



Towards a lifestyle experience: A phenomenological conceptualization and scale development in the hotel context

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ABSTRACT

The topic of lifestyle has attracted interest both in service providers and marketing researchers. To better understand lifestyle experience, study 1 adopts a phenomenological approach to conceptualize lifestyle experience that is generated within consumers in a hotel setting. It is discovered that sense of community and culture is the spirit of a lifestyle experience that lives up to its name. In addition, it is uncovered that lifestyle experiences essentially meets consumer's higher-ordered psychological social needs. Studies 2, 3, and 4 demonstrate the development of a scale, LHEI—Lifestyle Hotel Experience Index, that captures consumer's lifestyle hotel experience. Such scale can be easily adapted to measure lifestyle experiences in other contexts. This paper contributes to current research by conceptualizing and quantifying the novel lifestyle experience. It contributes to the industry as a wake-up call for more sustainable and consumer-centric strategies in value co-creation.

1. Introduction

A lifestyle is the way one lives. More broadly, a lifestyle is the belief, behavior, or behavior principles of an individual, cohort, or culture (González & Bello, 2002; Kahle & Close, 2011). Lifestyle, by definition, divides consumers into different groups, and on the other hand, consumer adopt their lifestyles into their decision-making rules (Fine, 1980; González & Bello, 2002). Early research suggests using a lifestyle marketing segmentation helps marketers to understand consumers so that efficient communications could be provided (Plummer, 1974), while lifestyle marketing connects products or services with consumers' different lifestyles (Sathish & Rajamohan, 2012). Therefore, a lifestyle experience shall emerge under lifestyle marketing segmentation and cater to the lifestyles of consumers (Scott & Parfitt, 2005). Nevertheless, such concept lacks a clear definition and has been confusing to both consumers and researchers especially in the hospitality industry.

The hospitality industry has seen and is expecting a growth in the number of the so-called lifestyle hotels. For instance, Edition of Marriott International currently has 2491 rooms (10 properties) in operation with 3704 rooms (16 properties) under pipelining (EDITION: Marriott Development, 2020). Meanwhile, with the emergence of lifestyle hotels, the academia has paid little attention on its discourse (Pizam, 2015). One potential reason for the scarce of lifestyle hotel literature is that

there is not a commonly agreed conceptualization on lifestyle experience among the industry, academia, and consumers. Although the industry may have its own definition on what the term "lifestyle" in lifestyle hotel means, consumers may also have their own interpretations, thus causing the confusion and unfamiliarity. More interestingly, even some hotels that meet the existing definitions of lifestyle hotels are not labeled as lifestyle hotels. When questions such as "what is a lifestyle hotel," and "what does a lifestyle hotel experience entail," are unanswered, it is difficult for consumers to realize and confirm they have experienced a lifestyle hotel. Without a fundamental definition of lifestyle hotels, continuing studies on consumer's lifestyle experience and lifestyle hotels become problematic and fragile. As an attempt to add more content to this topic and answer these questions, the first objective of this study is to conceptualize a lifestyle experience and determine the characteristics of such experience utilizing a phenomenological approach in a hospitality and tourism context.

Since we live under the experience economy, many scholars have attempted to capture the experience-based dynamics in the tourism and hospitality industry. Theoretically, consumer experience in tourism and hospitality research focus on transcendent experiences, transformational experiences, authentic experiences, co-creation experiences, and online/virtual experiences (Hwang & Seo., 2016). It is suggested that service as the product in the tourism and hospitality

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industry, and the interactions between employees and consumers and within consumers themselves shape consumer experience (Kandampully, Zhang, & Jaakkola, 2018). From a quantitative perspective, consumer experience is often treated as multi-dimensional values. For instance, in a public transport context, Olsson, Friman, Pareigis, and Edvardsson (2012) suggested a scale that contains both cognitive and affective dimensions. Other more holistic view on measuring consumer experience, such as Customer Experience Quality (EXQ) (Maklan & Klaus, 2011), has also been proposed and validated. Some researchers also suggested consumers' lifestyle should be considered when investigating consumer experiences (Alnawas & Hemsley-Brown, 2019; Gentile, Spiller, & Noci, 2007) but treated lifestyle as a unidimensional construct and may not be adoptable for a lifestyle hotel. However, without a fundamental definition of a lifestyle experience and a lifestyle hotel, quantifying a lifestyle hotel experience is plausible. Consequently, quantitative studies aiming to explore lifestyle hotel experiences become difficult to operationalize. Therefore, the second objective of this study is to develop and validate a scale to capture a lifestyle experience in a hotel context.

Overall, by using a hospitality context, this research contributes to the current experiential tourism and hospitality literature by conceptualizing a unified prospective on lifestyle experience. As current studies on lifestyle experience in the tourism and hospitality literature rarely discuss the definition, the context, and the actors of the so-called lifestyle, this study advocates for such discussions in related studies. Additionally, it develops a scale that captures such experience in a hotel setting in light to start a new branch of tourism and hospitality studies on consumer's lifestyle experiences.

2. Theoretical background

2.1. Lifestyle in marketing and tourism

Prior marketing research has made attempt to quantify the lifestyle segmentation, that is, developing measurement scale to capture consumer's lifestyles. Among many, two scales are often investigated, namely, the List of Value (LOV), and the Value and Lifestyles (VALS) as they are both rooted in Maslow's (1954) hierarchy of needs. In LOV, nine values including sense of belonging, excitement, warm relationship with others, self-fulfillment, being well respected, fun and enjoyment of life, security, self-respect, and sense of accomplishment (Kahle & Kennedy, 1988) are listed for participants to evaluate. On the other hand, VALS is a much longer measurement, containing over 30 questions regarding participants' attitude, demographics, activities, financial issues, household inventory and product use, and specific foods and products (Mitchell, 1983). LOV and VALS are similar that both measurements have a self (inner/internal) vs. others (outer/external) locus (Kahle, Beatty, & Homer, 1986). These literature on lifestyles adopt a living-principle perspective therefore inevitably taps on the concept of values. However, lifestyle has a broader meaning regarding culture and politics (Thøgersen, 2005). Sathish and Rajamohan (2012) suggested that lifestyle marketing is best studied when using demographic and psychographic approaches. It is because a person's lifestyle is not only rooted in their own values and interests, but also may be representative of a group and subjective to sociocultural influences. Although companies may lead consumers in adopting new lifestyles with an "others" locus just like the lifestyle hotels defined by Jones, Day, and Quadri-Felitti (2013), excluding consumers' original lifestyles is inevitably not organic in the sense of forcing an Apple user to use an Android system.

