%). The majority had visited the destination before (61.7%) and the group contains the highest proportion of tourists in the lowest interval for spending per day – less than €200 (41.9%).

**Group 3. Dissatisfied negatives.** So termed because they are emotionally and globally dissatisfied with the destination, and they would not return to it. This group, comprising 25.2% of the sample, feels dissatisfied with the destination visited (0.79 standard deviation below the average for the sample) and is very unlikely to return to it (0.73 standard deviation below the average for the sample). It is also the group that has the highest intensity with regards to negative emotions experienced during the trip, and the lowest intensity of positive emotions, with the exception of the emotion happy which is experienced with a lower intensity by Group 4. This group is the most likely to be travelling alone (71.9%) and the

majority were visiting the destination for the first time (56.1%). They are moderate spenders, with four out of 10 spending between €201 and €300 per day on average.

**Group 4. Satisfied negatives.** So termed because despite feeling intense negative emotions, they are satisfied with the destination and are likely to return. This is the smallest group, accounting for 15.1% of the sample. It is one of the groups most satisfied with the destination (0.87 standard deviation above the average for the sample) and the most likely to return to it (0.81 standard deviation above the average for the sample). However, it is also one of the groups experiencing positive emotions with less intensity while experiencing moderately intense negative emotions. With regards to the characteristics of the trip, this group contains a high percentage of individuals travelling alone (61,8%). The majority has visited the destination before (just under 60 percent) and they appear to be amongst the lowest spenders, with 45.6% spending between €201 and €300 and more than 80% less than €300 per day.

### **Discussion and implications**

Bearing in mind the important role that emotions play in the marketing of tourism destinations (Bigne & Andreu, 2004; Coghlan & Pearce, 2010; Ene & Schofield, 2001, Mitas, Yarnal, Adams, & Nilam, 2012), this study explores the possibility of segmenting the business travel market using emotions as segmentation criteria. Furthermore, and taking into account previous studies regarding marketing and psychology, satisfaction and behavioral intentions were also included as segmentation variables in order to investigate the relationship between these and emotion. With this objective in mind, this paper carried out a latent class segmentation analysis which identified four clearly differentiated segments of business travelers.

## SEGMENTATION OF BUSINESS TRAVELERS

The results resemble a 2 x 2 matrix, whereby two groups held positive emotions, but one was satisfied/intended to return (satisfied positives) and the other did not (dissatisfied positives); One of the other two groups which held negative emotions was nonetheless satisfied/intending to return (satisfied negatives) and the other was not (dissatisfied negatives). Therefore, a major contribution of this study is to demonstrate that the relationship between emotions and satisfaction is not uni-directional insofar as business tourism is concerned. For two of the segments, the valence of emotions translated into an opposite level of satisfaction/intention. The satisfaction levels in these groups consequently do not follow the patterns of emotional variability, as is demonstrated in a previous study by Coghlan and Pearce (2010). However, for the other two groups, there was a positive relationship between the prevailing emotions and satisfaction/intention. These results are consistent with those obtained by Ene and Schoefield (2011), who established that emotions are the basis for the evaluation process and consumer intentions to repurchase. Other studies have also demonstrated that positive emotions patterns are also associated with satisfaction (Westbrook & Oliver, 1991; Hosany & Prayag, 2011).

The association between negative emotions and positive satisfaction can be perhaps explained by the fact that business tourism is extrinsically motivated (Essen, Thanen, & Varlander, 2013). The destination could have been frustrating or irritating, but if the business tourist succeeds professionally (e.g. securing a deal) he will feel satisfied with his/her trip and would intend to return. Another plausible explanation to the contradiction between emotions and intention is related to the notion of volitional behavior (Fishbein & Ajzen, 1975). Unlike leisure travel, the decisions about which are largely volitional, business travel is often mandatory. If, for example, an organization does business in a certain city on an ongoing basis, its staff are likely to be required to travel there regularly. In these cases, even if the destination is associated to negative emotions the staff will have to travel there, which

explains why negative emotions could be associated to a positive intention. The results appear to support this contention, given that the majority of the satisfied negatives have been to the destination before.

