

# The relationship between the perceived value and leisure benefits of cultural and artistic leisure participation: Application of hierarchical regression analysis

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## Abstract

**Background:** In a context where the “soft power” of cultural resources is integral to national development, the participation rate of Korean people in cultural and artistic activities is lower than that of other leisure activities, such as sports or recreational hobbies. The perceived value of these activities can help to explain the behavior of those participating in artistic and cultural leisure activities.

**Methods:** This study examines the effects of perceived value by a step-by-step input to identify the determinants of the leisure benefits experienced by participants in cultural and artistic leisure activities. An online questionnaire was administered to 487 participants in South Korea between the ages of 19 and 65 with experience of cultural and artistic leisure activities. These data were analyzed with hierarchical regression analysis following a classification of perceived value into three dimensions and seven subfactors: the functional dimension (physical value, price value, commodity value, and professional value); emotional dimension (guide value and emotional value); and social dimension (social value).

**Results:** In terms of the relative impact of variables that determine and improve the leisure benefit levels of cultural and artistic leisure participants, social value had the greatest impact, followed in descending order by emotional value, commodity value, and education level. Marital status also a positive effect on the leisure benefits experienced by participants in culture and the arts. Highly educated married people were found to affect the functional dimension of culture and arts, and the higher the price value and commodity value, the greater the emotional dimension. In addition, with higher levels of education attained, the functional dimension, emotional dimension, and social dimension increased stage by stage.

**Conclusion:** Understanding the practical value of culture and the arts as leisure activities from the consumer perspective may enable a proactive response to technological development as well as to contact-free societies maintaining social distancing due to the COVID-19 pandemic.

**Keywords:** cultural and artistic leisure, perceived value, leisure benefits, hierarchical regression analysis

## Introduction

South Korea actively utilizes the “soft power” of its cultural resources for national development (Valieva, 2018). However, the participation rate of Korean people in cultural and artistic activities is

lower than in other leisure activities, such as sports or recreational hobbies (Ministry of Culture, Sports and Tourism, 2019). This is not a phenomenon limited to Korea; relatively low engagement with culture and arts has also been described in Europe (Stevenson et al., 2017). To address this issue, it is important to understand how individuals perceive the value of culture.

Participation in cultural and artistic activities has been shown to be beneficial for social, mental, and

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physical health (Jensen & Bonde, 2018; Holochwost, Wolf, Fisher, & O'Grady, 2017), and has a positive influence on general wellbeing (Węziak-Białowolska, Białowolski, & Sacco, 2019; Wilson, Secker, Kent, & Keay, 2017). Since 2012, the Arts and Humanities Research Council of the United Kingdom has conducted research on the value of arts and culture and their effects on individuals, communities, and societies (Farrell, 2016). This research has included explorations of how cultural and artistic values are understood, as well as the meaning and experience of individual participation in cultural and artistic activities (Farrell, 2016). However, it remains unclear whether the purported benefits of such cultural engagement are, in fact, drawn from participation in culture and the arts itself (Wang, Mak, & Fancourt, 2020), and what the perceived value of cultural and artistic leisure participation is.

The values held by an individual or society are weighted and ordered according to their importance in a hierarchy of values (Lee, 2020). Such hierarchies vary depending on individual characteristics, such as gender, age, marital status, education level, occupation, and participating partner (Park, 2021; Hallmann, Artime, Breuer, Dallmeyer, & Metz, 2017). Thus, identifying the hierarchy of perceived value of artistic and cultural activities has the potential to explain attitudes, actions, and benefits of participation in these activities.

Therefore, this study aimed to examine the relationship between perceived value and the leisure benefits experienced by individuals who participated in cultural and artistic leisure activities using a step-by-step input of the effects of perceived value. This behavioral study about voluntary participation in culture and arts activities can provide basic data to predict individuals' continuous participation in cultural and artistic leisure activities.

## Literature Review

### Participation in Cultural and Artistic Leisure Activities

Participation in cultural and artistic leisure activities improves emotional and physical health (Jensen & Bonde, 2018; Holochwost et al., 2017), and has a positive relationship with wellbeing and happiness (Wheatley, & Bickerton, 2019; Hand, 2018). In existing studies, cultural and artistic participation has been classified into "High Culture" and "Popular Culture" by social and economic classes (Bourdieu, 1986).

However, recent studies explain that cultural and artistic participation is determined by

sociodemographic factors, such as race, gender, level of education, household income and health condition (Hallmann et al., 2017; Lee & Heo, 2020; Patterson, 2018).

### Perceived Value

Perceived value may arise from a person's satisfaction regarding the quality received relative to the price paid of a product or service (Zeithaml, 1988). Since value has been studied as an important factor in predicting the future behavior of consumers or participants in activities (Wang et al., 2018; Tarn, 1999), it is expected that identifying the perceived value in this context will be significant for explaining the behavior of those participating in artistic and cultural leisure activities.