Lifestyle related concepts are not new to the tourism literature either. Previous studies have explored how consumer's lifestyle influences their leisure seeking behaviors (Wahlers & Etzel, 1985). It is suggested tourists' lifestyles can be captured by using behavioral and psychological measurements of involvement and commitment (Kim, Scott, & Crompton, 1997). In addition, tourism itself has been portrayed as a lifestyle

and is often investigated with destination image (Gross, Brien, & Brown, 2008; Gross & Brown, 2006). Nevertheless, the context of lifestyle in lifestyle tourism refers to the lifestyles of the tourists (Chandler & Costello, 2002; Gross & Brown, 2006; Salazar & Zhang, 2013), which agrees with the proposed consumer-centric view on lifestyle experience.

A different concept, lifestyle entrepreneurship, has emerged in tourism literature since 1989 (Williams, Shaw, & Greenwood, 1989). As the word entrepreneurship implies, a lifestyle entrepreneur is a tourism or hospitality establishment who is not profit centric but focus more on the living standards of the business owners (Bredvold & Skålén, 2016; Lashley & Rowson, 2010; Morrison, 2006; Thomas, Shaw, & Page, 2011). Bredvold and Skålén (2016) summarized that lifestyle entrepreneurs are businesses "who launch touristic enterprises to support their desired lifestyles and hobbies with little intention of economic growth" (p.97). These touristic businesses tend to be small, usually are family-owned, and do not necessarily seek economic growth but rather self-sustaining (Getz & Petersen, 2005; Peters, Frehse, & Buhalis, 2009; Williams, Shaw, & Greenwood, 1989). As Jones and colleagues' (2013) concept of lifestyle hotel refers to the lifestyle of the hotel owners or designers, such lifestyle entrepreneurship type of view is owner and designer focused. It would be more beneficial for lifestyle hotels to focus on lifestyle market segments (e.g., LGBTQ, sustainability) (Pizam, 2015). Therefore, lifestyle experience marketers need to target at the lifestyles of consumers, which some current concepts on lifestyle experience are overlooking.

Although the term lifestyle has been used in various contexts, what composites a consumer's lifestyle experience remains clouded. Therefore, the concept of lifestyle experience needs more qualitative and quantitative studies to further identify its uniqueness and importance in the experiential marketing literature. Extending the existing hospitality and tourism literature on lifestyle, this study will focus on the lifestyle experience that is gaining increasing popularity in the hospitality and tourism segment—lifestyle hotels.

2.2. Concepts of lifestyle hotel

A PricewaterhouseCoopers (2005) report suggested the concept of lifestyle hotels is built upon the concept of boutique hotels. However, it was not until recently the concept of a lifestyle hotel was defined. The Boutique and Lifestyle Lodging Association (BLLA), agreeing with the report from PWC, suggested that lifestyle hotels are the "next generation of boutique hotel" (Kiradjian, 2010). BLLA also suggested that a lifestyle hotel has the traits of a boutique hotel yet can offer all the perks from a hotel chain, which include consistency in service and loyalty programs.

Besides industry reports, hospitality and tourism scholars also attempted to define a lifestyle hotel. By using a Delphi panel of 41 global hoteliers with different managerial positions and academic experts, Jones and colleagues' (2013, p. 729) proposed a definition for lifestyle hotels from the aspect of size and service, which indicates they are "small to medium-sized hotels that provide innovative features and service. They tend to have contemporary design and features. They provide highly personalized service that differentiate them from larger hotel brands". Although not stating its experience explicitly, their conceptualization implies a hotel lifestyle experience shall be innovative and personalized which is initiated by the companies but not consumers' lifestyles. Thus, their conceptualization is one-sided as it is only reflective of the designer or the owner's lifestyle and overlooks the lifestyles of consumers. Additionally, the context of lifestyle used in tourism research mostly refers to consumer's lifestyles (e.g. Kim et al., 1997; Salazar & Zhang, 2013; Wahlers & Etzel, 1985), while Jones and colleagues' definition underrepresents consumer's lifestyle as personalized services.

As the industry is adding more weight to the lifestyle hotel sector, the established owner-centered lifestyle hotel makes its name misleading to consumers. A hotel's service cannot be delivered or valued without a customer (Grönroos & Voima, 2013), thus value co-creation is the key to

identify the needs or lifestyles of hotel customers (Chathoth, Altinay, Harrington, Okumus, & Chan, 2013). However, for a lifestyle hotel, such value co-creation only happens after the property has been designed and built, customers are not necessarily involved in the pre-construction process. With a one-sided definition on lifestyle hotel, the lifestyles of customers are not represented in current lifestyle hotel development. In other words, the importance of value co-production is being neglected in developing lifestyle hotels, which is the key to the lifestyle component in lifestyle hotels. As nearly any customers are engaged during the service defining process, the so-called lifestyle hotels pre-determine the design and services to be offered. Such firm-oriented customer engagement is not compelling to the service-dominant logic (Chathoth et al., 2013). Additionally, without engaging consumers during the hotel conceptualizing and designing phase as well as incorporating their lifestyles during the service delivery, the term “lifestyle” becomes oxymoronic and inappropriate because the promised personalized services are not personalized per se. There’s no wonder why such concept of lifestyle hotels remains to be dubious among consumers even after 7 years since its academic definition (Baek, Choe, & Ok, 2020; Jones et al., 2013). As the Onomasiological Theory by Štekauer (2016) suggests, all naming units shall be productive and predictive, which signifies language users shall be able to mutually understand the meaning of a new word. Such principle may be violated as the existing conceptualization of lifestyle hotel has not been predictive nor productive among consumers.

3. Study 1: conceptualization of lifestyle hotel and lifestyle hotel experience

3.1. Methods

The objectives to answer the research questions of “what is a lifestyle hotel,” and “what does a lifestyle hotel experience entail,” are compelling with the paradigm of descriptive phenomenology which target to uncover the objective meaning of a lifestyle hotel, and do not move beyond to generate theories of such phenomenon (Kirillova, 2018). Therefore, being positivistic, the Husserlian or descriptive phenomenology fits the paradigm of this paper since it considers the essence of phenomena and is suitable for studying anything that interacts with one’s consciousness (Li, 2000; Stewart & Mickunas, 1990) and has not been properly conceptualized before (Lopez & Willis, 2004).

