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ARTICLE



## The luxury of doing nothing: inferring luxury from idleness display in travel setting

Minjung Shin and Ki-Joon Back

Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX, USA

### ABSTRACT

Extant studies on luxury have focused on exploring motivations and service attributes behind the consumption of luxury travel brands. However, the underlying psychological mechanism of how customers develop a luxury perception of hospitality and tourism brands has received scant attention. By identifying scarcity of time as a significant factor behind luxury perception development, the current study argues that observers are more likely to perceive travel experiences as luxurious when they observe idleness rather than busyness. This perception is mediated by high social status inference on the part of the current user.

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### KEYWORDS

Branding; busy; experimental design; idle; luxury; perception; scarcity; social media; time; travel experience

### Introduction

Idleness is an appendix to nobility – Robert Burton

You know, there are many different types of luxury.  
Luxury also means having the time for yourself without  
having to live under continual pressure – Karl Lagerfeld

The rising purchasing power and standard of living have promoted the rapid growth of global luxury travel market over the past few years. The Market Research Report by Grand View Research (2019) stated that the global luxury travel market size was valued at USD 1.8 trillion in 2018 and the market is expected to reach USD 2.5 trillion by 2025, thereby expanding at a compound annual growth rate (CAGR) of 4.6% over the forecast period. Therefore, the topic of luxury marketing is drawing increasing attention from hospitality and tourism academics and practitioners (Daun & Klinger, 2006; Yang & Mattila, 2014; Yang et al., 2016). Extant luxury studies in hospitality and tourism literature have focused on the question of “What service or brand attributes represent luxury?” For instance, Mohsin and Lockyer (2010) explored the service quality perception of luxury hotels, Lai and Hitchcock (2016) compared service quality attributes for stand-alone and resort-based luxury hotels in Macau, and Mattila (1999) examined trade-offs that business travelers are willing to accept between functional physical environments and personalized services in luxury hotels. Moreover, another stream of research that focus on identifying satisfaction and loyalty

determinants in the luxury hotel context has emerged. For example, Yang and Lau (2015) investigated the generational disparities of Chinese Generation X and Y tourists by comparing their loyalty determinants in a luxury hotel setting. Lai and Hitchcock (2017) analyzed the sources of satisfaction with luxury hotels among new, repeat, and frequent travelers. Lastly, several recent studies have examined role of customers’ need for status in shaping and motivating their attitudes towards the consumption of luxury hospitality brands (Yang & Mattila, 2014, 2017).

These studies have explored the service quality perception and motivating psychological mechanism behind the *consumption* of luxury hospitality brands among current customers with luxury hotel experiences. However, research on the underlying psychological mechanism of how prospective customers develop luxury *perception* on travel brands prior to experiences has received scant attention. Therefore, the following research questions in the hospitality and tourism literature should be addressed. First, “how do prospective customers come to perceive a hospitality service as luxurious?” Second, “what are the strategies that must be adopted to successfully position a hospitality brand to be luxurious?” Consequently, this paper aims to uncover the psychological mechanism behind the process of how observers or prospective customers develop luxury perception on travel experience. Images of leisurely lifestyle such as relaxing by the beach, having breakfast in your bathrobe, or enjoying a spa, have

frequently been used in advertisements of luxury brand hotels. This concept can be easily verified when advertisement images of luxury hotel brands, such as Four Seasons, Aman Resorts, and St. Regis, or keywords including “luxury travel” are searched on Google. Previous hospitality studies have explored this phenomenon with a service attribute perspective, but the current paper seeks to explain this phenomenon through “display of time consumption” in a travel context. In particular, the current study argues that observers or prospective customers are more likely to perceive hospitality services or travel experiences as luxurious if they are connected with lavish consumption of time (idleness) rather than conspicuous consumption of time (busyness). Moreover, the current study argues that this perception is mediated by high social status inference on the part of the current user.

