

PSYCHOLOGICAL MECHANISM UNDERLYING THE MANNERS OF CHINESE TOURISTS AT ENTERTAINMENT EVENTS

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Abstract: Chinese tourists are increasing in number around the world. However, despite their positive economic impact, they negatively affect the residents and business operators at their destinations in terms of poor manners according to the e-WOM (word of mouth) Japanese travel web site and interviews conducted in Thailand. Although measures have been taken, these have been limited to the separation of Chinese tourists and compulsory rules concerning manners, and there has been no study involving adequate communication with the tourists themselves. Therefore, it was attempted to understand the Chinese psychological mechanism for service companies to be able to communicate effectively with Chinese tourists. Through a questionnaire-based experiment to investigate adult Chinese prosocial behavior at entertainment events, the empirical validity of a developmental-psychology-based hypothesis concerning the effect of attachment style was tested. As a result, it was found that the positiveness of the view of others has a positive effect on considering the perspectives of others, on an empathic interest in others, and on an expectation of others having a good reputation. However, only the empathic interest in others and the expectation of others having a good reputation positively affects prosocial behavior. Consequently, the mechanism of prosocial behavior of adult Chinese consumers was identified, which will enable business operators to build a more effective communication strategy with such consumers.

Keywords: Chinese tourist, entertainment event, attachment style, prosocial behavior

Introduction

Effect of inbound Chinese tourists

Since many countries issue visas to Chinese visitors, Chinese tourists are increasing (Travel Voice, 2020) and have become important customers for the service industry around the world, their global consumption at tourist destinations having already become No. 1 (Taipei Times, 2005). In Japan, this phenomenon occurred after 2015, and journalists reported it as the *bakugai*, or “explosive shopping” phenomenon. Because of Japan’s long decline in economic growth, the Japanese felt its impact, with many souvenir shops, travel industry operators, and event managers focusing on it.

Although the increase in Chinese tourists has had a positive effect on the world in that they bring economic development to tourist destinations, the negative impact of their manners has been pointed out (e.g., Gong, et al., 2019). For example, Hamamoto (2019) found a problem with Chinese tourists’ manners in the form of noise in public spaces and interruption of lines in Japanese hotels and inns according to e-WOM data analysis from 2006 to 2017, this trend remaining unchanged. Such problems occur not only in Japan. According to structured interviews in Thailand, in addition to the problems

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seen in Japan, littering, spitting, and acts that conflict with Thai religious culture such as touching and climbing Buddha statues have been pointed out (Gong, et al., 2019).

Dan (2017) states that older Chinese have difficulty gathering information via the internet. Therefore they do not know the manners at tourist destinations or their own relative lack of manners. However, the manners of young people do not give rise to problems on the whole, although there is a report that Chinese tourists' standards of manners do not vary greatly at destinations (Li & Ryan, 2018; Chan, 2006).

Previous studies

Rather than concerning itself with the verification of known facts, this paper will argue that it is an important management issue that service workers consider and learn an effective way of communicating with Chinese tourists. Although dealing with the issue has, to date, involved to a degree (1) separating Chinese tourists from others and (2) strengthening awareness of the rules (Hamamoto, 2019) in such services as entertainment and sports events, these solutions are not practicable because it is reported that such rules formulation and dissemination decrease not only customers' own satisfaction but also that of other people (Fujimura, 1998). Therefore, clarifying the mechanism of prosocial behavior of Chinese tourists is an essential issue for event management at tourist destinations.

Previous studies have shed light on several prosocial behaviors with respect to consumers. Some studies have examined the behavior of consumers who buy products a portion of whose profits are donated to good causes, such consumption being in response to sales promotion campaigns that drive consumers to improve their self-image through the social contribution associated with such products rather than to increase company profits. Other studies have examined consumer behavior in the context of gifting, donation, brand loyalty, and supporting those who are also loyal to a brand. These studies have, taken together, considered three behavioral issues, as described below.

First, some studies have focused on collectivism vs. individualism (e.g., Triandis, McCusker, & Hui, 1990; Markus, & Kitayama, 1991). From this perspective, it was reported that collectivist people tend to adopt prosocial behavior (e.g., Kim & Kim, 2013), the Chinese being considered collectivist (Triandis, et al., 1990); however, a study of Chinese labor showed that the targets of a desire to contribute were only China and Chinese society, not neighboring countries or society (Toyoda, 2009). Because manners are directed to one's neighbor, the collectivism vs. individualism perspective cannot demonstrate the mechanism of prosocial behavior such as manners.