In-depth interviews were utilized as they manifest as daily inquiries and narratives (Creswell & Poth, 2017; Wassler & Schuckert, 2017). In terms of sampling, Englander (2012) argues that it is the researcher’s responsibility to extract general and critical meanings from an interview after selecting the participants. Following this avenue, Kirillova (2018) notes these criteria apply to the results in lieu of the participants. Additionally, richness of data is more important than the mere amount of inquires being collected as it will hinder the quality of the data analysis for a descriptive phenomenology (Kirillova, 2018). In terms of reliability and validity of such research method, a phenomenological tactic called bracketing was adopted (Chan, Fung, & Chien, 2013). Such bracketing technique avoids presumptions from personal experiences and literature review that could interfere with the dissecting and deduction of the data collected and furthermore, the phenomenon (Hamill & Sinclair, 2010; Wassler & Schuckert, 2017). Even though it is noted that a researcher cannot fully be peeled from a phenomenological study, the bracketing technique minimizes subjective biases and therefore maximizes research validity (Chan et al., 2013).

Shadowing these arguments, a purposive sampling method is adopted which maximized the homogeneity of the lifestyle hotel experience and is necessary for a phenomenological study (Wassler & Schuckert, 2017). Utilizing institutional mail lists, social media, and personal contacts, a total of eight participants, 4 females and 4 males, who are U. S. citizens, native English speakers, aged from 18–37, and have self-reportedly experienced a lifestyle hotel experience agreed and participated in one-on-one interviews in this study. During the

interview, two essential questions (Creswell & Poth, 2017) that reads “What have you experienced in terms of a lifestyle hotel?” and “What contexts or situations have typically influenced or affected your experiences?” were asked. Other supplemental, broad, and general questions were probed. Both recordings and field notes were gathered as data and are analyzed with the help of NVivo 12 and by the four steps provided by Giorgi (2009).

The 8 in-depth semi-structured interviews ranged from 879 words to 15 678 words. All interviews were firstly read individually and synthesized to form a general sense about the scope of the study. Similar but distinguished from the traditional qualitative coding process, the next step, the extraction of meaning units in the transcripts, requires researchers to be consciously guided by the phenomenon being comprehended (Giorgi, 2009; Wassler & Schuckert, 2017); in this case, consumers’ experience with lifestyle hotels. Therefore, sentences with significance that relate to unveiling the common lifestyle hotel experience and its difference with a traditional hotel were extracted from the interviews and created the raw data of the study. The following step transforms the meaning units into phenomenologically sensitive expressions. The aim of this step is to “identify a level of generalizability which adequately describes an experience” (Wassler & Schuckert, 2017, p. 127). To accomplish so, we concluded meanings that are essential to a commonly shared lifestyle hotel experience and not solely apply to one specific individual. Additionally, since implicit meanings also occur during the interview (Wassler & Schuckert, 2017), we incorporated such nuance into the phenomenologically sensitive expressions. It is noted that the phenomenologically sensitive expressions shall not be rigid but rather open to expansions in future studies (Giorgi, 2009), thus the essences of the lifestyle hotel experience were created with such guideline. It is also during that time when we looked for interpretive themes across the phenomenologically sensitive expressions (Holroyd, 2001), so that the essential experience of a lifestyle hotel is silhouetted.

3.2. Findings

3.2.1. The concept of lifestyle hotel

Since participants were asked to define their version of a lifestyle hotel after they recalled their previous lifestyle hotel experience, it is inevitable that their individual experience would polarize the bias in their perceptions of a lifestyle hotel. Nevertheless, the phenomenological approach is superior in this case such that it brackets out such individual bias and extracts the common core of the phenomenon being investigated (Giorgi, 2009). This is not to say the conceptualization of a lifestyle hotels is uncovered by a phenomenology in this study, but rather, a conventional content analysis adopting a phenomenological approach, since the question “How would you define a lifestyle hotel?” is inherently hermeneutic, which is rather interpretive and fits better in a Heideggerian phenomenology paradigm and conflicts with the positivist view of this study.

During the interviews, multiple participants suggested lifestyle hotels cater to a specific demographic of people. Participants induced such factor based on their observations and interactions with other guests in the hotel. For instance, P1 stayed at a lifestyle hotel that caters to artists in Akihabara, Tokyo, Japan and found that “We met the other people who are staying [at] the other side and they were also like Americans artist types it seems ... Everyone seems pretty young like mid 20s to mid 30s range.” Generally, such demographics is congruent with the lifestyle that hotel is projecting, which links to the next factor of a lifestyle hotel–community and culture.

The sense of community and culture does not merely stay on the surface of a congregation of individuals but rather echoes with the concept of a lifestyle (González & Bello, 2002; Kahle & Close, 2011). It is the belief, behaviors, or principles of living including ethnic culture and social culture, that are manifested in both tangible and intangible aspects in lifestyle hotels such as decorations, events, activities, employee behaviors and appearances, food, and other guests, and essentially

creates a sense of belonging, which extends the basic physiological needs and fulfills the social needs (Maslow, 1954) of hotel guests. P3 who had a getaway in Palm Springs, California found his lifestyle hotel to be more laid-back, relaxing, and LGBTQ friendly, whose staff “seem to have more interest in the community they are trying to promote.” P3’s lifestyle hotel experience provided him with a sense of community that is being projected by the employees from the hotel.

While promoting a sense of community and culture, lifestyle hotels simultaneously creates immersive and unique experiences for their guests. After experiencing the extensive cultural decorations and unique local food of a lifestyle hotel in Palau, P4 expressed her experience is one that “you just kind of experience it without even thinking”. It suggests the experience a lifestyle hotel creates is so immersive that a guest does not need to effortfully comprehend it. In other words, a lifestyle experience can be so prominent that it “pulls” the guest into it. Being a Japanese American, P6’s experience of a Japanese hot spring hotel is still foreign, special, and irreplaceable to him. Additionally, such experience may be the mere daily life for certain people, however, if the experience is perceived as unique or irreplaceable, it shall be considered a unique experience. Therefore, the experience a lifestyle hotel provides can also make guests autobiographically connect or “push” themselves to its uniqueness.

On the other hand, P6 stated that “But I don’t think I would consider like a resort themed hotel as much of a lifestyle hotel cuz it’s more like [fabricated].” His claim that a lifestyle hotel experience needs to be organic echoes with P8’s statement on the authenticity of her experience that a lack of authenticity ruined her other past travel experience as it made her lose the sense of a community. Authenticity is essential to a lifestyle hotel experience because it determines consumer perceived values (Lin & Wang, 2012). As many past studies on lifestyle view it as a form of consumer values (Kahle et al., 1986; Mitchell, 1983), authenticity’s impact on perceived values shapes consumer’s perceptions of the projected lifestyles. Thus, the experience provided by a lifestyle hotel needs essentially to be authentic.

