



# African Journal of Tourism and Hospitality Management

ajthm.eanso.org

Volume 3, Issue 1, 2024

Print ISSN: 2790-9603 | Online ISSN: 2790-9611

Title DOI: <https://doi.org/10.37284/2790-9611>



EAST AFRICAN  
NATURE &  
SCIENCE  
ORGANIZATION

Original Article

## Visitor Profile: Shaping Experiential Quality, and Post-Consumption Behaviours in Kenyan Theme Parks

Joshua Ngacha Weru<sup>1,2\*</sup>, Dr. Joseph Muiruri Njoroge, PhD<sup>2</sup> & Dr. Antoneta Kariru Njeri, PhD<sup>2</sup>

<sup>1</sup> Chuka University, P. O. Box 106-60400, Kenya.

<sup>2</sup> Murang'a University of Technology, P. O. Box 75-10200 Murang'a, Kenya.

\* Author for Correspondence ORCID ID: <https://orcid.org/0000-0001-8279-661X>; Email: [jkimamo@gmail.com](mailto:jkimamo@gmail.com)

Article DOI: <https://doi.org/10.37284/ajthm.3.1.1914>

Date Published: **ABSTRACT**

08 May 2024

**Keywords:**

Visitor Profile,  
Experiential  
Quality,  
Perceived Value,  
Post-  
Consumption  
Behaviours,  
Visitor  
Satisfaction,  
Behavioural  
Intentions.

Visitor experiences are individual occurrences characterized by their subjective nature. As a result, each consumer has a unique perspective on the quality of experience depending on their visitor profiles. The literature implies that demographic and travel characteristics are factors that may influence the perceptions of visitors. While some studies have examined the influence of these factors on marketing variables, more information is still needed to help predict visitors' post-consumption behaviours and to understand how they interpret experiences. This study explored whether experiential quality, perceived value, satisfaction, and behavioural intentions differ according to individuals' demographics and travel characteristics. A survey was conducted collecting data from 324 visitors in presumed leading theme parks in Kenya. Independent two-sample t-test and Kruskal–Wallis tests were used for the analysis. Except for gender and first or repeat visitors, the results for all other demographic and travel characteristics showed significant differences in at least one of the variables studied.

### APA CITATION

Weru, J. N., Njoroge, J. M. & Njeri, A. K. (2024). Visitor Profile: Shaping Experiential Quality, and Post-Consumption Behaviours in Kenyan Theme Parks *African Journal of Tourism and Hospitality Management*, 3(1), 77-93. <https://doi.org/10.37284/ajthm.3.1.1914>.

### CHICAGO CITATION

Weru, Joshua Ngacha, Joseph Muiruri Njoroge and Antoneta Kariru Njeri. 2024. "Visitor Profile: Shaping Experiential Quality, and Post-Consumption Behaviours in Kenyan Theme Parks". *African Journal of Tourism and Hospitality Management* 3 (1), 77-93. <https://doi.org/10.37284/ajthm.3.1.1914>.

### HARVARD CITATION

Weru, J. N., Njoroge, J. M. & Njeri, A. K. (2024) "Visitor Profile: Shaping Experiential Quality, and Post-Consumption Behaviours in Kenyan Theme Parks" *African Journal of Tourism and Hospitality Management*, 3(1), pp. 77-93. doi: 10.37284/ajthm.3.1.1914

### IEEE CITATION

J. N. Weru, J. M. Njoroge & A. K. Njeri, "Visitor Profile: Shaping Experiential Quality, and Post-Consumption Behaviours in Kenyan Theme Parks", *AJTHM*, vol. 3, no. 1, pp. 77-93, May. 2024.

### MLA CITATION

Weru, Joshua Ngacha, Joseph Muiruri Njoroge & Antoneta Kariru Njeri. "Visitor Profile: Shaping Experiential Quality, and Post-Consumption Behaviours in Kenyan Theme Parks". *African Journal of Tourism and Hospitality Management*, Vol. 3, no. 1, May. 2024, pp. 77-93, doi:10.37284/ajthm.3.1.1914

## INTRODUCTION

Global theme park industry has grown significantly as a result of customers' desire for hedonistic experiences (Dong & Siu, 2013; Fu et al., 2020). According to an international survey conducted by the International Association of Amusement Parks (IAAPA)-(2019), global leisure parks' spending increased by 6.8% in 2018, reaching an estimated USD 48.6 billion, outpacing global economic growth for the fifth consecutive year. The leisure parks attract millions of visitors of all ages each year and are among the most popular kinds of entertainment worldwide, catering especially to families and visitor groups (Wang et al., 2019; Wei et al., 2021).