Second, other studies have considered brand identification as constituting an aspect of social identification theory. If it is recognized that identifying group and self adds affection, this is considered social identification (Tajfel & Turner, 1979). In the context of brands, a brand community is a group of consumers who appreciate the same brand, as a result of which, members of the group identify with one another. For example, it was reported that such people support the brand or other members (e.g., Muniz & O'Guinn, 2001; Algesheimer, Dholakia & Herrmann, 2005). However, only a minority of companies exercise brand power (e.g., Tanaka, 2017), startups generally lacking such power. Accordingly, startups are unable to take advantage of brand communities.

Third, a small number of studies have attempted to clarify a behavioral mechanism on the basis of consumer personality. The scarcity of such studies is due to the personality approach being a minor one for analyzing consumer relationships. The present author (2021) discussed Japanese manners at

entertainment events and suggested the positive effect of personality on manners. The personality was attachment style, which is a schema based on developmental psychology. Attachment theory, on which attachment style is based, describes the relationship between infants and principal caregivers (Bowlby, 1969/1976). This schema is an internal working model that develops through interaction between the two parties. For example, if the primary caregiver responds to children emotionally, the children's attachment will grow. If this interaction is successfully done, the children can control their emotions (Taniguchi, 2016) and act adequately.

However, this study was for the Japanese, and does not provide information on Chinese tourists' manners. Because attachment style differs according to economic level and country (e.g., Kazui & Tonegawa, 2005; Toyota, Li, & Yamamoto, 2011), the results of the previous study cannot be applied to the Chinese. Therefore, the present study tested the hypothesis that attachment style affects Chinese tourists' prosocial behavior at entertainment events and analyzed a mechanism of prosocial behavior with respect to this. Accordingly, the study aims to identify the nature of adequate communication to make Chinese tourists act appropriately at such events at tourist destinations, data for the study being collected through web research using the situation assumption method. In this paper, Section 2 defines the hypotheses, Section 3 describes the materials and methods, and Section 4 discloses and discusses the results.

Hypotheses

Background to proposal of hypotheses

This study, by means of a questionnaire, measured Chinese consumers' attachment style as a schema for interpersonal relationships. The popular scale comprising anxiety and avoidance dimensions is adequate for measuring the influence of the primary factors in prosocial behavior toward a stranger in the context of an event, these factors being perspective taking, empathic concern, and expectation of good reputation. In this respect, the ECR-GO (Nakao & Kato, 2004), which was developed in Japan to measure attachment styles between strangers, was used in order to carry out multivariate analysis. ECR-GO is a development of the Experiences in Close Relationships inventory (ECR) (Brennan, Clark, & Shaver, 1998), which measures romantic attachment style. The anxiety dimension measures, for instance, the degree of anxiety that a primary caregiver will abandon an infant, and the avoidance dimension measures the degree of avoiding intimacy with others (Brennan, Clark, & Shaver, 1998). If one's self-view is positive, the degree of anxiety is low; if one's view of others is positive, avoidance is low.

Framework of hypotheses

By means of frameworking, hypotheses were proposed that attachment style affects the primary factors in prosocial behavior and the effect on prosocial behavior. If each relationship of each attachment style and each primary factor in prosocial behavior is different, and if a quantitative tendency of attachment style in a population is found by a sample survey, the mechanism of the attachment style and the primary factors in prosocial behavior can first be considered and then an effective way for communication within the population can be derived.

To recapitulate, there are three primary factors in prosocial behavior: perspective taking, empathic concern, and expectation of good reputation, each, as proposed by Clark & Mills (1979), belonging to one of two types of relationship between people: communal and exchange. Previous studies of

supportive consumers tend to shed light on only communal relationship as awakening prosocial behavior (Batson, 2011/2012).

An exchange relationship comprises a social relationship that implies mutual intangible donation or acquisition between two people as a purely generalized exchange that does not define the donor or acquirer. Its existence has recently been proved indirectly by cognitive neuroscientific research (e.g., Izuma, 2009) in which the striatum at the center of the brain was observed to be activated by emotional reward such as monetary reward. In the context of consumer behavior, social exchange refers to exchange (e.g., pleasant feelings, good reputation) between unspecified consumers or unspecified consumers and others.

Therefore, two frameworks for the primary factors in prosocial behavior will be established: the communal framework comprising perspective taking and empathic concern; and the exchange framework comprising expectation of good reputation.