Participants also had different interpretations on if the lifestyles the hotels projected were their own lifestyles or it is the hotel’s lifestyle that are artificial to them. P4 indicated the lifestyle she experienced at the hotel in Palau is not her daily lifestyle but gave her a new perspective of the local culture whereas P8 implied the hotel she stayed in Phuket, Thailand provided a congruent lifestyle with her own social lifestyle. Therefore, the actor of the lifestyle is not a vital factor to the definition of a lifestyle hotel.

3.2.2. The experience of lifestyle hotel

During the interview, participants were asked to describe their lifestyle hotel experiences in as much details as possible. Data collected were analyzed following the rigor of descriptive phenomenology developed and adopted in previous studies (Giorgi, 2009; Wassler & Schuckert, 2017). Although an experience is fundamentally subjective (Holbrook, 2006; Jacoby, Allan, Collins, & Larwill, 1988), extracted phenomenologically sensitive expressions converged into several common themes. Beside the psychological responses to a lifestyle hotel experience, the themes extracted also corresponded to the tangible and intangible aspects (Wakefield & Blodgett, 1999) of the hotel services.

3.2.2.1. “The space was kind of collaborative ...”: the dimension of tangibles. Tangible services of a lifestyle hotel experience refer to hotel amenity. Participants talked about lifestyle hotel amenities in various forms including lobby, room, amenity kit and food service that are either highly personalized, have a sense of intimacy, or rich in culture. Although decoration and décor are another common tangible service for hotels (Wakefield & Blodgett, 1999), lifestyle hotel aesthetics mainly serves as a median to convey the lifestyle they are projecting to its guests. As P5 stated “A lot of stuff was there was like glass lighting so ... like chandeliers, and then I mean it definitely have that lux vibe to it”,

she was able to sense and comprehend the “vibe” the hotel is attempting to convey from its physical environment. It is obvious that the aesthetics of lifestyle hotels are dependent on the different lifestyles or themes they are promoting. Such finding echoes with the finding of Cheng, Tang, Shih, and Wang (2016) that lifestyle hotels assimilate cultural or natural environment into their designs and décors. However, this study revealed that a lifestyle hotel does not necessarily need extensive theming to be considered as a lifestyle hotel experience. Giorgi (2009) suggested that if removing a unit will not induce the collapse of an experience, such unit is not essential to this experience. As both P3 and P8 mentioned, the aesthetics in their hotels had the bare-minimum effect of conveying the lifestyles of the hotels to them. P3 indicated the decoration to be a style of an older period of time while P8 indicated a theme of the local environment, however, neither of them has direct connections to the lifestyles of the hotels. Both participants experienced their lifestyles through the dimension of intangibles provided by the hotels whereas aesthetics were not essential guests’ lifestyle hotel experiences.

3.2.2.2. “They’re intended to keep people in ...”: the dimension of intangibles. Intangible services of a lifestyle hotel experience include three facets of activities, employees, and customer to customer interactions, generating intriguing and inspiring experiences for guests and keep the guest in.

Activities provided in a lifestyle hotel varies in forms from P1’s art and fashion forum held in his hotel lobby, P4’s fresh flower arrival welcome, P6’s Yukata and Japanese hot spring experience, to P8’s tour of both good and bad side of local ecology. These activities directly relate to the principal lifestyles that these hotels are trying to project. Through some planned activities, lifestyle hotel guests experience the projected lifestyles directly, generates a level of curiosity and intimacy towards the activities, which allowed them to empathize and synchronize with the hotels. Consequently, to let guests experience these activities, lifestyle hotels keep their guests in the hotel so that such experience could be maximized, as P1 said “I want to like stay there and I can absorb what was going on.”

To create intriguing and inspiring experiences for guests, lifestyle hotel employees also play a critical part of creating immersive experiences. Being guests’ direct contacts to the hotel, hotel employees influences hotel image and brand image (LeBlanc & Nguyen, 1996; Sürücü, 2019). In that sense, lifestyle hotel employees serve as the ambassador of the promoted culture or community to both guide hotel guests to experiences the services and activities initiatively and create immersive experiences for the guest while being direct participants of the lifestyles themselves. The employee P4 encountered greeted her in a local language, and the one P8 met took her on a tour of the local community, provided her with a local resident’s perspective. As lifestyle hotel employees take the ownership of their projected culture and community, they authentically are interested in those culture and community and thus creates educational, immersive, intriguing, and intimate experiences for lifestyle hotel guests.

Hotel guests inevitably interact with each other, thus influencing each other’s service experience (Ekpo et al., 2015). Ekpo et al. (2015) theorized that the congruence of cultures among customers is the main factor to impact customer satisfaction. Such theorizing is reaffirmed in a lifestyle hotel context. As most participants of the study indicated that they encountered homogeneous hotel guests which enhanced their lifestyle hotel experience, some participants confronted with heterogeneous guests, which sabotaged their experience. P8 was able to engage with other guests because of the intimate setting in her hotel. The guests she engaged with fit in the same demographics and are congruent with the micro-culture of socialization that the hotel is projecting and her own lifestyle, which boosted her lifestyle hotel experience. Meanwhile, P4 observed her hotel had other guests were incongruent with the laidback island-style lifestyle of her hotel and stated, “Sometimes it can get annoying when too many kids are around.”

3.2.2.3. “It felt safe, it felt comfortable, and having your own space and my own key that actually make me feel more private ...”: the dimension of psychological responses. According to the extensively used stimulus-organism-response (SOR) model in hospitality and tourism studies (Kim, Lee, & Jung, 2020), consumers process environmental heuristics via cognition, affect, and conation (Ajzen, 1989; Park, Stoel, & Lennon, 2008), and therefore display behavioral intentions. Similarly, this study discovered a dimension of psychological responses corresponding to the SOR theory stemmed from the tangible and intangible services provided at lifestyle hotels, namely, cognition, affect, and conation.

Participants’ cognition of their lifestyle hotel experiences expands from the essence of richly cultured and intimate lifestyles. Such culture and lifestyles create communities and these communities provides hotel guests channels to savor and submerge themselves into their lifestyle hotel experience. For P3, the lifestyle hotel he stayed at aims to be a sanctuary for the LGBTQ+ community. The layout of the hotel, the pre-planned activities, as well as the employees who takes ownership of the community jointly created and reinforced such lifestyle for its guests. Additionally, experiences of lifestyle hotels are more likely to be more memorable because of their uniqueness, immersion, as well as the high-arousal emotions.