The results also show that the prevailing valence of emotions appear to be related to the composition of the travel party. Negative emotions were felt by those groups with the highest proportion of tourists travelling alone, while those experiencing positive emotions tended to travel accompanied. Research on the impacts of frequent travel by business professionals has identified loneliness as a major consequence of travelling for business purposes (Essen, Thanen, & Varlander, 2013). Loneliness is often compensated by engaging in damaging behaviors such as eating unhealthy food (leading to health problems/gaining weight) and greater alcohol intake, leading to negative feelings such as pain and unwellness (Essen, Thanen, & Varlander, 2013). Frequent business travelers are likely to feel frustrated by, or irritated with, travelling for business purposes alone as it prevents them from maintaining a healthy lifestyle.

The study has demonstrated the usefulness of emotions, satisfaction and intention, as well as selected variables of tourist behavior, as criteria with which to segment the business tourism market. The implications of this study are twofold. First, it addresses a gap in marketing and tourism research, since most previous studies have focused on leisure travelers. Second, the results obtained reveal that tourism marketers should not consider business travelers as a homogeneous group. The business travel market is composed of different segments encompassing different types of experience which are likely to be impacted by different factors (destination, travel and work-related). This is consistent with previous assertions that business travel involves different motivations, needs and wants (Yen, Da Gama, & Rajamohan, 2008).

## Managerial implications

The results obtained could be taken into consideration by destination marketing organizations in order to design marketing strategies oriented towards increasing business tourists' satisfaction and their loyalty towards destination. Understanding variations across segments is managerially important, as it will be possible to address differences, including deciding service improvements for, and presenting destinations in the most favorable form to each segment. However, managing the tourist experience from an emotional point of view is much more difficult than managing it from a service perspective. This is because business travelers' emotions are likely to be influenced by three factors – destination, personal and business factors. Destination factors refer to those elements that the destination offers, from infrastructure to accommodation, attractions and the level of service. Personal factors include elements such as current emotional state (e.g. stressed versus relaxed) and level of motivation to travel. Finally, business factors include those directly related to the work objectives of the trip, such as advancing a project, clinching a deal or identifying leads.

The range of emotions felt by the business tourist could, thus, be more impacted by non-destination than destination-related factors. For example, negative emotions are not necessarily associated with dissatisfaction with the destination, and satisfaction is not necessarily related to what the tourist destination has to offer. From a practical point of view, the recognition that negative emotions may emerge from non-destination factors suggests that the focus should be on avoiding exacerbating those negative emotions by ensuring business tourist do not feel further frustrated and irritated due to poor service delivery. For these business tourist, satisfaction with the destination is akin to a “basic factor” within the three factor theory (Fuller & Matzler, 2008), whereby not fulfilling the minimum requirements

## SEGMENTATION OF BUSINESS TRAVELERS

about destination performance cause dissatisfaction, but if they are fulfilled or exceeded this does not necessarily lead to customer satisfaction.

Both negatives groups were more likely to travel alone and have previously visited the destination more than the two positives groups. While travel loneliness could be a major source of negative emotions, destinations could develop entertainment opportunities for those travelling alone, such as socializing clubs in hotels. As they have traveled to the destination before, it is reasonable to assume that the lack of novelty could be a major cause of those negative emotions. In such cases, developing a culture of innovation, in which city and tourist services are added or upgraded could help to reduce negative emotions and enhance positive ones.

### Future research areas

This study is one of the first attempts at exploring business tourism from an emotional perspective and many future research opportunities can be identified. Future research may examine which attributes of the tourism services (hotels, transport, infrastructures and attractions) determine the tourist's overall emotions, satisfaction and loyalty. It is also necessary to investigate which factors motivate the business travelers to return to the destination for both business and leisure travel. In respect to the latter, it would be important to analyze how many tourists repeat their visits to the destination for reasons other than business and how their tourist behavior changes in this specific situation. This line may prove to be interesting avenue of research as business trips often represent a first point of contact between tourist and destination. Evaluations carried out in a business travel context can lead to the inclusion of the destination in their early consideration set for future vacation travel

(Kerr, Cliff, & Dolnicar, 2012). There is little empirical evidence dealing with converting business travelers to holidaymakers and the patterns that govern such conversion.

Given that satisfaction could result from a triad of factors (destination, personal and professional) future research could try to examine these three factors separately and segment business tourist based on emotions related to each factor. It would also be possible to incorporate other variables that might improve the task of profiling the segments. For example, past research has shown that loneliness and travel related stress is enhanced when the business person has children, notably young children (Espino, Sundstrom, Frick, Jacobs, & Peters, 2002). The inclusion of family composition, notably the existence of children in the household, would allow for an understanding of the influence this has on emotions.