Hypotheses

According to attachment theory, those whose self-view and view of others are both positive tend to experience positive affection (Tidwell, Reis, & Shaver, 1996; Kanemasa & Daibo, 2003; Shiota, Keltner, & John, 2006). Therefore they also tend to engage in prosocial behavior. Previous studies have reported that the anxiety and avoidance dimensions do not interact. On the other hand, the present author (2021) has shown that perspective taking, empathic concern, and expectation of good reputation are the primary factors in prosocial behavior. However, while perspective taking and empathic concern are subscales of the Interpersonal Reactivity Index (IRI) (Davis, 1983), expectation of good reputation is derived from the original scale indicating a person's expectation of gaining a good reputation in the eyes of others.

It has been reported that positiveness of self-view and positiveness of view of others affect perspective taking and empathic concern (Enosawa, 2021), while Peters and James (2005) have independently reported the same result through psychological experiments. Since these findings seem to suggest that the positiveness of the view of others affects the primary factors in prosocial behavior, the following hypotheses are proposed:

Hypothesis 1a: Avoidance has a negative effect on perspective taking.

Hypothesis 1b: Avoidance has a negative effect on empathic concern.

Because it has been reported that the view of others positively affects expectations for a good reputation (Enosawa, 2021), the following hypothesis is also proposed:

Hypothesis 1c: Avoidance has a negative effect on expectation of a good reputation.

Because it has also been reported that perspective taking, empathic concern, and expectation of a good reputation have each positive effect on prosocial behavior (Enosawa, 2021), the following hypotheses are further proposed:

Hypothesis 2a: Perspective taking positively affects prosocial behavior.

Hypothesis 2b: Empathic concern positively affects prosocial behavior.

Hypothesis 2c: Expectation of a good reputation positively affects prosocial behavior.

Materials and Methods

Data collection

To test the hypotheses, a web survey involving 200 participants, 100 men and 100 women, was conducted. The participants, who were residents of Shanghai, Guangzhou, Beijing, and Shenzhen, were from 20 to 29 years of age and had visited Hong Kong Disneyland. The survey period was from August 24 to 30, 2021, and the survey was carried out by Jiangsu ChuangYan Information Consulting (Beijing).

Each participant was asked to imagine Hong Kong Disneyland as an assumed situation and to respond to questions with answers on a scale of “I disagree” (1 point) to “I agree” (5 points) according to the Lickert method. The reason for selecting Hong Kong Disneyland was that this was the previous study’s assumed situation and the intent of the study is to consider a similar situation for international comparison of results.

Because the participants’ attachment style would have been affected by their childhood environment until age 10, the location of residence was limited to urban areas, where there is greater economic disparity in China than in Japan, the focus of the previous study. Other effects on attachment style are development (Mikulincer, Shaver, Gillath, & Nitzberg, 2005) and spouse (Pietromonaco & Barrett, 1997). Therefore participants were limited to unmarried people who had lived in China for at least ten years.

Measurement scale

The measurement scales were first produced in Japanese and subsequently translated into Chinese by a native Chinese speaker. Each scale consisted of several items, and convergent validity was verified by calculating the α factor and average variance extracted (AVE). English measurement scales translated from Japanese are indicated in Appendix.

The previous study had adopted the primary factor of expectation of good reputation and prosocial behavior as objective variables (Enosawa, 2021), and these were translated into Chinese. Perspective taking and empathic concern were adopted with respect to the subscale of the IRI (Davis, 1983) and translated into Chinese.

It should be noted that surveys of prosocial behavior tend to include social desirability. However, since all prosocial behavior takes place in a group, social desirability in this situation is not concerned with compensating for a disagreeable personality but with unconscious desirability (Steenkamp, De Jong, & Baumgartner, 2010). Therefore, a scale for social desirability was established as a dummy variable that was one of the subscales of BIDR-J (Tani, 2008): Impression Management.

The process of translation from the Japanese scale to the Chinese one was as follows. On July 20, 2021, before translation, an online meeting with seven native Chinese international students, six male, one female, was conducted in Japanese. The students were asked about the appropriateness of the items used in the scales from the perspective of Chinese culture and language; they all confirmed that the items were appropriate. Afterward, a native Chinese translator translated this scale into Chinese and then asked another translator to translate it back into Japanese. If there was a discrepancy between the original Japanese and the version translated from Chinese, the Chinese version was rewritten and

retranslated into Japanese. This was repeated until the original Japanese and the version translated from Chinese agreed.

Results and Discussion

To explore the mechanism of prosocial behavior, such as the manners of Chinese consumers at entertainment events, the causal relationship between attachment style and the variables of the primary factors in prosocial behavior was initially checked (Hypothesis 1). Then, the causal relationship between those variables and prosocial behavior was checked (Hypothesis 2). By synthesizing these results, they were compared with a previous study of Japanese subjects.