The affects expressed by the participants mainly come from the visual impact a lifestyle hotel was able to present on the tangibles and are commonly high in arousal. Typical discreet emotions include delight, amazement, attachment, and intrigue. P5 still remembered the visual impact the hotel lobby provided to her vividly that she expressed a level of amazement. Such emotion is also shared by P2 whose hotel was on the edge of a cliff that overlooks a gulf. Meanwhile, participants also disclosed the emotion of intrigue towards the intangibles of lifestyle hotels. Such intrigue can come from the activates themselves that make the guests actively feel intrigued. On the other hand, guests can feel

intrigued passively by hotel employees’ behavior and guidance, such as that in P1’s case that he was invited to participate in a survey, and in P8’s case that she was shown the both positive and negative perspectives of the local ecology. More extremely, because it was P6’s first year living in Japan, have a traditional Japanese hot spring hotel experience with his significant other made him long for this past experience so much that he was sentimental and nostalgic.

Conative responses refer to consumer behavioral intentions (Park et al., 2008). It is suggested that this psychological response is more predictive of actual consumer behaviors than cognition or affect (Ajzen, 1989). For the lifestyle hotel experience, participants disclosed sufficient conation of revisit intention but plausible loyalty level due to its inherent curiosity-generating characteristics. Although P4 had a somewhat attachment to her hotel, her loyalty level is rather low. She “do [es] n’t mind go [ing] back again” but she is more “curious [about] what other hotel provides.” P4 also indicated she would recommend the hotel to her friends.

4. Study 2, 3, and 4: scale development of lifestyle hotel index (LHEI)

To create a yet to be seen scale that captures a lifestyle hotel experience, following studies adopt the conceptualization of lifestyle hotel developed in study 1 since it highlights the aspect of authentic community and culture, which justifies the name “lifestyle”. Mimicking the process of scale development employed by Pijls, Groen, Galetzka, and Pruyn (2017), Table 1 provides an overview of the development process of LHEI.

Table 1
Overview of the scale development process.

Stage	Method	Sample	Data collection	Analysis	Results
<i>I. Qualitative</i>					
1. Conceptualizing lifestyle hotel and lifestyle hotel experience	Phenomenology	8 lifestyle hotel consumers	One-on-one in-depth interview	Phenomenology	Initial words related to lifestyle hotel experience
2. Items and dimensions generation	Survey	60 consumers who confirmed to have experienced the newly defined lifestyle hotel	Online open-ended questionnaire	Content analysis	A pool of 110 items generated
3. Pilot test: Item screening	Survey	4 Hospitality experts	Email		Content validity established; 44 items remained
<i>II. Quantitative</i>					
1. Item purification and dimensionality	Survey	200 US adult consumers who self-reported to have had a lifestyle hotel experience	Online survey	EFA	A 3-factor structure with 13 items discovered
2. Scale validation	Survey	200 200 US adult consumers who self-reported to have had a lifestyle hotel experience	Online survey	CFA	Structure confirmed; Reliability and validity established

4.1. Item generation and content validation

4.1.1. Study 2: consumers' views on lifestyle hotel experience

4.1.1.1. Methods and procedure. To generate the initial pool of items, an online questionnaire with 7 open-end questions were distributed on Amazon MTurk because of its more diverse consumer base as well as efficiency in data collection (Li, Lu, Bogicevic, & Bujisic, 2019). After confirming they have stayed at a hotel that matches with our definition of lifestyle hotels discovered in study 1 (presented in general discussion), participants were guided to answer the seven questions that probe their past lifestyle hotel experience.

The collected data were analyzed using Critical Incident Technique (CIT) (Gremler, 2004) in NVivo 12. As participants recall their first-hand service experiences, in their own words, CIT is inductive and produces rich data (Gremler, 2004), which suits the goal of this study—item generation.

4.1.1.2. Results. A total of 60 valid responses was collected. The initial round of content analysis generated 110 items grouped in 8 themes containing *people* (18 items), *forecast* (17 items), *transcendence* (10 items), *uniqueness* (7 items), *catharsis* (22 items), *immersion* (8 items), *ethos* (16 items), and *ambiance* (12 items). Since we adopted the inductive item generation method, participants' demographics reflect the general U.S. population, and the generated initial items are more than twice as long as the final items (Boateng, Neilands, Frongillo, Melgar-Quinonez, & Young, 2018), our sample size is deemed sufficient.

4.1.2. Study 3: item reduction

4.1.2.1. Methods and procedure. Expert judgement is a commonly accepted method for item retention and establishing face validity in psychological and marketing scale developments (Hardesty & Bearden, 2004; DeVellis, 2016). In this study, four hospitality experts from the academia were invited to be expert judges sequentially. They were presented with the definition of a lifestyle hotel and asked to rate the representativeness of the construct by each item using a 4-point scale where 4 is "very good", 3 is "good", 2 is "fair", and 1 is "poor" (Obermiller & Spangenberg, 1998). Any item with a poor rating is dropped from the item pool. Such technique does not require a large number of experts and is sufficient for establishing content validity (Obermiller & Spangenberg, 1998; Kim, Jun, Walker, & Drane, 2015; Kim & Eves, 2012).

4.1.2.2. Results. After the 4th expert's judgement, the number of items reduced to 44 (Appendix I). The original 8 themes were broken down and re-group into 9 themes. Of the 9 themes, 6 retained the old name, including *people* (10 items), *transcendence* (3 items), *uniqueness* (4 items), *ethos* (7 items), *immersion* (4 items), and *catharsis* (5 items); whereas 3 new themes were formed, namely, *engagement* (3 items), *vibe* (5 items), and *belongingness* (3 items) (see Table 1 for individual items). The original theme of people was further split into three sub-themes, namely, *employee-mien* (3 items), *employee-personalization* (5 items), and *other guests* (2 items). Since the study is exploratory and inductive, these themes and items are expected to be re-categorized and renamed by their extracted factors.

4.2. Study 4: dimension extraction and factor structure confirmation

4.2.1. Data collection

Data were collected via Amazon MTurk due to its diverse pool of consumers and efficiency in data collection (Buhrmester, Kwang, & Gosling, 2011). After screening questions, participants were asked to evaluate the subsequent statements on a 7-point Likert scale where 1 is "strongly disagree" and 7 is "strongly agree". A total of 400 hundred

valid responses were collected. The data comprised mostly male (64.4%) and Caucasian (70.4%) with age ranging from 19 to 78 years ($M = 36.5$ years). The dataset was then randomly divided into two equally numbered sub-datasets to perform EFA and CFA.