The COVID-19 pandemic had a significant impact on the industry. The global attractions industry, including theme parks, saw tourist attendance drop by 50% to 90% in 2020 compared to 2019, depending on how bad the pandemic was in different countries and the type or nature of the theme parks. Attendance decreased due to the COVID-19 pandemic's restrictions on operating days and capacities (Castro et al., 2021). The global attractions industry, including the theme park sector, continues to bounce back from the COVID-19 shock (Careless, 2022). It is expected that the global theme park market will quickly recover and expand at a compound annual growth rate of 11.5 percent to reach more than USD 89 billion by 2025 (Moisescu et al., 2021; The Business Research Company, 2022). In 2021, North America's theme and amusement park market was the largest. Western Europe is predicted to be the fastest-growing region in the near future. Asia-Pacific, Eastern Europe, North America, South America, the Middle East, and Africa are the major markets for the theme and amusement park industry (The Business Research Company, 2022).

Theme parks are crucial leisure and recreational products that attract tourists seeking hedonistic experiences (Dong & Siu, 2013). Owing to the allure of consumers' quest for hedonistic experiences, the theme park sector of the tourism

industry is quickly expanding (Fu et al., 2017). People increasingly choose to visit them as weekend destinations because they emphasise fostering a feeling of fantasy and escape in addition to enjoyable experiences (Duan et al., 2019; Zhu et al., 2022). When visiting a theme park, guests engage in hedonistic experiential consumption, responding more strongly to emotional content than to typical service delivery elements (Torres et al., 2018). According to Fu et al., (2020), theme parks rely heavily on their capacity to create memorable experiences for their guests or the experiential quality.

Experiential quality refers to visitors' emotional reactions to the anticipated psychological benefits of a theme park visit. The existing literature on theme parks and attractions emphasises the importance of visitor experience quality to overall satisfaction and behavioural intentions, the visitor post-consumption behaviours (Jin et al., 2015; Torres et al., 2018). Theme Park visitors are becoming pickier in their demands for experiences that offer high-quality facilities and excellent services, demonstrating continuous improvement in crucial experiential consumption aspects like waiting in queue, rides, entertainment, food services, and merchandise that are essential for adding value and fostering the 'wow' factor (Torres et al., 2018).

Fu et al., (2020) define the theme park experience as a visitor's subjective perception of the atmosphere created and provided by the theme park with the outcome of post-consumption behaviours such as overall visitor satisfaction and behavioural intentions. Experiential quality influences guests' post-consumption behaviours, such as their perceived value, overall satisfaction, and behavioural intents, such as revisit intentions and positive word-of-mouth, which defines the success of theme parks (Ghorbanzade et al., 2019). The evaluations of experiential quality and consequent post-consumption behaviours are dependent on visitor profiles (Ozdemir et al., 2012).

The characteristics of a tourist or visitor profile are important in analysing visitor experiences,

satisfaction, and behavioural intentions. According to Ozdemir et al., (2012) sociodemographic and travel characteristics are commonly utilised in tourism research to understand tourist characteristics. Sociodemographic characteristics typically include age, gender, income, marital status, occupation, education, and nationality. Tourism research often uses variables such as travel companion, past experience, length of stay, attraction type, activities during visit, and sources of information to identify travel characteristics (Cheng et al., 2016; Markovic et al., 2018; Ozdemir et al., 2012; Zeinali & Jafarpour, 2015). According to the existing literature, the tourist profile consists of two dimensions; sociodemographic and travel characteristics (Constantin et al., 2021; Ozdemir et al., 2012).

Visitors' profiles can significantly explain the evaluations of experiential quality, overall satisfaction, and behavioural intentions in situations like theme park consumption, usually in the company of close friends and family members (Milman & Tasci, 2018). While research has been done, the empirical results have not provided a clear understanding of how visitor profiles affect visitors' assessments of experience quality, satisfaction, and behavioural intentions in theme parks. The current study investigates the effects of visitor profiles on their judgements of experiential quality, overall satisfaction, and behavioural intentions in Kenya's theme park sector. The researchers believe linking tourist profiles to their perceptions of experience quality, satisfaction, and behavioural intentions can improve theme park marketing and Management.

## LITERATURE REVIEW

### Experiential Quality

The notion of experiencing quality is rooted in the service quality paradigm; the distinctions between the two concepts stem from the methods used for measurement (Feng et al., 2020). Service quality is the difference between what clients think they get and what they anticipate from a service. On the other hand, experience quality is defined by the amalgamation of attributes that a supplier offers

and those that the client contributes (Wu et al., 2018b). When interacting with the environment, service providers, other customers, and other elements of the service environment during consumption activities, it demonstrates how customers assess their experiences on an emotional level (Altunel & Erkut, 2015). In the travel and tourism sector, service quality is tied to attribute-level service performance, whereas experience quality is linked to the psychological effects of a customer's travel-related activities (Ghorbanzade et al., 2019).

Service quality evaluation depends on the customer's attitude and way of thinking about the technological and functional aspects of a service provider's external service environment. However, evaluating the quality of an experience is subjective by nature and depends on how visitors feel when participating in leisure activities. When evaluating experiential quality, as opposed to service attribute-based evaluation, the individual is typically given more weight than the service environment. People's sociodemographic and psychological perspectives impact how subjectively they rate the quality of an event (Wu et al., 2018b).