Despite the contribution of this study to the marketing and tourism literature, the results should be interpreted with caution for a number of reasons. First, the results are specific to one country (Spain) and cannot be generalized to all business travel context. Future research needs to validate the proposed typology using respondents from different countries.

Furthermore, this study encompasses different business activities (meetings, fairs, incentives, individual business trip) and efforts to replicate it in each of these specific business travel types would be worthwhile. Finally, bearing in mind the dynamic nature of emotions, future studies could consider evaluating emotions before, during and after the travel as suggested in previous studies by Mitas, Yarnal, Adams, and Nilam (2012).

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**Table 1.** Studies using emotions as segmentation criterion

Authors	Emotion measure	Research Context	Clusters % of the sample
Westbrook and Oliver (1991)	Interest, Joy, Surprise, Sadness, Anger, Disgust, Contempt, Fear, Shame and Guilt	New cars	Happy/content 21.0% Pleasant/ Positive Surprise 23.0% Unemotional 30.0% Unpleasant/ Negative Surprise 14.0% Angry/upset 12.0%
Maute and Dubé (1999)	Hostile, Aggressive, Outraged, Surprised, Calm, Distressed, Tolerant, Irritable, Anxious, Relaxed	Airlines	Calm/Tolerant 19.0% Hostile/Angry 32.5% Surprised/Worried 32.5% Unemotional 16.0%
Schoefer and Diamantopoulos (2009)	Pleasure, Involvement, Discontent, Concern	Service recovery encounters	Negatives 28.08% Positives 10.41% Concerned 14.83% Unemotional 46.68%
Hosany and Prayag (2011)	Cheerful, Pleasure, Joy, Enthusiasm, Delight, Tenderness, Love, Caring, Affection, Warm-Hearted, Amazement, Astonishment, Inspired, Surprise, Fascinated Disappointment, Displeasure, Regret, Sadness, Unhappiness	Tourism destination	Unemotional 19.0% Delighted 28.8% Negatives 8.9% Mixed 22.4% Passionate 20.9%
Ene and Schofield (2011)	Interest, Joy, Surprise, Sadness, Anger, Disgust, Contempt, Fear, Shame/Shyness, Guilt	Budget city break	Cheap and Cheerful 31.8% Uneasy/Discerning 12.3% Quality/Value 32.5% Undecided 23.4%
Wang and Beise-Zee (2013)	Anxiety (nervous, anxious and worried), Annoyance (wasting time, too much travel, emotional labour, lonely), Excitement (eager, competent, relaxed)	Business travel in Taiwan	Worried 52.1% Annoyed 27.5% Emotionless 20.4%

**Table 2.** Model evaluations with different number of latent classes

Number of clusters	Log-Likelihood (LL)	BIC (LL)	CAIC (LL)	Number of parameters (N par)	L <sup>2</sup>	Degree of freedom	p-value bootstrap	Classif. error	Entropy Statistic (Es)	R Squared R <sup>2</sup>
1 Cluster	-4327.58	9176.41	9263.41	87	8147.81	313	0.05	0.00	1.00	1.00
2 Clusters	-3988.78	8636.62	8746.62	110	7470.21	290	0.08	0.02	0.91	0.93
3 Clusters	-3853.78	8503.96	8636.96	133	7199.75	267	0.09	0.05	0.88	0.88
4 Clusters*	-3853.55	8422.84	8578.84	156	6980.83	244	0.07	0.02	0.95	0.95
5 Clusters	-3688.27	8449.02	8628.02	179	6869.20	221	0.02	0.03	0.94	0.93
6 Clusters	-3632.91	8476.09	8678.09	202	6758.47	198	0.01	0.04	0.94	0.94