4.2.2. EFA

The KMO measure of sampling adequacy scored 0.942, Bartlett's test of sphericity was significant ($\chi^2(1596) = 12,801, p < .01$). The anti-image correlation matrix diagonals were all over 0.50. Multivariate normality was conducted using Doornik-Hansen's multivariate normality test (Doornik & Hansen, 2008) under package "MVN" (Korkmaz, Goksuluk, & Zararsiz, 2014) in R. The result ($E = 6.12, p < .001$) suggests the data did not suffice for multivariate normality therefore principle axis factoring was selected (Fabrigar, Wegener, MacCallum, & Strahan, 1999) with Promax rotation. Any items not meeting the following criteria: 1) highest factor above 0.5; and 2) second highest factor loading below (Hatcher, 2005; Knutson, Beck, Kim, & Cha, 2009; Pijls et al., 2017) were eliminated sequentially. The results suggested a 3-factor pattern with 13 items explaining 52.31% of the total variance (see Table 2). The three factors also reflect our finding from study 1 that a lifestyle hotel experience is essentially engaging, which is in line with the service-dominant logic, that people is an inseparable component, and that it represents the lifestyles of the tourists. Communalities and Cronbach's α surpassed 0.4 and 0.7 representatively (Pijls et al., 2017), establishing reliability. Appendix II illustrates the purified scale.

4.2.3. CFA

The CFA was conducted using "lavaan" (Rosseel, 2012) and "sem-Tools" (Jorgensen, Pornprasertmanit, Schoemann, & Rosseel, 2020) package in R using Maximum Likelihood robust variation (see Fig. 1).

The results suggested a moderate model fit with a non-significant chi-square statistic ($\chi^2 = 80.14, df = 61, p = .051$; GFI = 0.927 > .9, Hoyle, 1995; CFI = 0.955 > 0.95, Hu & Bentler, 1999; RMSEA = 0.062, Browne & Cudeck, 1993).

Dimensionality is tested using a model comparison approach between the three factor LHEI model and a one-factor model. The three-factor model significantly outperforms the one-factor model (see Table 3).

The reliability coefficient α for engagement, personnel, and cohort are 0.88, 0.77, and 0.76 representatively with McDonald's ω scoring 0.91 provided evidence of reliability of LHEI (Nunnally & Bernstein, 1994; Zinbarg, Yovel, Revelle, & McDonald, 2006; Dunn, Baguley, & Brunsden, 2014).

All factor loadings reached statistical significance. The AVEs for engagement, personnel, and cohort are 0.543, 0.462, 0.527 representatively. Although AVE for personnel is under 0.5, it is suggested that if construct reliability values are over 0.6, AVE above 0.4 can also indicate convergent validity (Fornell & Larcker, 1981). As the construct reliability values are 0.877, 0.773, and 0.768, convergent validity is established (see Table 4).

MSVs are all lower than AVEs (see Table 4), which confirms discriminant validity. As the highest HTMT ratio of correlation, which is between engagement and personnel (0.667), is smaller than 0.9, convergent evidence of discriminant validity using two criteria is demonstrated (Henseler, Ringle, & Sarstedt, 2015).

5. General discussion

5.1. Theoretical implication

As an experience is essentially subjective (Holbrook, 2006; Jacoby et al., 1988), and it cannot be delivered or valued without a consumer according to the service-dominant logic (Grönroos & Voima, 2013; Vargo & Lusch, 2008), some previous business-attentive conceptualizations of the lifestyle experience is seemingly hegemonic,

Table 2
EFA results.

Item	Original facet	Communalities	Factor Loadings		
			Engagement	Personnel	Cohort
Imm2	Immersion	.623	.702		
Vib2	Vibe	.547	.651		
Cat2	Catharsis	.577	.727		
Eng2	Engagement	.562	.748		
Tra2	Transcendence	.521	.775		
Tra3	Transcendence	.5	.737		
Peo1	People	.621		.845	
Peo3	People	.473		.509	
Peo6	People	.481		.665	
Peo7	People	.479		.639	
Eth5	Ethos	.443			.592
Eth6	Ethos	.498			.726
Eth7	Ethos	.475			.71
Eigenvalue			5.387	1.736	1.121
% of Variance			37.888	9.362	5.056
Cumulative %			37.89	47.25	52.306
Cronbach's α			.878	.8	.708

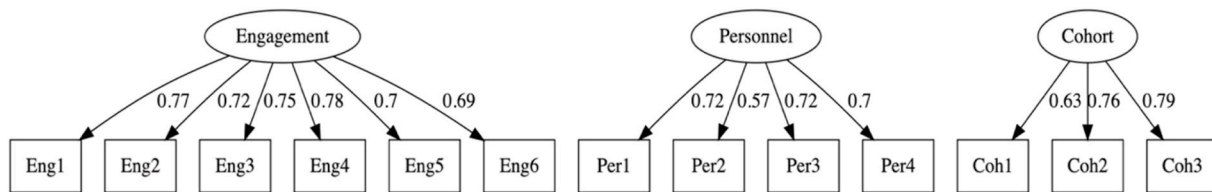


Fig. 1. 3-Factor model with standardized factor loadings.

Table 3
Summary of model comparison.

Model	χ^2	df	GFI	NNFI	CFI	RMR	RMSEA	SRMR
1 factor	246.731	65	0.783	0.67	0.725	0.252	0.149	0.107
3 factors	80.135	61	0.927	0.943	0.955	0.089	0.062	0.052
$\Delta \chi^2$	166.596							
Δdf	4							
p value	<0.001							

Table 4
Convergent and discriminant validity with factor correlations.

	CR	AVE	MSV	MaxR(H)	Engagement	Personnel	Cohort
Engagement	0.877	0.543	0.406	0.880	0.737		
Personnel	0.773	0.462	0.406	0.782	0.637	0.680	
Cohort	0.768	0.527	0.132	0.783	0.363	0.308	0.726

unsustainable, and does not underline the term lifestyle. As Grönroos (2011, p. 289) argues, “fundamentally, the customer creates value, and the firm facilitates value creation”. In contrast, the conceptualization of lifestyle experience provided in this study not only accentuates the perspectives of consumers from the service-dominant logic, but also reveals the mere services, both tangible and intangible and whether personalized or innovative are to fulfill consumers’ needs beyond physiological and safety as defined by Maslow (1954). Although the tourism and hospitality literature has seen phenomenology studies emerging (Jackson, Vaughan, & Brown, 2018), this study is among the first to adopt descriptive phenomenology principles and techniques to conceptualize consumer’s lifestyle experience in a hospitality context. Concluding the findings from study 1, a lifestyle experience is:

Consumer’s perception on the personalized and intimate services (tangibles), that delivers a lifestyle, and their interaction with the engaging employee and other guests (intangibles) during the service who represents an authentic community or culture reflective of the

overarching lifestyle. Such experience tends to be immersive and unique, which satisfies beyond consumer’s physiological and safety needs. It creates a sense of community or culture and induces intrigue, delight, amazement, and/or attachment among the consumers, thereafter, making them want to revisit such experience.