## Literature review

### *Scarcity and luxury*

Scarcity is a central attribute of maintaining product value in the luxury goods domain (Lynn, 1991). Park et al. (2008) explain that the scarcity value of a luxury brand enables the consumer to differentiate themselves from others. Despite the centrality of scarcity in luxury marketing, the topic has received scant attention in the hospitality and tourism literature in connection to luxury perception. Several people may argue that hospitality and tourism literature’s discussion about constructs such as uniqueness or exclusivity can substitute for scarcity effect. However, these constructs should be distinguished from scarcity, because uniqueness or exclusivity are customers’ needs to be satisfied while scarcity is a means to satisfy these needs (Lynn, 1991). One plausible reason why the topic of scarcity has received less attention in the hospitality literature is because its three types identified in manufactured goods context (Catry, 2003), namely, natural scarcity (e.g. diamonds), technoscarcity (e.g. new technologies), and limited-edition scarcity (e.g. Louis Vuitton x Supreme collaboration pieces) exhibit low level of relevance to hospitality services with intangible characteristics. Thus, the type of scarcity that is unique to hospitality and travel settings should be identified for developing unique hospitality and tourism brand luxury strategies. Therefore, the current paper proposes time scarcity as a type of scarcity appeal that is relevant and unique in the travel context.

### *Time scarcity in a travel context*

One of the reasons why time is considered scarce in the travel context relates to the increase in the value of labor

hours. Roser (2019) indicated that full-time workers in 2005 worked 20 to 30 hours less than those in the nineteenth century. However, despite the decline in lifetime labor hours, people remain having difficulty to find time for leisure and travel (Zauberman et al., 2009). Extraneous factors, which are various changes in the conditions and structure of the labor force, contribute to the decline in lifetime working hours more than our own will. For instance, people, whose job requires professional training and qualifications, enter the labor force after an extensive education but retire or change occupational directions at much earlier age (Godbey, 1993). Furthermore, an increasing number of workers who work in temporary or part-time positions are present in the flexible labor force (Godbey, 1993). Finally, the labor force is likely to increase because of women and members of ethnic minority groups who enter the labor force, but the number of hours of lifetime work per individual is likely to decline significantly (O’Hare, 1992). As a result, people have come to increase their “yield” of work and each worker’s time became more valuable (Godbey, 1993). However, it is important to note that labor hours are considered valuable but not scarce, given that labor hour still comprises the majority of our lifetime.

Linder (1969) theorized that this phenomenon destroyed the balance between work and leisure because time is a limited resource while trade-offs between time for work and time for travel or leisure must be compromised. That is, people have come to weigh greater emphasis on the opportunity cost of allocating time for leisure and travel (Chavas, Stoll, & Sellar, 1989), and with less time left to spare for leisure and travel, the scarce value of time is especially potent in a leisure travel context. The irony that people can hardly find time for leisure and travel when lifetime labor hours have actually decreased verifies people’s subjective perception of time (Zauberman et al., 2009). Baumgärtner et al. (2006) explain that relative scarcity relies on people’s subjective preferences over possible consumption options. Therefore, time scarcity in leisure travel refers to “relative scarcity,” which is comparable to “absolute scarcity” that has been discussed in manufactured goods setting (i.e. natural-, techno-, and limited-edition scarcity).

### *Idleness (Lavish consumption of time) and status*

To restore equilibrium between work and leisure, people attempt to increase their yield in leisure by practicing what Godbey (1990) refers to as “time deepening.” Time deepening assumes that when people are under pressure of expanded interest and compulsion, they become

capable of higher rates or doing. That is, people accelerate their participation in various activities or combine given activities with additional material goods to increase the yield on their leisure. For instance, drive-through zoos that speed up a given activity, watching sports events while dining to participate in more than one activity at once, and undertaking a leisure activity with more precision in regard to time are some examples of time deepening (Godbey, 1993). Although this concept may be advantageous in terms of accomplishments, time deepening infers a traveler's lack of control of time. This notion is explained by the fact that individuals rarely experience anything fully and fail to live in the moment. Moreover, time deepening has been found to be related to high-stress levels and low self-esteem (Godbey et al., 1992). Meanwhile, individuals who are less susceptible to the opportunity cost of travel or leisure time are less likely to practice time deepening and will strive less to increase their yield in travel than those who are more susceptible. In other words, the display of idleness and lavish consumption of time infer travelers' ownership and control over the scarce resources of time and their ability to afford the opportunity cost involved with leisure travel time that could have been allocated for employment and work.

