Pre-Registered Research Proposal:
Replication and Revised Model Testing: The Effect of Shopping Satisfaction during Leisure Travel on Satisfaction with Life Overall: The Mitigating Role of Financial Concerns

M. Joseph Sirgy
Grace B. Yu
Dong-Jin Lee
Michael Bosnjak

M. Joseph Sirgy (sirgy@vt.edu) is the Virginia Tech Real Estate Profesor of Marketing, Virginia Polytechnic Institute & State University (USA). Grace B. Yu (byungheeyu@duksung.ac.kr) is Associate Professor of Marketing, Duksung Women's University (South Korea). Dong-Jin Lee (djlee81@yonsei.ac.kr) is Professor of Marketing, School of Business, Yonsei University (South Korea). Michael Bosnjak (mb@leibniz-psychology.org) is Professor of Psychology, University of Trier and director of ZPID-Leibniz Institute for Psychology Information, Trier (Germany).

Related Digital Research Objects (of the initial study)

Summary and Changes (compared to the initial study)

The overall aim of this pre-registered study is to replicate the data collection process of a previously pre-registered research protocol published by Sirgy et al. (2019) using a new sample sharing the same properties as the initial study, and a revised survey questionnaire. The new data collection has been motivated by journal reviewers recommending a replication of the study using a different sample for cross-validation of the revised model (additional moderation hypothesis, see Figure 2). Reviewers also recommended to measure the time interval between the date of the survey participation and the date of the trip, using this measure as the covariate for the main analysis.

The revisions to the questionnaire encompass three changes: (1) respondents are instructed to refer to only one destination even if they had more than one leisure travel experience (to keep the judgmental object constant), (2) one item was added ("When did you have the leisure travel trip?", allowing to control for recall bias), and (3) the questionnaire begins with specific tourism experiences and ends with broader constructs (domain specific satisfaction and life satisfaction overall), to address potential issues of inflated effects due to item order (general to specific questions) in the initial survey questionnaire.

Similar to the previous data collection, the present data collection is designed to demonstrate that financial concerns play an important role in the way leisure travel contributes to tourist's life satisfaction. Specifically, financial concerns are likely to dampen the effects of satisfaction with shopping, satisfaction with leisure travel, satisfaction with leisure life, and satisfaction with life overall.

Compared to the original model (Sirgy et al., 2019), a revised model will be tested, which posits that hedonic and eudaimonic experiences during travel-leisure travel satisfaction relationships are negatively moderated by overspending during shopping. This is based on the idea that satisfaction with

shopping experiences during leisure travel explains only marginal variance in leisure travel satisfaction. Therefore, the original model has been revised to better explain overall travel satisfaction using a more comprehensive set of travel experiences namely hedonic and eudaimonic travel experiences (see Figure 2). These two variables were treated as control variables in the original model.