In the context of the tourism and hospitality industries, service quality alone will not impact visitors' post-consumption behaviours, particularly for hedonic services. As a result, researchers have suggested defining service quality to include experiencing quality (Hussein & Hapsari, 2020; Lemke et al., 2011). Experiential quality is important for judging tourists' subjective emotions. Additionally, it is a significant predictor of satisfaction and behavioural intentions (Pasaco-González et al., 2023). It is critical to look into consumer experiences in the tourism sector from both a theoretical and practical aspect because tourist services are hedonic and provide consumer experiences (Wu et al., 2018b). Thus, in traditional marketing, the concept of service should give way to the idea of experience, particularly concerning leisure activities. Most studies assessing the quality of experiences in

theme parks have focused primarily on four factors: immersion, surprise, involvement, and fun (Başarangil, 2018; Ghorbanzade et al., 2019; Kao et al., 2008).

### **Post-Consumption Behaviours**

According to Hernández-Ortega (2020) and Loureiro (2017), post-consumption behaviour is an expression of a consumer's experience. Post-consumption behaviours are determined by comparing visitors' impressions created during service consumption with their initial expectations pre-consumption (Xu, 2020). Researchers have identified post-visit behaviours as including visitor perceptions of value, satisfaction, loyalty, behavioural intents, and brand image (Fu et al., 2020; Wang et al., 2019; Wu et al., 2018a; Wu et al., 2018b). According to Tubillejas-Andrés et al. (2020), the three aspects of post-consumption behaviour frequently used in service research are perceived value, customer satisfaction, and behavioural intents. Choi et al. (2015) state that behavioural intention and satisfaction are the outcomes of perceived value mostly preceded by experiencing quality.

Theme Park experiences can have both practical and emotional significance. According to functional value, visitors will not use park services if their experiences are insufficient to justify the expense of participating in park activities. Each visitor views experiences differently. Today's visitors seek out emotionally satisfying encounters (Song et al., 2015). Previous research has demonstrated that value perceptions have a significant impact on visitor satisfaction and behavioural intentions (Feng et al., 2020; M. Kim & Thapa, 2018). This is pertinent to theme park leisure activities, which have been shown to improve guest well-being (Choi et al., 2015).

Today, it is well known that experience-based attitude modifications are strongly dependent on satisfaction. According to Jin et al. (2015), visitor satisfaction is an important component in the tourism industry's ability to foresee long-term consumer behaviour and a reliable predictor of future visitor behaviour. However, some research suggests that winning over customers' satisfaction

may not be enough to promote loyalty. A return visit is not guaranteed, even if a visitor is satisfied and believes they had a great experience. The competitive nature of the tourism industry, particularly theme parks, may cause some customers to out of curiosity try alternative options (Dolnicar et al., 2015; Rosli et al., 2020). However, the satisfaction level inspires positive future behaviours such as good word-of-mouth and visitor price acceptance, even if it is insufficient to foster patronage of a theme park. Although these clients may be less profitable than repeat customers, they may be eager to suggest the park to others (Kang, 2018).

Increasing client loyalty is critical to ensure an organization's long-term sustainability. Customers' intended behaviour is characterised by behavioural intention, an important component of loyalty (Lee et al., 2020). Tourists' commitment to engage in a specific behaviour in the future, such as using a service or working with a service provider, while having alternative options, is referred to as "post-consumption behavioural intention" (Adam, 2021). Tourists' proclivity to recommend, return, and spread positive word of mouth reflects their post-consumption behavioural intents (Bayih and Singh, 2020). The willingness of customers to refer service brands and disseminate positive word of mouth about their experiences to others is a better way to assess the efficacy of theme park marketing strategies (Adam, 2021; Bayih & Singh, 2020).

### **Visitor Profile, Experiential Quality, and Post-Consumption Behaviours**

Sociodemographic and travel characteristics are the two important components that make up the tourist profile (Constantin et al., 2021; Ozdemir et al., 2012). Typical sociodemographic traits include age, gender, nationality, occupation, marital status, income, and education. Variables like travel companions, prior experience, duration of stay, kind of attraction, activities during visits, and information sources are frequently used in tourism research to determine travel characteristics (Cheng et al., 2016; Markovic et al., 2018; Ozdemir et al., 2012; Zeinali &

Jafarpour, 2015). Individuals' travel characteristics and demographics tend to influence experiential quality, satisfaction, and behavioural intentions (Pasaco-González et al., 2023).

Tourism experiences are personal events that are subjective in nature. Individuals perceive the experience differently based on their unique features (Pasaco-González et al., 2023). Depending on their unique qualities, each customer interprets the experience differently. As a result, even if multiple customers had the same experience, their reactions would differ. Prior research has emphasised the need to account for demographic variables when examining tourist consumer behaviour. These factors prompted several research studies to investigate how specific demographic variables, such as age, gender, and educational attainment, may affect consumers' perceptions of a tourism good or service (Sthapit & Coudounaris, 2018).