An abundant number of evidence exhibiting the connection between idleness and high status are apparent in economics and sociology literature. For instance, in his classic work *The Theory of the Leisure Class*, Veblen (1899) asserts that

... the utility of both (conspicuous leisure and conspicuous consumption) alike for the purposes of reputability lies in the waste that is common to both. In the one case it is a waste of time and effort, in the other it is a waste of goods. (p. 85)

Consistent with Veblen's argument, social scientists have found that individual's socioeconomic characteristics, such as income and occupation, determine their leisure behaviors (Wilson, 1980). In particular, income level is most closely related to the absolute amount of money spent on leisure (Meisel, 1978), and education is positively associated with strenuousness of leisure pursuits and with engagement in a wide range of leisure activities (Cheek & Burch, 1976). Several empirical pieces of evidence support Veblen's argument. For example, in the nineteenth century, the income level of an individual could be predicted based on how long he or she has worked (Voth, 2001). In addition, lottery winners were found to work less and consume more leisure after receiving the prize (Imbens et al., 2001), and the ultra-rich were found to allocate a substantial share of their yearly expenditures on vacations and leisure travels

(Frank, 2012). However, Arrow and Dasgupta (2009) emphasized the importance of the observable and conspicuous nature of leisure and stated that the mere leisure that is publicly observable, such as travel and entertainment, is subject to signal the unobservable wealth to people. Therefore, idleness or lavish consumption of time in the leisure travel context is expected to signal and display one's high status.

### *Status and luxury*

The economic definition of luxury is described relative to income: "as income increases, a greater proportion is spent on these goods" (Vickers & Renand, 2003, p. 464). Moreover, the inextricable link between high status and luxury can further be supported by marketing-oriented definitions. Berthon et al. (2009) indicated that consumers' perceptions toward luxury fashion brands are composed of symbolic, experiential, and functional dimensions. Among these three perceptions of luxury brands, symbolic meaning perception refers to communicating the owner's wealth and value to the world (Truong et al., 2008). Furthermore, the perceived value of possessing luxury brand involves social influence, which aims to signify wealth, trade-up in social status, and seek for approval (Danziger, 2005; Nueno & Quelch, 1998; Silverstein & Fiske, 2003). Consistent with these luxury perceptions in relation to status, various studies have found that people are often motivated to consume luxury brands to fulfill their need for status (e.g. Han et al., 2010; Yang & Mattila, 2014, 2017). Researchers assert that because wealth is unobservable, conspicuous consumption serves as a means to signal their wealth relative to that of other (Bagwell & Bernheim, 1996). For instance, Veblen (1925) proposed that for men to obtain and hold esteem, mere possession of wealth or power is insufficient because "the wealth or power must be put in evidence, for esteem is awarded only on evidence" (Veblen, 1925, p. 36).

Building on these premises, the current study proposes the following hypotheses:

H1. In a travel context, a display of idle time has a greater positive effect on luxury perception than a display of busy time.

H2. In a travel context, a display of idle time has a greater positive effect on status inference than a display of busy time.

H3. The positive effect of a display of idle time on luxury perception is mediated by social status inference.

In addition, to eliminate any other alternative explanations to the finding, such as personality or generational differences, Type-A behavioral patterns and age are proposed as control variables in the conceptual model. Friedman and Rosenman (1959, 1974) indicated that proneness to coronary heart disease (CHD) is associated with a behavior pattern labeled as *Type A*. The Type A behavior pattern is characterized by ambitiousness, competitiveness, time urgency, impatience, and aggressiveness or hostility (Spence et al., 1987). By contrast, individuals who are relatively lacking these traits are identified as Type B (Spence et al., 1987). Consequently, individuals with high Type A behavior patterns who are prone to impatience or time urgency might find idleness display to be more extreme than individuals with low Type A behavior pattern. Also, due to their goal-driven and ambitious personality, Type A individuals might disapprove of any form of idleness. In other words, Type A personality individuals are more likely to negatively evaluate idleness display, and as a result, rate the brand associated with idleness display with lower luxury perception. In such a case, the luxury perception measure is not a direct reflection of idleness display effect but the individual's personality type. Thus, there is a need to control for Type A personality to reduce systematic error in examining the relationship between idleness and luxury perception. Moreover, in comparing generational differences in pursued leadership value through qualitative and quantitative studies, Ahn and Ettner (2014) found a generational difference in sense of urgency to be statistically significant. More specifically, younger generations were less likely to select a sense of urgency as the important value of leadership compared to older generations. Hence, age is also proposed as a control variable to control for this generational difference in the conceptual model.