Consumers experience more guilt feelings when they engage in hedonic consumption than in utilitarian consumption (Dhar & Wertenbroch, 2012; Kivetz & Zheng 2017). Although hedonic consumption is more enticing and tempting, it is often more difficult to justify overspending on hedonic consumption. The revised conceptual model in Figure 2 will test whether travel overspending will have a stronger negative interactive effect with satisfaction with hedonic experiences in influencing overall travel satisfaction, with the converse hypothesis applying to eudaimonic experiences-- travel overspending will have a weaker negative interactive effect with satisfaction with eudaimonic experiences in influencing overall travel satisfaction Moderated regression analysis with mean-centered variables will be conducted to test the interactive effect and the results are expected to show that overspending will have a differential interactive effect with experience type (hedonic vs. eudaimonic) in influencing overall travel satisfaction.
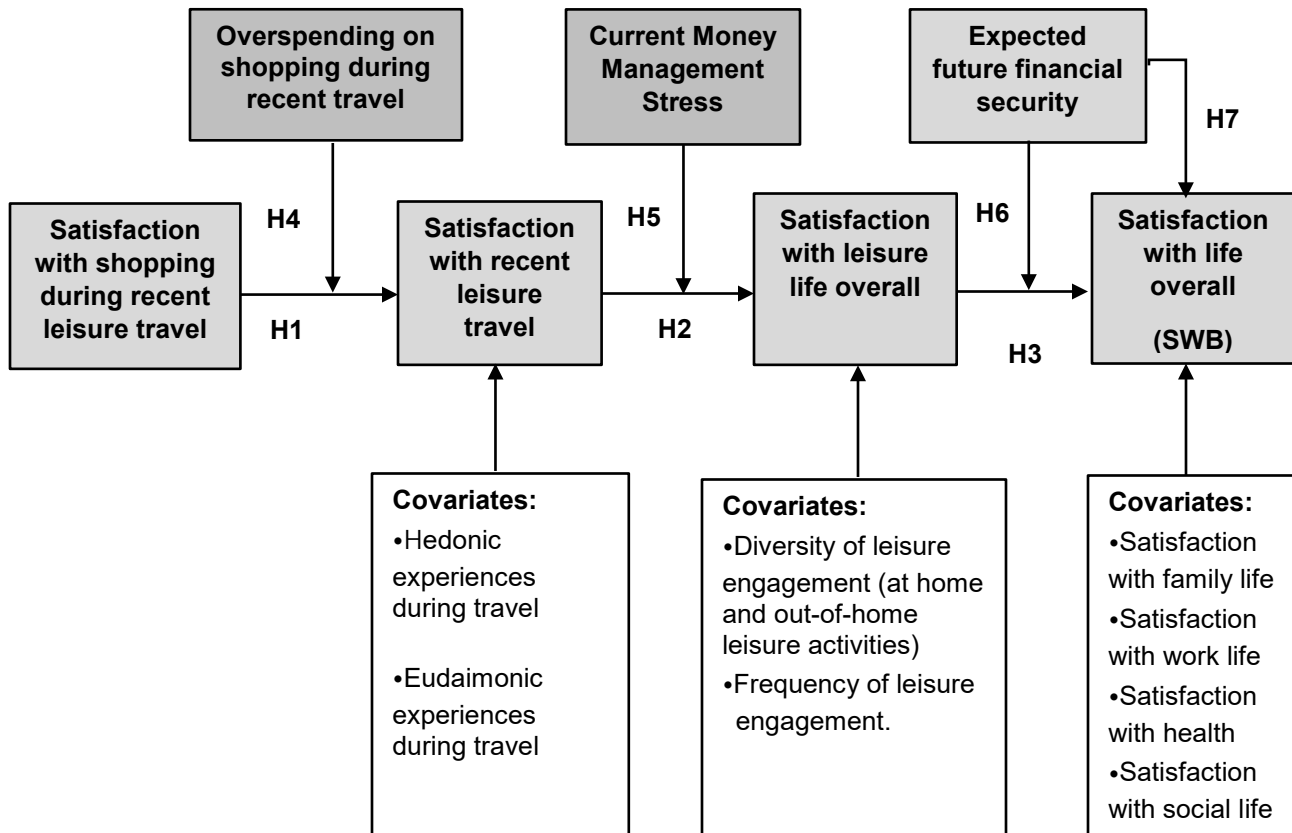
Figure 1 Original model
The Effect of Satisfaction with Shopping During Recent Leisure Travel on Satisfaction with Life: The Role of Finance
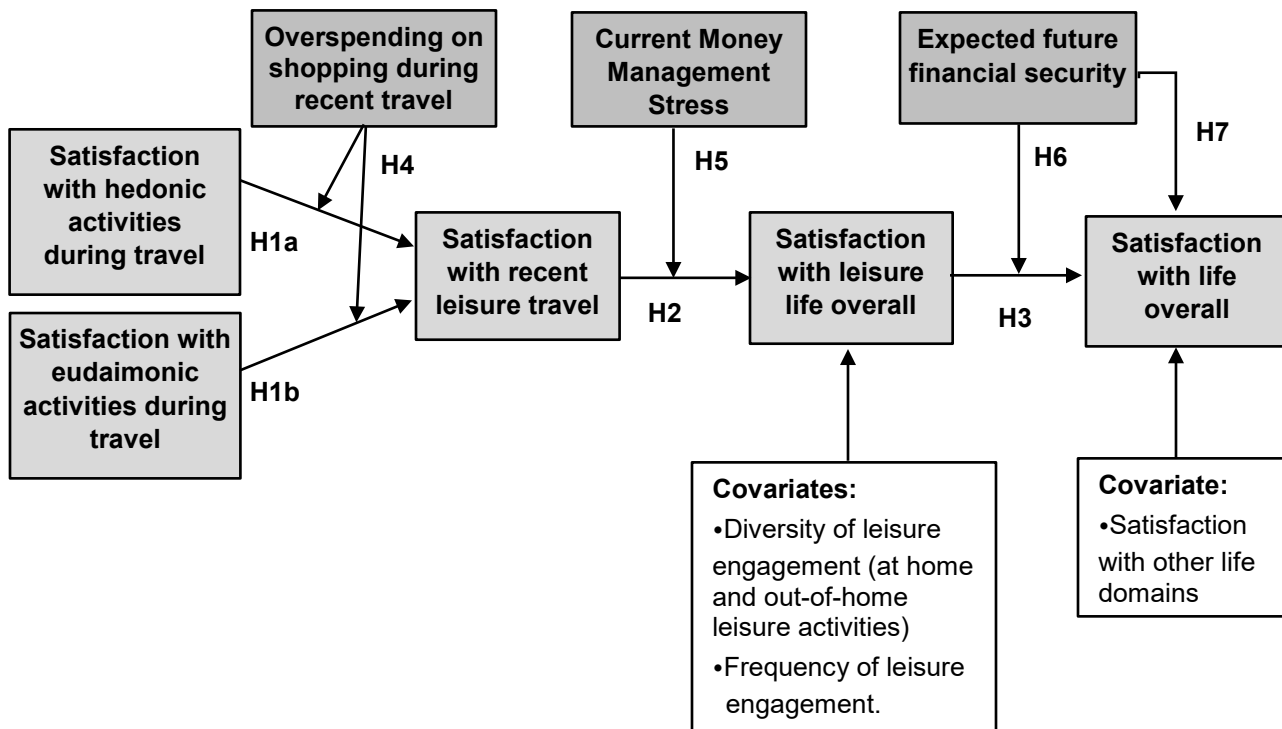
Figure 2 Revised model

Reference

Dhar, R., & Wertenbroch, K. (2012). Self-signaling and the costs and benefits of temptation in consumer choice. *Journal of Marketing Research*, *49*(1), 15-25.

Kivetz, R., & Zheng, Y. (2017). The effects of promotions on hedonic versus utilitarian purchases. *Journal of Consumer Psychology*, *27*(1), 59-68.

Sirgy, M. J., Yu, G. B., Lee, D.-J., & Bosnjak, M. (2019, January 10). The Effect of Shopping Satisfaction during Leisure Travel on Satisfaction with Life Overall: The Mitigating Role of Financial Concerns. Pre-Registered Research Protocol. Leibniz Institut für Psychologische Information und Dokumentation (ZPID). https://doi.org/10.23668/psycharchives.2351