This research involved regression analysis and multiple regression analysis to verify the hypotheses to clarify meaningful situations between variables. Regarding the multiple regression analysis, the normality of the residuals of all analysis results was considered to have normality as a result of performing the Kolmogorov-Smirnov test. Also, in all the analysis results, the VIF is in the single point range, and it can be said that the problem of multicollinearity is avoided.

For Hypothesis 1 group, Hypothesis 1a, wherein avoidance has a negative effect on perspective taking ($r=-.267, p<.001$), Hypothesis 1b, wherein avoidance has a negative effect on empathic concern($r=-.349, p<.001$), and Hypothesis 1c, wherein avoidance has a negative effect on expectation of a good reputation($r=-.301, p<.001$) were all supported.

Table 7-1 shows the analysis results for the Hypothesis 2 group. In Hypothesis 2b, the standard partial regression coefficient of empathic concern was 0.232, which was significant at the 1% level, supporting Hypothesis 2b, wherein empathic concern positively affects prosocial behavior. Similarly, Hypothesis 2c has a standard partial regression coefficient of expectation of a good reputation was 0.245, which is significant at the 1% level, supporting Hypothesis 2c, wherein expectation of a good reputation positively affects prosocial behavior.

On the other hand, in Hypothesis 2a, because perspective taking was not significant, Hypothesis 2a, wherein perspective taking positively affects prosocial behavior, was not supported.

Table 1: The primary factors in Prosocial behavior

Standard partial regression coefficient	Prosocial behavior in entertainment event	
Perspective taking	.117 (1.613)	
Empathic concern	.232 (3.230)	*
Expectation of a good reputation	.245 (3.423)	*
Social desirability	-.124 (1.881)	
F-value	16.190	*
Adjusted R ²	.249	

Note:*.p>0.01, numbers in parentheses are absolute *t*-values.

Hypothesis 1a, wherein avoidance has a negative effect on perspective taking, Hypothesis 1b, wherein avoidance has a negative effect on empathic concern, and Hypothesis 1c, wherein avoidance has a

negative effect on expectation of good reputation, were supported. These results mean that the avoidance dimension in attachment style will influence the primary factors in prosocial behavior in the context of Chinese consumers at entertainment events.

It is to be noted that there is a difference in motivation for prosocial behavior in the positive and negative patterns of self-view (Mikulincer & Shaver, 2005). Feeney and Noller (1990) reported that when self-view is negative, people tend to wish for others' well-being, but their motive, rather than being the usual sociotropic one, is egocentric in that they want to be able to feel at ease with others or enjoy belonging to a group (Mikulincer & Shaver, 2005).

Hypothesis 2b, wherein empathic concern has a positive effect on prosocial behavior, and Hypothesis 2c, wherein expectation of a good reputation positively affects prosocial behavior, were supported. These result indicates that the primary factors in prosocial behavior in both communal and exchange relationships are also valid in the context of Chinese consumers at entertainment events. On the other hand, Hypothesis 2a, wherein perspective taking has a positive effect on prosocial behavior has such an effect, were not supported.

In Hypothesis 2a, because there is a concept of *miànzi*, which, while similar to honor, is a satisfaction that people feel when they create a desirable appearance in the context of Chinese culture, perspective taking leads to the consideration of others' *miànzi*. Therefore people will believe it is unnecessary to support others for their selfish *miànzi*.

Taken together, the positiveness of view of others had a significant influence on all factors proposed as Hypothesis 1 groups, but only empathic concern and expectation of reputation influenced prosocial behavior. It was found that these results were not affected by gender.

It is instructive to note that the avoidance score of this research (7.20) is lower than that of the previous research (10.01) (Enosawa, 2021), and there is a meaningful difference ($t(427) = 11.36, p < .01$). That is, the Chinese positiveness of view of others is meaningfully higher than the Japanese.

Conclusion

Although Chinese tourists' manners are problematic in several tourist destinations, such as Thailand and Japan, no study has been undertaken on an effective way for event managers there to communicate with these tourists. Accordingly, to suggest a way, this paper has taken an approach of clarifying the psychological mechanism of Chinese prosocial behavior in the context of entertainment events. However, the previous approach that shed light on group dynamism had limitations in one way or the other, but few publications have attempted to apply personality. Therefore, in this study, data was collected on each consumer's personality through a questionnaire-based experiment by the situation assumption method. In so doing, the aim was to clarify the psychological mechanism by statistical analysis according to attachment style based on development psychological theory.