## Method

The present research examined the conceptual model (Figure 1) through a quasi-experimental design study.

## Subjects

A total of 300 participants were recruited through Amazon Mechanical Turk and were randomly assigned to one of the four scenarios based on 2 (busy/idle Facebook post) × 2 (Facebook post by a male/female) conditions. The use of panel data from Amazon Mechanical Turk is justified as this study is concerned with general public's luxury perception development process rather than the actual users or current patrons of luxury travel brands. Among the 300 data sets

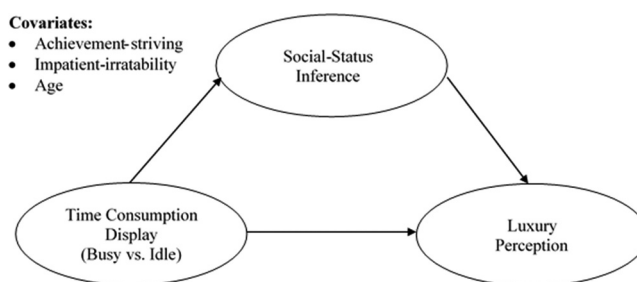


Figure 1. The conceptual model.

collected, 81 provided inappropriate responses or had insufficient amounts of time spent to respond. Therefore, the final data set analyzed contained 219 data sets. The sample consisted of 41.6% males and 58.4% females. The majority of participants were white (82.2%) and belonged to the age group under 42 (78.5%). Table 1 presents the other demographic characteristics of the sample.

## Procedures

Given that people prefer independent and unbiased travel-related information from individuals who have previously traveled (Kotler et al., 2010), consumer-to-consumer medium and social media are playing an increasingly important role as information sources for travelers (Xiang & Gretzel, 2010). Forrester Research (2008) documented that numerous individuals share their travel experiences on social media in forms of

Table 1. Demographic characteristics.

Items	Frequency	
	n	%
Total	219	100
Gender	Male	91 41.6
	Female	128 58.4
Ethnicity	White	180 82.2
	Black or African American	13 5.9
	Asian	17 7.8
	Other	9 4.1
	Age	18–25
	26–33	80 36.5
	34–41	58 26.5
	42–49	21 9.6
	50–60	20 9.1
	Over 60	6 2.7
Highest Education	Less than high school	1 .5
	High school graduate	18 8.2
	Some college	52 23.7
	2-year degree	20 9.1
	4-year degree	99 45.2
	Professional degree	28 12.8
	Doctorate	1 .5
Annual Household Income	Under US\$25,000	29 13.2
	US\$25,000 – US\$49,999	52 23.7
	US\$50,000 – US\$74,999	61 27.9
	US\$75,000 – US\$99,999	35 16.0
	Over US\$100,000	42 19.2



text, photos, audio, or voice podcasts. Therefore, time consumption display was manipulated through vignettes that describe people posting Facebook updates on their travel experience.

Participants read the Facebook posts of a hypothetical individual (Figure 2). To verify that no difference in idleness perception exists across genders, we distinguished whether the posts were posted by a male (Sam Lee) or by a female (Susan Lee). Expectedly, no significant gender difference was found ( $M_{Idle\_Male} = 5.42$  vs.  $M_{Idle\_Female} = 5.41$ ,  $F(1,116) = 2.038$ ,  $p = .946$ ;  $M_{Busy\_Male} = 1.65$  vs.  $M_{Busy\_Female} = 1.75$ ,  $F(1,99) = .260$ ,  $p = .446$ ), and participants rated the degree of idleness or busyness similarly whether it was posted by a male or by a female. Thus, the data were collapsed and analyzed jointly. Subsequently, luxury inference of travelers' impression on their travel experience, such as luxurious, prestigious, attractive, and high class, was measured using seven-point Likert scales that were adopted from Hagtvedt and Patrick (2008)'s study. Such items were combined to form a luxury perception index ( $\alpha = .88$ ). Subsequently, following Bellezza et al. (2017)'s study, this study measured perceived social status of the actual user (Facebook post individual) through the following three questionnaire items: 1) How would you rank the social status of Sam/Susan (hypothetical individual of the Facebook posting)? (1 = Low social status, 7 = High social status); 2) Do you think that he/she is financially wealthy? (1 = Not wealthy, 7 = Extremely wealthy); and 3) Sam/Susan has a high-income level (1 = Strongly disagree, 7 = Strongly agree). These three items were combined to form social status inference index ( $\alpha = .88$ ). Finally, as a manipulation check, participants reported the perceived idleness of each condition through the following three statements: 1) The traveler has spent an idle vacation (1 = Strongly disagree, 7 = Strongly agree), 2) The traveler has spent a busy vacation (1 = Strongly disagree, 7 = Strongly agree; reverse coded), and 3) The traveler has spent his or her time during the vacation very efficiently (1 = Strongly disagree, 7 = Strongly agree; reverse coded). The Cronbach's alpha of the three manipulation