SEGMENTATION OF BUSINESS TRAVELERS

**Table 3.** Estimated parameters in the latent class model

Variable		Group 1	Group 2	Group 3	Group 4	Wald statistic	p-value	R <sup>2</sup>
Indicators parameters								
Intention to return to destination		2.22	-2.31	-2.25	2.34	88.65	0.000	0.63
Global satisfaction		5.15	-4.70	-4.69	4.24	39.58	0.000	0.71
Emotion contented		1.24	0.07	-0.85	-0.47	90.36	0.000	0.30
Emotion surprised		0.65	-0.01	-0.51	-0.13	43.90	0.000	0.15
Emotion happy		3.13	2.55	-2.77	-2.91	59.36	0.000	0.55
Emotion frustrated		-4.99	-4.17	4.62	4.54	92.31	0.000	0.48
Emotion irritated		-1.99	-2.20	2.19	2.01	49.75	0.000	0.33
Covariables parameters								
Type of business	Meetings	-0.12	-0.28	0.69	-0.29	68.14	0.000	n.a.
	Fairs	-0.87	-0.01	1.35	-0.48			
Trip	Incentive	1.72	0.22	-2.96	1.01			
	Individual	-0.74	0.07	0.92	-0.25			
Travel party	Alone	-0.34	-0.28	0.52	0.09	12.82	0.046	n.a.
	Colleague(s)	-0.18	0.23	0.10	-0.14			
	Family	0.52	0.05	-0.62	0.05			
Visit to destination	Yes	-0.09	0.21	-0.25	0.13	7.95	0.047	n.a.
	No	0.09	-0.21	0.25	-0.13			
Average spending per day	<=€200	-0.80	0.30	0.34	0.16	19.87	0.019	n.a.
	€201-€300	-0.20	-0.26	0.35	0.11			
	€301-€400	0.05	0.04	0.43	-0.52			
	>= €401	0.95	-0.08	-1.12	0.25			
Age	18-32 years	0.04	-0.04	-0.10	0.10	10.88	0.092	n.a.
	33-48 years	0.43	-0.18	-0.07	-0.18			
	49-67 years	-0.48	0.22	0.17	0.08			
Gender	Male	-0.24	0.14	0.16	-0.06	6.83	0.077	n.a.
	Female	0.24	-0.14	-0.16	0.06			
Job type	Businessman	0.25	0.05	-0.07	-0.23	5.85	0.760	n.a.
	Top manager	-0.35	0.08	0.02	0.26			
	Middle manager	-0.15	-0.16	0.15	0.16			
	Technician	0.26	0.03	-0.10	-0.18			
Length of stay	No overnight stay	-0.26	0.23	-0.21	0.24	11.25	0.510	n.a.
	1 overnight stay	-0.37	-0.13	0.16	0.34			
	2-3 days	0.13	0.19	-0.12	-0.21			
	4-5 days	-0.01	0.28	-0.03	-0.24			
	More than 5 days	0.51	-0.58	0.20	-0.13			

**Note:** n.a. non applicable

SEGMENTATION OF BUSINESS TRAVELERS

**Table 4.** Size and profile of segments

Variable		Group 1 Satisfied Positives	Group 2 Dissatisfied Positives	Group 3 Dissatisfied Negatives	Group 4 Satisfied Negatives
Size		31.6%	28.0%	25.2%	15.1%
Indicators profile					
Intentions to return destination		0.83	-0.75	-0.73	0.87
Global satisfaction		0.94	-0.79	-0.79	0.81
Emotion contented		0.68	0.08	-0.73	-0.37
Emotion surprised		0.51	-0.03	-0.52	-0.15
Emotion happy		0.62	0.59	-0.84	-1.00
Emotion frustrated		-0.57	-0.57	0.87	0.78
Emotion irritated		-0.46	-0.47	0.78	0.54
Covariables profile					
Type of business	Meetings	34.3%	20.9%	14.8%	19.8%
	Fairs	18.2%	23.6%	29.0%	18.8%
Trip	Incentive	13.5%	1.1%	0.0%	1.7%
	Individual	34.1%	54.4%	56.2%	59.8%
Travel Party	Alone	37.7%	44.1%	71.9%	61.8%
	Colleague(s)	49.5%	51.7%	27.2%	34.9%
	Family	12.8%	4.3%	1.0%	3.4%
Visit to the destination	Yes	70.4%	67.7%	43.9%	59.2%
	No	29.6%	32.4%	56.1%	40.8%
Average spending per day	<=€200	19.4%	41.9%	35.6%	35.7%
	€201-€300	43.2%	31.8%	41.7%	45.6%
	€301-€400	24.4%	21.6%	21.7%	13.3%
	>= €401	13.0%	4.7%	1.0%	5.3%