This statement is essentially the core to a lifestyle experience which can help the development to and be adapted to future lifestyle experience studies not limited in the tourism and hospitality field but also in marketing and business research. Additionally, this study provides means in consumers own language to create an instrument that captures a lifestyle experience holistically and more specifically, a lifestyle hotel experience. Overall, the differences between a lifestyle hotel and a traditional hotel are largely reflected in the experience of a lifestyle hotel in the sense of fulfilling of hotel guests’ social needs beyond the lower hierarchical needs. Moreover, a lifestyle hotel provides more engaging experiences by utilizing its intangibles that attracts guests to stay inside of the property voluntarily rather than just being a place for

guests to sleep.

In addition, we define a lifestyle hotel as:

A hotel of any size that caters to a specific demographics and promotes an authentic community and culture.

This definition differs from past definitions of lifestyle hotels that put hotel operator and owners in the center of creating and controlling a lifestyle hotel experience. Instead, it addresses the role and the importance of consumers, which represents the service-dominant logic (Vargo & Lusch, 2008) and is more organic and sustainable. Integrating holistic consumer experience into a company's strategy is considered to have long term benefits (Mascarenhas, Kesavan, & Bernacchi, 2006). It also provided a richer and deeper look into consumers perceptions of a lifestyle experience.

Aiming to develop a measurement scale that can easily apprehend consumers experience with lifestyle hotels, the study reveals that a lifestyle hotel experience essentially has three components—engagement, personnel, and cohort. Engagement details how the services at a lifestyle hotel interrelate with its guests via their sensory, personnel regard whether the images projected by the hotel employees are intimate and personal. Cohort represents the spirit of a lifestyle hotel because it highlights the importance of the sense of community and culture to a lifestyle hotel. Although LHEI is tailored to a lifestyle hotel, it is essentially a hotel experience and the items in LHEI essentially echo with the consumer experience in hospitality synthesized by Kandampully et al. (2018). Therefore, factors and items such as engagement and personnel that focus on arousal are likely to overlap with other hospitality experience measurements such as inviting from the hospitality experience scale (Pijls et al., 2017) and environment from HEI (Knutson et al., 2009). In addition, LHEI differs from CEQ (Alnawas & Hemsley-Brown, 2019) as CEQ included lifestyle as a unidimensional factor whereas LHEI represents lifestyle experience as a multidimensional construct. Such a scale can also provide researchers an operationalizable criterion to quantify the lifestyle experience so that the services that caters to specific cohorts, communities, or culture could be further investigated. A service can qualify to be projecting lifestyle experience when it contains all three factors illustrated in LHEI: engagement, personnel, and cohort.¹ Such operationalization could bring more interdisciplinary studies between marketing, hospitality, sociology (e.g. LGBTQ+ lifestyle hotels), kinesiology (e.g. yoga and surfing lifestyle hotels), economics and leisure studies to understand the social and economic impacts of lifestyle experience, and more importantly, to improve the wellness of consumers.

5.2. Managerial implication

Form the service-dominant logic (Grönroos & Voima, 2013; Vargo & Lusch, 2008), the services hotels are providing are only valuable when reckoned by consumers. Therefore, a lifestyle experience is only legitimate when a consumer registers a service to be one. Referencing the definition and experience illustrated in the study, lifestyle experience marketers could sketch the consumers they want to attract, the services they want to provide, the employee they want to hire, and/or the community and culture they want to create that actually meet the needs of their consumers seeking a lifestyle experience. In addition, lifestyle experience marketers need to acknowledge that the functions of lifestyle hotels are to meet the social needs rather than physiological and safety needs of consumers and stimulate high arousal positive emotions. For service providers already consider themselves to provide lifestyle experiences, this study provides a guidance for them to reassess its compellation. Lifestyle experience marketers can follow the lifestyle experience script and LHEI to develop evaluation forms or surveys

¹ This should not be taken literally, but rather the three factors should be compared with the items and context in terms of their relationships to the description of lifestyle experience.

inspecting whether the services provided are on par with satisfying consumers' social needs, creating unique and immersive experiences for them, or making them feel certain high-arousal emotions along with other performance evaluations.

Secondly, it provides empirical evidence to companies that a lifestyle experience to a consumer may be perceived differently than what they have previously designed. Such evidence can bring awareness among large companies that instead of hegemonically forcing consumers to accept new ideas (Goolsbee, 2018), generate new ideas from within consumers may be a more sustainable approach as the latter fosters the premise of value co-creation (Revilla-Camacho, Cossio-Silva, & Vega-Vázquez, 2014).

5.3. Limitations and future studies

One limitation of using a phenomenological approach is the demographic information and social identities of the participants are purposefully eliminated. It is suggested that identities may influence an individual's perception of an experience (Desforges, 2000; Hopkins et al., 2016). By excluding the social identity of the participants, the intersectionality between consumer's social identity and lifestyle hotel experience is neglected. Tasci and Semrad (2016) suggested that an experience can be perceived differently due to cultural, personal, and situational differences. Since the sample only composites US consumers this paper overlooks the sociocultural impacts on shaping one's experience.

Another limitation is the web-based data collection. Due to COVID-19, research activates that involve human subjects are recommended to be minimal. Therefore, focus groups during the qualitative stage for LHEI item generation was opted for a complete online survey. Web-based self-reported studies suffer from a series of weakness including participant bias, social desirability, demand characteristics, response sets, overage bias, and nonresponse bias (Morgado, Meireles, Neves, Amaral, & Ferreira, 2018). Future studies could employ innovative objective measurements as well as focus groups and field in-person studies to diminish these short comes.

A third limitation of this paper ties with the research paradigm follows that of the Classical Testing Theory (CTT). As CTT is often criticized for its dependence on samples (DeVellis, 2006), the sample of the research may suffer from the same drawback.

Future studies on lifestyle experience may modify LHEI into different contexts as they essentially follow the conceptualization of a lifestyle experience due to the expandability of the descriptive phenomenology method (Wassler & Schuckert, 2017). Moreover, researchers could further investigate the psychological and behavioral antecedents, process, and aftermath of lifestyle experiences quantitatively in general.