check items was .87, thereby confirming the reliability of the measurement items.

Among the several assessment devices developed to classify Type A and Type B behavior patterns, the current study adopted a scale developed by Spence et al. (1987). This scale identifies two relatively independent factors, namely, achievement strivings (AS) and impatience and irritability (II), through psychometric analyses to both the student and the adult forms of the Jenkins Activity Survey for Health Predictions (JAS; Jenkins et al., 1971). Measurement for AS dimension comprised items including "How much does work or college stir you into action?" (1: much less than others – 5: much more than others) and "Compared with other people, the amount of effort I put forth is" (1: Much less – 5: Much more). Example of items measuring II dimension include "Do you tend to do most things in a hurry?" (1: Not at all true – 5: Definitely true) and "When you have to wait in the line such as at a restaurant, the movies, or the post office, how do you usually feel?" (1: Accept calmly – 5: Feel very impatient and refuse to stay long).

### Results

A one-way analysis of covariance (ANCOVA) was conducted to determine a statistically significant difference between two conditions (busy Facebook posting vs. idle Facebook posting) on the manipulation check index controlling for AS, II, and age. The results revealed that idle Facebook posting condition was perceived to be idler than the busy Facebook posting condition ( $M_{Busy} = 1.71$  vs.  $M_{Idle} = 5.40$ ,  $F(4,214) = 1642.87$ ,  $p < .001$ , Partial  $\eta^2 = .89$ ). The results of ANCOVA on luxury perception controlling for AS, II, and age revealed a significant main effect of idleness as well ( $M_{Busy} = 4.37$  vs.  $M_{Idle} = 5.19$ ,  $F(4, 214) = 28.81$ ,  $p < .001$ ,  $\eta^2 = .12$ ). Participants were significantly more likely to perceive travel experience as luxurious when it was associated with idleness than when it was associated with busyness. Therefore, hypothesis 1 is supported. ANCOVA with social-status inference as the dependent variable also

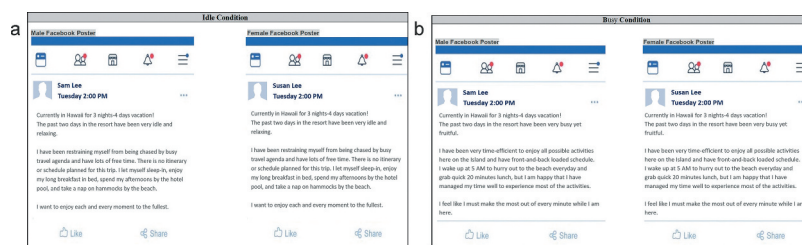


Figure 2. (a). Stimuli for the study (Idle condition). (b). Stimuli for the study (Busy condition).

**Table 2.** One-way analysis of covariance (ANCOVA) results.

Dependent variables	$M_{Busy}$	$M_{Idle}$	F-statistics	P-value	Partial $\eta^2$
Manipulation Check	1.71	5.40	$F(4, 214) = 1642.87$	<.001	.89
Luxury Perception	4.37	5.19	$F(4, 214) = 28.81$	<.001	.12
Perceived Social-Status	4.49	5.01	$F(4, 214) = 16.07$	<.001	.07