The analysis revealed that the positiveness of view of others influenced one of the primary factors in the three prosocial behaviors, but only two of the primary factors influenced prosocial behavior. Because empathic concerns belong to a communal relationship and expectation of reputation to an exchange relationship in the hypothesis framework, this result means that both relationship were supported in the mechanism of prosocial behavior of Chinese consumers such as previous study. Moreover, rejected ideas were proposed to be caused by the existence of *miànzi*, which would change participants' interpretation of items on the scale with respect to Chinese consumers.

Based on the results of the study, a prosocial mechanism model for Chinese tourists is proposed to enable adequate communication with them at events. In this Chinese model, (1) attachment style, as in the Japanese model, affects empathic concern and expectation of good reputation but, in contrast with the Japanese model, not perspective taking or; and (2) perspective taking, empathic concern, and expectation of good reputation, as in the Japanese model, affect prosocial behavior. Understanding this model will contribute to improving the way to communicate with Chinese consumers in event management.

From a practical perspective, the event manager will be able to better communicate with Chinese tourists if the tourists' view of others is positive. The manager should share with them, attempting to induce their empathic concern, and if the average positiveness of others is higher at the destination (e.g., Japan), the effect of sharing will be more pronounced. If the tourists' view of others is negative, behavior reflecting such words as "love" and "hug," which are related to the positiveness of one's view of others, or reading a story that induces stability or safety in the tourists' minds, will be effective since it has been reported that such a method elicits compassion (Mikulincer & Shaver, 2005). In the event industry, a manager can show movies or play music before or during the event. By so doing, the tourists' attachment style will become temporarily positive with respect to their point of view of others.

There are several limitations to the study. Since it adopted the situation assumption method, it is possible that the participants do not behave in real life the way they do in the study. In addition, it is unclear why unsupported hypotheses, that is, perspective taking and gaining a good reputation, are unrelated to prosocial behavior. Furthermore, since the study limited the age of participants to between 20 and 29 years old, those in other age groups may not behave as do the participants. Nevertheless, the study may be considered a valuable first step toward improving communication with Chinese tourists at tourist destinations. In future studies, it is hoped to pursue two directions of study: improving the research method through laboratory-based experimentation that does not require situation assumptions; and, in addition, testing people from other countries. In this way, the robustness of the model can be increased.

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Appendix

Scale items of construct

Note: (R) means reverse items.

Items	Scale
Avoidance	<p style="text-align: center;">I tell people anything.(R)</p> <p>I have no hesitation in telling people the thoughts and feelings that are deep in my heart.(R)</p> <p style="text-align: center;">I usually discuss my problems and concerns with others.(R)</p>
Expectation for good reputation	<p style="text-align: center;">Even if I don't know the person, if I treat him or her warmly, I think my reputation will increase.</p> <p style="text-align: center;">I think that if I treat any other person kindly, it will improve my reputation.</p> <p style="text-align: center;">If I can help strangers when they are in trouble, I think my reputation will grow.</p>
Perspective taking	<p style="text-align: center;">Before deciding something, I try to hear other person's opinion that is different from mine.</p> <p style="text-align: center;">I tend to try to get to know friends' idea and imagine how they see things.</p> <p style="text-align: center;">I think there are two positions for all issues, and I try to look at both.</p> <p style="text-align: center;">When I'm annoyed by someone, I usually think from that person's point of view for a while.</p> <p style="text-align: center;">Before criticizing someone, I try to imagine how I would feel if I was in the position of the person being criticized.</p>
Empathic concern	<p style="text-align: center;">I often worry and care about people who are less fortunate than me.</p> <p style="text-align: center;">Seeing someone being exploited makes me want to protect that person.</p> <p style="text-align: center;">I think I'm a compassionate person.</p>
Impression management	<p style="text-align: center;">I've done something I can't tell others.</p> <p style="text-align: center;">I sometimes lie if necessary.</p> <p style="text-align: center;">I have exploited people.</p> <p style="text-align: center;">I've said a friend's secret.</p>
Prosocial behavior in entertainment event	<p style="text-align: center;">When a couple comes while sitting in the middle of a seat for three people, I move to the left or right so that the two can sit next to each other.</p> <p style="text-align: center;">When you pass another person in a narrow passage, make sure that the other person can easily pass through.</p> <p style="text-align: center;">When the toilet is crowded and I am waiting in line, I make sure that I'm not interrupting the line.</p>