Future studies could:

- Take participant's social identities into account and explore how they intersect with, or moderates, a lifestyle hotel experience using different qualitative approaches, such as the hermeneutic or interpretive phenomenology or a grounded theory.
- Examine how contextual and sociocultural differences intersect with lifestyle experiences, especially with specific lifestyles.
- Utilize parallel studies adopting other testing theories such as Multivariate Generalizability Theory or Item Response Theory.
- Identify the sociological meanings of lifestyle experience that are catered to specific social groups.
- Explore sustainable strategies for consumers to better understand the meanings of lifestyle experience as well as to empower consumers to adopt a more beneficial lifestyle for themselves.

6. Conclusion

The study discovered that consumers may have different impressions of what a lifestyle hotel is than what the industry had thought, which

answers the concern of lifestyle hotels lacking in awareness among consumers (Baek et al., 2020). In consumer's mind, a lifestyle hotel does not necessarily need to have bougie amenities or mesmerizing designs as argued in earlier lifestyle hotel research (Jones et al., 2013; Cheng et al., 2016; Beak & Ok, 2017). As long as a hotel establishment essentially caters to one demographics and fosters a sense of community or culture, it can be regard as a lifestyle hotel by consumers. A fundamental difference between a lifestyle hotel and a traditional hotel is that a lifestyle hotel is more likely to fulfill consumer's higher-ordered social needs as conceptualized by Maslow (1954) for its guests.

Some researchers have advocated for a more reflexive paradigm on consumer research, which asks us to challenge the mainstream thinking and reflect on the knowledge while we apply it (Fullagar & Wilson, 2012). Following the post-modernistic view, this study reflects on past knowledge on lifestyle experience and jumps outside of its seemingly normative boarders. Therefore, the knowledge gauged in this study may open the door for future marketing research on lifestyle experience with

a consumer centric agenda. Additionally, it brings endless avenues for future research on specialized lifestyle experiences and their intersectionality with consumers who have diverse backgrounds.

Credit author statement

Yizhi Li: Conceptualization, Methodology, Software, Formal analysis, Investigation, Data curation, Writing – original draft, Writing – review & editing, Visualization, **Jay Kandampully:** Validation, Supervision, Writing – review & editing, **Stephanie Liu:** Validation, Writing – review & editing, **Milos Bujisic:** Validation, Supervision, Writing – review & editing

Declaration of competing interest

None

Appendix I. Crude items

People

Employee-Mien

- Peo1. My interaction with the staff was intimate.
- Peo2. The staff knew how to serve a particular community.
- Peo3. The staff had knowledge of a particular culture.

Employee-Personalization

- Peo4. The staff understood my needs.
- Peo5. My experience at this hotel was tailored to my needs.
- Peo6. The staff anticipated my needs before asking me.
- Peo7. The service was curated personally for me.
- Peo8. My interaction with the staff felt personal.

Other Guests

- Peo9. This hotel had a friendly atmosphere created by other guests.
- Peo11. The other guests were similar to me to some degree.

Engagement

- Eng1. I was able to have fun without leaving the hotel.
- Eng2. This hotel provided means for me to enjoy myself.
- Eng3. This hotel inspired me to explore its premises.

Transcendence

- Tra 1. This hotel made me feel a little spoiled.
- Tra2. This hotel was more than just a place to sleep.
- Tra3. This hotel offered more than just a room to stay in.

Uniqueness

- Uni 1. This hotel created a unique experience for me.
- Uni 2. This hotel provided me an exclusive experience that I cannot get elsewhere.
- Uni 3. There were details in this hotel that differentiated it from others.
- Uni 4. This hotel didn't feel generic.

Ethos

- Eth 1. I could sense a specific theme in this hotel.
- Eth 2. This hotel catered to people who share the same way of life.
- Eth 3. This hotel gave me an in-depth experience of a different way of life.
- Eth 4. This hotel had an authentic sense of culture.
- Eth5. The services provided at this hotel reflected a culture.
- Eth6. This hotel had an authentic sense of community.
- Eth7. The services provided at this hotel reflected a community.

Immersion

- Imm1. I was immersed in a different way of life while staying at this hotel.
- Imm2. This hotel engaged my senses with all that surrounded me.
- Imm3. I didn't have any distractions while experiencing this hotel's culture.
- Imm4. I didn't have any distractions while experiencing this hotel's community.

Vibe

- Vib 1. This hotel had an atmosphere that made it stand out.
- Vib2. The atmosphere at this hotel enlivened my senses.
- Vib 3. This hotel had a great vibe.
- Vib 4. This hotel had a character.
- Vib 5. This hotel had an authentic atmosphere.

Catharsis

- Cat 1. Staying in this hotel felt refreshing.
- Cat2. Staying in this hotel felt cool.
- Cat 3. Staying in this hotel felt awesome.
- Cat 4. Staying in this hotel felt lively.
- Cat 5. Staying in this hotel was memorable.

(continued on next page)

(continued)

Belongingness	
Bel 1.	I felt connected to this hotel.
Bel 2.	I could relate to this hotel.
Bel 3.	I felt a sense of belonging when staying in this hotel.

Appendix II. Purified LHEI with original identification in parentheses

Engagement	
Eng1	This hotel provided means for me to enjoy myself. (Eng2)
Eng2	Staying in this hotel felt cool. (Cat2)
Eng3	This hotel engaged my senses with all that surrounded me. (Imm2)
Eng 4	The atmosphere at this hotel enlivened my senses. (Vib2)
Eng 5	This hotel was more than just a place to sleep. (Tra2)
Eng 6	This hotel offered more than just a room to stay in. (Tra3)
Personnel	
Per 1	My interaction with the staff was intimate. (Peo1)
Per 2	The staff had knowledge of a particular culture. (Peo3)
Per 3	The staff anticipated my needs before asking me. (Peo6)
Per 4	The service was curated personally for me. (Peo7)
Cohort	
Coh 5	The services provided at this hotel reflected a culture. (Eth5)
Coh 6	This hotel had an authentic sense of community. (Eth6)
Coh 7	The services provided at this hotel reflected a community. (Eth7)

Impact statement

The novel conceptualization of lifestyle experience provided in this study not only accentuates the perspectives of consumers from the service-dominant logic, but also reveals its services, both tangible and intangible and whether personalized or innovative, are to fulfill consumers' needs beyond physiological and safety. Additionally, this study provides means in consumers own language to create an instrument that captures a lifestyle experience holistically in a hotel setting. Referencing the definition and experience illustrated in the study, lifestyle experience marketers could sketch the consumers they want to attract, the services they want to provide, the employee they want to hire, and/or the community and culture they want to create that actually meet the needs of their consumers seeking a lifestyle experience. It also provides empirical evidence to companies that a lifestyle experience to a consumer may be perceived differently than what they have previously designed.

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