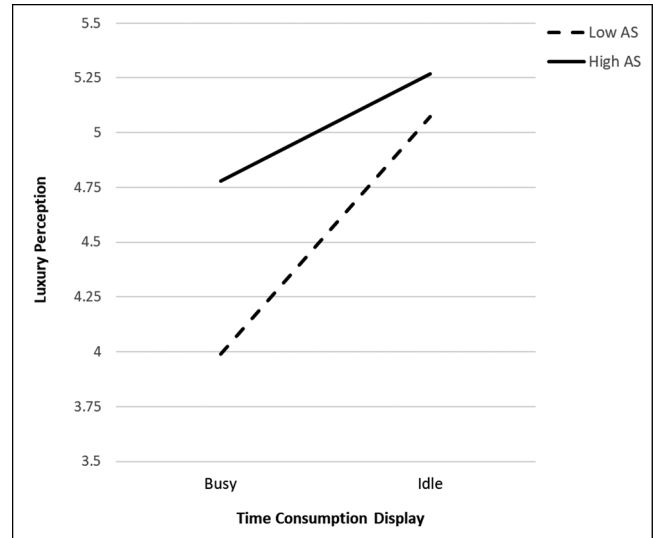
demonstrated a significant main effect of idleness ( $M_{Busy} = 4.49$  vs.  $M_{Idle} = 5.01$ ,  $F(4, 214) = 16.07$ ,  $p < .001$ ,  $\eta^2 = .07$ ), such that the social status inference on the actual traveler associated with idleness was significantly higher than when it was associated with busyness. Hence, hypothesis 2 is supported. Table 2 summarizes the results of ANCOVA analyses.

Mediation analysis was subsequently conducted by performing Bootstrap estimation through the PROCESS model 4 with AS, II, and age as covariates. As illustrated in Figure 3, 10.2% of the variance for social-status inference and 44.2% of the variance for luxury perception were explained in the conceptual model. In addition, the hypothesized indirect effect of idleness on luxury perception via social status inference (effect = .35, SE = .10) was significant with a confidence interval not including zero (95% CI = .17, .56). Hence, hypothesis 3 is supported. However, the direct effect of idleness on luxury perception was also found to be significant (effect = .47, SE = .12,  $p < .001$ ). These results imply that social status inference partially mediates the relationship between the display of idleness and luxury perception.

Given that AS dimension exhibits a significant main effect on luxury perception ( $\beta = .34$ ,  $p < .001$ ) in the mediation test, two-way ANOVA with time consumption display and AS was conducted to check for an interaction effect between idleness display and AS. Table 3 indicates that the interaction effect between idleness and AS was marginally significant ( $F(1, 215) = 3.79$ ,  $p = 0.053$ ).

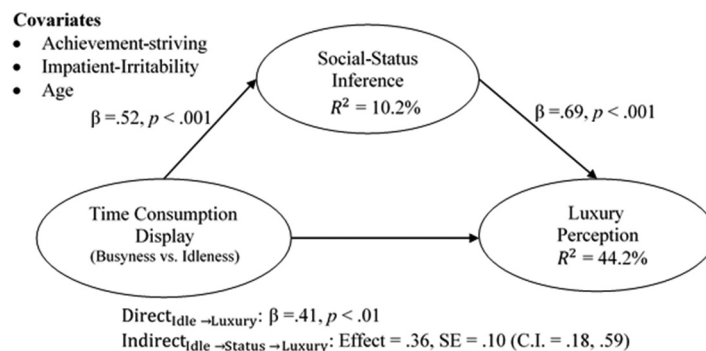
**Table 3.** Analysis of variance of luxury perception by idleness and Achievement Striving (AS).

Source	Sum of squares	df	Mean square	F	p-value
Intercept	4950.29	1	4950.29	3914.46	.000
Idleness	33.58	1	33.58	26.56	.000
AS	13.11	1	13.11	10.36	.001
Idleness x AS	4.79	1	4.79	3.79	.053
Residual	271.89	215	1.27		
Total	5386.19	219			



**Figure 4.** Interaction effect between time consumption display and achievement-striving personality (AS).

However, as illustrated in Figure 4, the moderation effect of AS on luxury perception was only evident in busy display conditions rather than idle display conditions. More specifically, while luxury perception was higher for the high AS individuals than for the low AS individuals under the busy condition, the luxury perception was similarly high for both high and low AS individuals under the idle condition. Consequently, this finding further confirms that the effect of idle display of time consumption



**Figure 3.** Mediation analysis result.

on luxury perception is not moderated by an individual's personality trait.