Pasaco-González et al. (2023) examined the potential differences in behavioural intentions, perceived experiential quality, and satisfaction between groups categorised by demographics and past experience for nature-based and cultural tourist experiences. According to the results, the main differences were attributed to gender groups. Bhat & Darzi, (2018) observed that gender, tourist origin, and prior experience moderated the relationship between visitor satisfaction and loyalty to the destinations. Cheng et al. (2016) found that gender, age, and education level significantly influenced visitor switching behaviour in theme parks. Zhao et al. (2020) investigated the opinions of homestay visitors and discovered that the perceived functional, emotional, and social value of the experience was influenced by gender, age, and educational attainment. According to Chang & Yen-Chen (2022), education level, gender, marital status, monthly income, and occupation all impact religious visitors' travel behaviour. Avinash & Vidyavathi (2017) observed that the demographics of amusement park guests did not correlate with their perceived value or

satisfaction. Milman & Tasci (2018) indicated that certain demographic characteristics may not be the only factors influencing theme park loyalty. According to Shavanddasht & Allan (2019), emotional engagement, satisfaction, and loyalty do not significantly differ between first-time and returning visitors. Ozdemir et al. (2012) noted that the tourist profile, satisfaction, and loyalty were significantly correlated in the context of a holiday destination.

The majority of the studies mentioned above clearly demonstrate the importance of visitor demographics in assessing the traveller experience and post-consumption behaviours. The current study sought to ascertain the relationship between visitor profile components, experience quality, and post-consumption behaviours (perceived value, satisfaction, and behavioural intentions) in a theme park context. Given the above considerations, the following hypotheses were proposed:

**H<sub>1</sub>.** Experiential quality and post-consumption behaviours differ according to visitor sociodemographic characteristics

**H<sub>2</sub>.** Experiential quality and post-consumption behaviours differ according to visitor travel characteristics

## METHODOLOGY

The study was carried out in six presumed leading theme parks in Kenya, purposively identified by the use of TripAdvisor (Tripadvisor, 2022). The study adopted an embedded case study design and quantitative approach using a structured questionnaire to collect data from the theme park visitors. Purposive and snowballing sampling techniques were adopted in arriving at the leading theme parks in Kenya. From TripAdvisor the initial study subjects were identified and further referrals obtained through them. This yielded six theme parks which included Maji Magic Aqua Park, Wild Waters Park, Nkasiri Adventure Park, Burudani Adventure Park, Paradise Lost Adventure Park and Stage Park. A convenience sample approach was considered appropriate since the visitors had day or overnight visits to the

theme parks. Data was collected between July to October 2023. A total of approximately 450 questionnaires were distributed, with 324 usable copies obtained.

The questionnaire comprised sections on visitor profiles, experiential quality, and post-consumption behaviours. The visitor profile included sociodemographic characteristics (gender, age, education level, nationality, and monthly income) and travel characteristics (first or repeat visits, travel companionship and type of theme park visited). To measure experiential and post-consumption behaviour variables, scales used in earlier studies were modified for this particular study's setting. All these variables were measured using a 5-point Likert scale. Four dimensions of experiential quality including immersion (five items), participation (four items), surprise (four items), and fun (four items) adapted from Başarngil (2018; Ghorbanzade et al. (2019); Jin et al. (2015) and Kao et al. (2008). The post-consumption behaviours were represented by perceived value, overall satisfaction, and behavioural intentions. Perceived visitor value was assessed based on two important dimensions namely the functional and emotional value (four items for each) adapted from Feng et al. (2020) and Wu et al. (2018b); overall visitor satisfaction (four question items) and behavioural intentions including the intention to revisit (three items), willingness to recommend (three items), and positive word of mouth (three items) adapted from Fu et al. (2020); Tubillejas-Andrés et al. (2020); Tubillejas Andrés et al. (2016) and Wang et al. (2019). Content validity was ensured by subjecting the questionnaire to a review by two experts in the field of tourism and hospitality.

The Kolmogorov-Smirnov test confirmed the normality of the data distribution. The findings revealed that the study variables had a non-normal distribution. Cronbach's alpha was used to evaluate the reliability of the measurement scales for the variables. Values greater than 0.70 suggest acceptable levels of reliability (Hair Jr. et al., 2019). *Table 1* indicates that Cronbach's alpha coefficient values are above the required thresholds. The scales used to assess experiential quality, satisfaction, and behavioural intentions demonstrated good reliability. Although the data of this study showed a non-normal distribution, a t-test for independent samples was used to determine whether the evaluations of experiential quality and post-consumption behaviours including perceived value, overall satisfaction, and behavioural intentions differed according to gender, first-time or repeat visitors and type of theme park visited. The t-test for independent samples is a popular parametric test for comparing two groups (Pasaco-González et al., 2023). Even if the study's data revealed a non-normal distribution, the parametric test nevertheless yield reliable results even when the normality assumptions are broken. In addition, the t-test for independent samples provides results that are comparable to those of the Z statistic test, which is used in the Mann-Whitney U test (George & Mallery, 2024; Mooi & Sarstedt, 2014; Verma & Abdel-Salam, 2019). On the other hand, the Kruskal–Wallis test was used for the variables of age, education level, nationality monthly income, and travel companionship. The Kruskal–Wallis test allows the comparison of more than two groups for one variable and is an alternative to the parametric ANOVA test (Verma & Abdel-Salam, 2019). The IBM SPSS 26 statistical software was used for data analysis.