## Discussion

### *Theoretical significance and managerial implications of the study*

Hornik (1982) posits that time usage patterns are essential for understanding individual behavior and building applications to a marketing decision. This statement is explained by the notion that time usage is an indicator of lifestyle, which can be used to predict other forms of consumption. Hence, by introducing the concept of time into the explanation of how people perceive and evaluate travel experiences as luxurious, the present study contributes to identifying a significant construct that may further expand the current luxury hospitality and tourism literature. In particular, the study findings hold theoretical significance by proposing a new form of scarcity that is relevant and unique to travel contexts, thereby, deriving a new avenue for defining luxury for the hospitality and tourism industry. In addition, the current study reaffirms the inevitable link between social-status and luxury by proposing social-status inference as the mediating factor between idleness and luxury perception. Moreover, by confirming the significant effect of idleness display on luxury perception controlling for personality and generational differences, the results of this study propose a strong marketing design that is effective across gender, personality, and generations. Finally, the most significant theoretical implication of the current study is its focus on observers' or prospective customers' perspectives relative to extant studies that mainly concentrated on end-users' or current customers' perspectives.

These theoretical significances can also be translated to meaningful managerial implications such as deriving positioning and advertising insights for hospitality and tourism marketers. Furthermore, such theoretical significance can suggest operational strategies that build on traveler's psychology regarding time scarcity. First, with social media's increasing importance as information sources for travelers, travelers are making quicker and more intuition-focused judgments. Therefore, the understanding of the psychological mechanism behind customers' luxury perception development enables luxury brand managers to design subtle social media advertising strategies that convey luxury travel experience. For instance, instead of emphasizing numerous activities that can keep travelers busy or focused on punctuality and efficiency of time expenditures, luxury travel brands should highlight on environment or experiences that

will help travelers to slow down and achieve high level of tranquility on social media. In particular, the study findings provide luxury hotel managers with justification for the current trend among luxury brands to invest in amenities that emphasize customer well-being, self-actualization, and transformation, which commonly focus on preventing internal busyness. In addition, idle orientation should be implemented and practiced in operations to maintain the luxury value and to satisfy customers' expectations based on social media marketing. For instance, to provide customers with a sense of ownership and control over the scarced resource of time, their travel experience must not convey the anxiety of the time famine. Thus, travel brands should create a flow experience that indicates satisfaction with the activity to the extent that the individual loses track of time (Csikszentmihalyi, 1990). Employees should also appear tranquil to allow their customers to forget about the scarcity of time and experience an appealing sense of luxury. In summary, hospitality and tourism brands that help individuals achieve high level of tranquility and mitigate their anxiety from the scarcity of time will successfully position themselves in the luxury market and add value to their services in today's fast pace world.

### *Limitations and areas of future research*

Several limitations are evident in this study. First, this study adopted only one type of manipulation, that is, vignette manipulation. Therefore, future studies could replicate the results of this study by adopting different manipulation techniques such as visual image manipulation or priming manipulation. Second, this study examined the constructs only in the vacation destination context (i.e. Hawaii). Thus, future studies could also validate the relationships among constructs in a different travel destination that is more metropolitan than the current study's setting (i.e. New York or Chicago).

Given that social status inference partially mediates the relationship between idleness and luxury perception, future studies could explore other potential mediators that could explain why idleness contributes to luxury perception development. In addition, the effect of time scarcity can be examined in relation to other perceptions that are in close proximity to luxury travel experiences, such as wellness, transformation, and self-actualization, as well as willingness to pay a premium price. Moreover, the conceptual model can be re-examined with different operationalization of independent variables in relation to time scarcity. For example, instead of time consumption display, crowdedness of a location could infer the busyness of a destination setting. Lastly, investigating various



personal or situational constructs that may moderate the relationship between idleness and luxury perception is another suggested areas of future research. For instance, based on Neulinger and Crandall's (1976) definition of leisure as a form of personal freedom and a period of discretionary time or set of discretionary activities, constraining an individual's feeling of freedom could moderate the direct and indirect effects of idleness on luxury perception in a travel setting.

## Disclosure statement

No potential conflict of interest was reported by the authors.

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