**Table 1: Assessment of the reliability of the scales used to measure the variables**

Variable	Items	Cronbach's Alpha
Experiential Quality	17	0.906
Perceived Value	8	0.900
Overall Satisfaction	4	0.928
Behavioural Intentions	9	0.919

## RESULTS AND DISCUSSION

### Sociodemographic and Visitor Travel Characteristics

The results of sociodemographic characteristics shown in *Table 2* show that men comprised the majority of the sample (51.9%). The majority of participants (47.5%) were between the ages of 25 and 34, with 57.1% having attained at least a

university degree. Concerning the visitors' nationality and place of residence, the respondents included both domestic and foreign visitors. The majority of the respondents (94.4%) were domestic visitors. Domestic visitors residing far away from the park comprised 68.5%, domestic visitors who reside around the parks 29.9%, and foreign visitors 4.6%.

**Table 2: Socio-demographic profile of the park visitors**

Variables	Category	f	%
Gender (n = 324)	Male	168	51.9
	Female	156	48.1
Age (n = 324)	15-24 Years	51	15.7
	25-34 Years	154	47.5
	35-44 Years	98	30.2
	45-55 Years	21	6.5
Education Level (n = 324)	Secondary school	29	9.0
	Mid-level college	110	34.0
	University Degree	173	53.4
	Others (Masters, PhD)	12	3.7
Monthly Income (Kenya Shillings) (n = 324)	20000 and below	48	14.8
	20001 to 50000	97	29.9
	50001 to 100000	113	34.9
	100001 and above	66	20.4
Nationality (n = 324)	Domestic Visitors residing around the park	87	26.9
	Domestic visitors residing 50km & above from the park	222	68.5
	Foreign Visitor	15	4.6

Regarding the visitor travel characteristics, the results in *Table 3* indicate that the majority of the visitor respondents (62.0%) were from adventure parks. The data indicated that 67.9% of tourists visited the parks for the first time. Revealing that

the majority of the sampled respondents were made up of first-time visitors to the parks. Finally, it was observed that the highest percentage of visitors were in the company of friends (44.8%) followed closely by family visits (42.9%).

**Table 3: Visitor Travel Characteristics**

Variables	Category	f	%
Type of Theme Park Visited	Adventure	201	62.0
	Water Park	123	38.0
First or Repeat Visit	First Visit	220	67.9
	Repeat Visit	104	32.1
Travel Companionship	Individual Visitors	18	5.6
	Company of Friends	145	44.8
	Family Visit	139	42.9
	Others (School tours/Workplace team building)	22	6.8

**Hypotheses Testing**

***Sociodemographic, Experiential Quality, and Post-Consumption Behaviours***

The first hypothesis (H1) aimed to test whether theme park visitors' assessments of experiential quality and post-consumption behaviours

according to their sociodemographic characteristics were significantly different. Male and female park visitors' assessments of perceived experiential quality, satisfaction, and behavioural intentions do not differ significantly, according to *Table 4's* t-test for independent samples.

**Table 4: Independent-samples t-test for the gender variable**

Variable/ Item	Male		Female		t Value	p Value
	Mean	Std. Dev.	Mean	Std. Dev.		
Experiential Quality <sup>a</sup>	4.27	0.523	4.29	0.607	-0.335	0.738 <sup>ns</sup>
Perceived Value <sup>b</sup>	4.34	0.555	4.28	0.655	0.788	0.431 <sup>ns</sup>
Satisfaction <sup>b</sup>	4.48	0.515	4.39	0.699	1.330	0.185 <sup>ns</sup>
Behavioural Intentions <sup>a</sup>	4.34	0.611	4.32	0.661	0.313	0.755 <sup>ns</sup>

<sup>a</sup>Equal variances assumed; <sup>b</sup>Equal variances not assumed; \*Significant  $p < 0.05$ ; <sup>ns</sup> Not significant

The results from Kruskal–Wallis H test presented in *Table 5* indicate significant differences between the age groups for experiential quality, perceived value, and behavioural intentions. However, there was no significant difference in visitor

satisfaction. Post hoc tests were done to generate pairwise comparisons for groups for experiential quality, perceived value, and behavioural intentions as indicated in *Table 6*.

**Table 5: Kruskal–Wallis test for the age variable**

Variable/ Item	H of Kruskal–Wallis Test	Sig.
Experiential Quality	7.946	0.047*
Perceived Value	12.280	0.006*
Satisfaction	1.236	0.744 <sup>ns</sup>
Behavioural Intentions	14.756	0.002*

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

**Table 6: Comparison between age groups for experiential quality, perceived value and behavioural intention**

Variable/ Item	Pairwise Comparisons	Sig.
Experiential Quality	45-55 Years-25-34 Years	0.024*
	45-55 Years-35-44 Years	0.023*
	45-55 Years-15-24 Years	0.005*
	25-34 Years-35-44 Years	0.864 <sup>ns</sup>
	25-34 Years-15-24 Years	0.208 <sup>ns</sup>
	35-44 Years-15-24 Years	0.294 <sup>ns</sup>
Perceived Value	45-55 Years-25-34 Years	0.021*
	45-55 Years-35-44 Years	0.014*
	45-55 Years-15-24 Years	0.001*
	25-34 Years-35-44 Years	0.677 <sup>ns</sup>
	25-34 Years-15-24 Years	0.029*
	35-44 Years-15-24 Years	0.084 <sup>ns</sup>
Behavioural Intentions	45-55 Years-25-34 Years	0.001*
	45-55 Years-35-44 Years	0.001*
	45-55 Years-15-24 Years	0.000*
	25-34 Years-35-44 Years	0.635 <sup>ns</sup>
	25-34 Years-15-24 Years	0.210 <sup>ns</sup>
	35-44 Years-15-24 Years	0.413 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant



The results from the Kruskal–Wallis H test presented in *Table 7*, indicate significant differences between the education-level groups for experiential quality. However, there was no significant difference in perceived value, visitor

satisfaction, and behavioural intentions. Post hoc tests were done to generate pairwise comparisons for groups for experiential quality as indicated in *Table 8*.

**Table 7: Kruskal–Wallis test for the education-level variable**

Variable/ Item	H of Kruskal–Wallis Test	Sig.
Experiential Quality	18.112	0.000*
Perceived Value	2.760	0.430 <sup>ns</sup>
Satisfaction	2.396	0.494 <sup>ns</sup>
Behavioural Intentions	5.524	0.137 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

**Table 8: Comparison between groups for Experiential quality**

Variable/ Item	Pairwise Comparisons	Sig.
Experiential Quality	University Degree-Others (Masters, PhD)	0.503 <sup>ns</sup>
	University Degree-Mid-level college	0.000*
	University Degree-Secondary school	0.002*
	Others (Masters, PhD)-Mid-level college	0.440 <sup>ns</sup>
	Others (Masters, PhD)-Secondary school	0.218 <sup>ns</sup>
	Mid-level college-Secondary school	0.368 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

*Table 9* shows the results from the Kruskal–Wallis H test for the income level variable. The results showed significant differences between the income-level groups for perceived value. But no significant differences in experiential quality,

visitor satisfaction, and behavioural intentions. Post hoc tests were done to generate pairwise comparisons for groups for perceived value as indicated in *Table 10*.

**Table 9: Kruskal–Wallis test for the income-levels variable**

Variable/ Item	H of Kruskal–Wallis Test	Sig.
Experiential Quality	7.709	0.052 <sup>ns</sup>
Perceived Value	16.950	0.001*
Satisfaction	6.216	0.102 <sup>ns</sup>
Behavioural Intentions	4.624	0.202 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

**Table 10: Comparison between income levels for perceived value**

Variable/ Item	Pairwise Comparisons	Sig.
Experiential Quality	50001 to 100000-20001 to 50000	0.002*
	50001 to 100000-100001 and above	0.001*
	50001 to 100000-20000 and below	0.003*
	20001 to 50000-100001 and above	0.630 <sup>ns</sup>
	20001 to 50000-20000 and below	0.649 <sup>ns</sup>
	100001 and above-20000 and below	0.986 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

The findings from the Kruskal–Wallis H test presented in *Table 11* reflect significant differences between the nationality/residence groups for experiential quality and behavioural

intentions. However, no significant difference in perceived value and visitor satisfaction. Post hoc tests were done to generate pairwise comparisons

for groups for experiential quality and behavioural intentions as indicated in *Table 12*.

**Table 11: Kruskal–Wallis test for the nationality/residence variable**

Variable/ Item	H of Kruskal–Wallis Test	Sig.
Experiential Quality	13.901	0.001*
Perceived Value	1.551	0.460 <sup>ns</sup>
Satisfaction	3.716	0.156 <sup>ns</sup>
Behavioural Intentions	10.631	0.005*

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

**Table 12: Comparison between groups for experiential quality and behavioural intentions**

Variable/ Item	Pairwise Comparisons	Sig.
Experiential Quality	Domestic Visitors around the park-Domestic visitors far from the park	0.001*
	Domestic Visitors around the park- Foreign or International Visitors	0.007*
	Domestic visitors far from the park-Foreign or International Visitors	0.218 <sup>ns</sup>
Behavioural Intentions	Domestic Visitors around the park-Domestic visitors far from the park	0.001*
	Domestic Visitors around the park-Foreign or International Visitors	0.113 <sup>ns</sup>
	Domestic visitors far from the park-Foreign or International Visitors	0.888 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

These findings indicated that the study's data provided some empirical support for hypothesis H1. The study's results showed no significant differences in experiential quality, perceived value, satisfaction and behavioural intentions based on respondents' gender. The results were partially in agreement with (Lu et al., 2021), who observed that behavioural intentions did not differ according to visitor gender, and Avinash & Vidyavathi (2017) who found no correlation between visitor demographics and post-visit behaviours in theme parks. However, Avinash & Vidyavathi (2017) focused on the relationship between gender and post-consumption behaviours. This study focused on testing differences between the groups. The findings of the study, however, were not in agreement with those of Pasaco-González et al. (2023) who discovered notable distinctions in experiential quality and satisfaction between genders. More precisely, they noted that women expressed higher satisfaction levels and higher ratings for experiential quality. This could be because their study was based on a different setting.

The results showed significant differences in the visitors' assessments of experiential quality, perceived value, and behaviour, but not satisfaction, based on age. The results echo those

of Zhao et al. (2020) who observed that age influenced visitors' perceived value and Cheng et al. (2016) who found that age influenced visitor-switching behaviour in theme parks. The results partially agreed and partially differed from those obtained by Pasaco-González et al. (2023) visitor satisfaction with their experiences and behavioural intentions did not differ according to their age.

Another study finding showed significant differences between the educational-level groups in terms of perceived experiential quality but not satisfaction, perceived value, and future behavioural intentions. The study findings were in agreement with those of Lu et al. (2021) and Pasaco-González et al. (2023) who found that satisfaction and behavioural intentions did not differ according to educational attainment. The findings to some extent agree with those of (Kim & Kim, 2019) who observed that visitor demographics education contributed to the relationship between quality of experiences and satisfaction. However, the findings differ from those of Del Chiappa et al. (2013) who observed that education influenced overall visitor satisfaction levels.

The findings revealed a considerable disparity in perceived value across income categories. There

was no substantial change in experiential quality, visitor satisfaction, or behavioural intentions. The results agree with those of Chang & Yen-Chen (2022) who found that tourists with different monthly income levels significantly differed in value perceptions and not in behavioural intentions.

Finally, concerning visitor nationality and residence, the study findings indicate significant differences between the nationality/residence groups for experiential quality and behavioural intentions. The results partially agree with Ozdemir et al. (2012) who found that loyalty levels may differ by visitor nationalities and Sthapit & Coudounaris (2018) who observed that nationality moderated the relationship between memorable tourism experiences and their well-being. The findings differ however from that of Del Chiappa et al. (2013) who found visitor satisfaction levels in museums were influenced by their nationalities.

**Visitor Travel Characteristics, Experiential Quality, and Post-Consumption Behaviours**

As in Table 13, results from an independent-sample t-test demonstrate no significant variations in perceived experienced quality, value, satisfaction, or behavioural intentions between first-time and return tourists based on previous experience. The results were in line with those of

Pasaco-González et al. (2023), who found no significant differences in experiential quality, satisfaction, and behavioural intentions between first-time and repeat visitors. Although the differences were insignificant, the visitor ratings for experiential quality, perceived value, and behavioural intentions were slightly higher for first-time visitors. The findings differed, however, with that of Rather et al. (2022), who found significant customer experience, value, and behavioural intentions-based differences for first and repeat visitors. They also with that of Shavanddasht & Allan (2019), who observed slightly higher satisfaction levels and loyalty intentions for repeat visitors.

The results as shown in Table 13, indicate significant differences in experiential quality, perceived value, satisfaction, and behavioural intentions based on the type of theme park. The results partially mirror those of Biswas et al. (2020), who concluded that attractions' nature and accessibility significantly impacted visitor satisfaction. The type of attraction also determines the kind of visitors it attracts. The visitors display varying demographic characteristics such as age, education level, and nationalities which have been found to influence either the quality of visitor experiences or specific post-consumption behaviours.

**Table 13: Independent-samples t-test for the park type and first or repeat visitor variables**

Variable/ Item	First Visit		Repeat Visit		t Value	p Value
	Mean	Std. Dev.	Mean	Std. Dev.		
Experiential Quality <sup>a</sup>	4.30	0.580	4.24	0.530	0.821	0.412 <sup>ns</sup>
Perceived Value <sup>a</sup>	4.32	0.620	4.29	0.576	0.345	0.731 <sup>ns</sup>
Satisfaction <sup>a</sup>	4.41	0.585	4.48	0.662	-0.941	0.348 <sup>ns</sup>
Behavioural Intentions <sup>a</sup>	4.34	0.645	4.32	0.615	0.161	0.873 <sup>ns</sup>
Variable/ Item	Adventure Park		Aqua Park		t Value	p Value
	Mean	Std. Dev.	Mean	Std. Dev.		
Experiential Quality <sup>b</sup>	4.41	0.490	4.06	0.609	5.407	0.000*
Perceived Value <sup>b</sup>	4.38	0.462	4.20	0.775	2.259	0.025*
Satisfaction <sup>b</sup>	4.51	0.529	4.31	0.710	2.690	0.008*
Behavioural Intentions <sup>b</sup>	4.47	0.482	4.10	0.774	4.813	0.000*

<sup>a</sup>Equal variances assumed; <sup>b</sup>Equal variances not assumed; \*Significant  $p < 0.05$ ; <sup>ns</sup>Not significant

The findings from the Kruskal–Wallis H test presented in Table 14 reflect significant differences based on the travel companionship

variable for perceived value but not for experiential quality, satisfaction and behavioural intentions. These findings differ from that of

Ozdemir et al. (2012), who reported that visitor satisfaction and loyalty behaviours significantly differed across visitor companionship groups.

**Table 14: Kruskal–Wallis test for the travel companionship variable**

Variable/ Item	H of Kruskal–Wallis Test	Sig.
Experiential Quality	4.664	0.198 <sup>ns</sup>
Perceived Value	17.234	0.001*
Satisfaction	5.722	0.126 <sup>ns</sup>
Behavioural Intentions	2.426	0.489 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

**Table 15: Comparison between groups for perceived value**

Variable/ Item	Pairwise Comparisons	Sig.
Experiential Quality	Family Visit-Company of Friends	0.002*
	Family Visit-Individual Visitor	0.085 <sup>ns</sup>
	Family Visit-Others (School tours/Workplace team building)	0.001*
	Company of Friends-Individual Visitor	0.781 <sup>ns</sup>
	Company of Friends-Others (School tours/Workplace team building)	0.067 <sup>ns</sup>
	Individual Visitor-Others (School tours/Workplace team building)	0.272 <sup>ns</sup>

\*Significant  $p = < 0.05$ ; <sup>ns</sup> Not significant

## CONCLUSION

This study aimed to explore the links between tourist profile (socio-demographic and travel factors), experiential quality, and post-consumption behaviours (perceived value, satisfaction, and behavioural intentions). The study hypothesised that sociodemographic and travel factors influence experiential quality, perceived value, satisfaction, and behavioural intentions (H1 and H2). Data from 324 visitors to six major theme parks in Kenya were used to evaluate the hypothesis. The study data provided partial support for hypotheses 1 and 2.

For sociodemographic variables, gender did not show significant differences in experiential quality, perceived value, satisfaction, and behavioural intentions. Education level only displayed a significant difference in the perceived value while for income level there was a significant difference in behavioural intentions. Age reflected significant differences in all except satisfaction, while nationality or visitor residence showed significant differences in experiential quality and behavioural intentions. In regard to travel characteristics, the frequency of visits (first-time or repeat visits) did not display substantial

differences in experiential quality, perceived value, satisfaction, and behavioural intention. On the other hand, the park type showed significant differences in experiential quality, perceived value, satisfaction, and behavioural intentions. Finally, travel companionship only had a significant difference regarding perceived value.

This study's theoretical contributions include the following. This study adds to the research on hedonic tourism experiences by analysing how visitor demographics and travel characteristics impact assessments of experiential quality, perceived value, satisfaction, and behavioural intentions. Other studies have looked at the effect of selected demographic and travel characteristics on visitor experiential quality, satisfaction, and behavioural intentions. This study in addition explored a wider range of visitor profile characteristics and includes perceived value as another concept of post-consumption behaviours. The study also gives the perspective of theme parks where similar studies are limited.

From a practical standpoint, the study found some fascinating discoveries that might be useful to park marketers. The investigation provides valuable insights into how visitor profiles

influence their assessments of experiential quality, perceived value, satisfaction, and behavioural intentions. The study found that except for gender and first or repeat visitor groups, other sociodemographic and travel characteristics had some influence on how the park visitors assessed either experiential quality, value, satisfaction, or behavioural intentions. Understanding the complicated linkages between visitor profiles, experiential quality, and post-consumption behaviours can help theme park promoters create effective marketing campaigns. In addition, the marketers might better segment the market to suit the wants of a certain group of visitors.

### Limitations of the study

Readers should exercise caution when interpreting the study's findings and conclusions because of the following inherent limitations. First, it's possible that the generalizability of the result was constrained by the nonprobability sampling techniques. Second, the study was limited to high-season visitors because it was carried out during the theme parks' peak season. Seasonal variations in park visits might lead to varying perspectives among visitors. Finally, the evidence suggests that visitors' post-consumption behaviours are influenced by factors other than the quality of their experiences and visitor profile. It is possible to perform a more thorough analysis that takes into account other pertinent factors.

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