Recent studies on perceived value have recognized it as a multifaceted concept that encompasses not only simple use value or economic benefit, but also emotional, esthetic, and other concerns (Hsiao & Hsueh, 2021). In discussions on measuring perceived value, various perspectives are presented, depending on the researcher's focus and the type that they seek to measure (Michel, 2019). Generally, perceived value has been extensively studied in terms of sociology, psychology, economics, and consumer behavior based on the purchasing decisions of consumers.

Sheth, Newman, and Gross (1991) classified a product or service's perceived value according to its functional, emotional, social, epistemic, and conditional value. Using this schema, we may infer that a person's intention to participate in culture and the arts is significantly affected by functional, emotional, and social value factors, such as the price and quality of commodities (Schultheis, 2017; Ulker-Demirel et al., 2018), cultural esthetics (joy or artistic beauty), and social connectedness and attraction (de Rooij & Bastiaansen, 2017). In addition, research shows that participation in the arts itself increases the level of individual engagement (Cooper, 2019), and participants gain satisfaction and benefits based on the pursuit of rarity, precision, and entertainment in this field (Lee & Heo, 2020; Moreno-Mendoza et al., 2020; Park & Kim, 2020). Therefore, to measure the perceived value of culture and the arts, it is necessary to identify the functional, emotional, and social dimensions of the process preceding the decision to participate, during the process of participation, and after participation.

### Leisure Benefits

The positive outcomes of participating in cultural and artistic leisure activities are called

leisure benefits. Ajzen and Driver (1991) recognized leisure benefits as deriving from an individual's achievement of their goals through leisure activities, which is in turn related to positive and beneficial changes experienced following participation in the activity (Chang, Yeh, Pai, & Huang, 2018). In other words, leisure benefits are not only an important aspect of leisure participants' consideration *before* engaging in particular activities, but also a key factor for reviewing subsequent actions (Ajzen & Driver, 1991; Yeh, Chang, & Lai, 2017). However, there is insufficient research revealing which factors of perceived value provide positive benefits in participating in culture and arts. For this reason, it is important to identify how perceived value influences leisure benefits.

## Methods

### Study Participants

#### Demographic Characteristics

In this study, research tools were selected through a review of prior studies in South Korea and other countries to examine the determinants of

leisure benefits based on the perceived value of cultural and artistic leisure activities for participants. Based on the classification of the types of leisure activities in the "2019 National Leisure Activity Survey" (Ministry of Culture, Sports and Tourism, 2019), the population studied was limited to adults aged 19 to 65 in South Korea with experience of cultural and artistic leisure activities.

Prior to selecting research subjects, the sample size required for a total of 13 predictors (7 independent variables, 6 dummy variables) was tested using the G-Power program at an effect size of 0.05, a power of 0.95, and at a significance level of 0.05. As a result, a minimum of 228 subjects was assessed to be appropriate.

An online self-evaluation survey was conducted from September 22 to 29, 2020 for respondents agreeing to participate in the study, and a total of 487 copies of the survey were used for analysis, excluding respondents who did not have experience of participating in cultural and artistic leisure activities, or who were unreliable. The demographic characteristics of the study participants are shown in Table 1.

Table 1. Demographic Characteristics of Study Participants

	Classification	N	%
Gender	Men	210	43.1
	Women	277	56.9
Age	20–29 years old	62	12.7
	30–39 years old	74	15.2
	40–49 years old	127	26.1
	50–59 years old	111	22.8
	60 years old or older	113	23.2
Marital status	Unmarried	137	28.1
	Married	324	66.5
	Divorced	20	4.1
	Widowed	6	1.2
Education level	High school graduate or lower	86	17.7
	University student or graduate	344	70.6
	Graduate school student or graduate	57	11.7
Occupation	Self-employed	40	8.2
	Managerial officer	41	8.4
	General office worker	143	29.4
	Specialized professional	71	14.6
	Civil servant/teacher	23	4.7
	Student	23	4.7
	Homemaker	76	15.6
	Unemployed/retired/other	70	14.4
Participating partner	Alone	98	20.1
	Family	245	50.3
	Friends or colleagues	144	29.6
Total		487	100.0

According to the analysis, women participate in cultural activities more than men. The age range with the highest number of respondents was 40–49 years old, followed by 60 years of age or older, 50–59 years old, 30–39 years old, and 20–29 years old. The survey of marital status found higher participation rates in those who were married than in those unmarried. As for respondents' level of education, more than half were highly educated, either enrolled in or having graduated from university. In terms of occupation, general office workers showed the highest participation rate, followed by homemakers, specialized professionals, and people who are unemployed, retired, or have other occupations. Respondents participated in cultural and artistic leisure activities mainly with their families, with friends or colleagues, or alone.

### **Characteristics of Cultural and Artistic Leisure Participation**

The forms of cultural and artistic participation and the quantitative aspects of actual demand were measured to identify the types of leisure activities in which study respondents reported participating. The details are listed in Table 2.

**Table 2. Forms of Cultural and Artistic Leisure Participation (N=487)**

Classification		N	%
Forms of participation	Viewing	440	90.3
	Participation	88	18.1
	Viewing and participation	38	7.8
Types of activities	Literary events	131	6.4 (26.9)
	Art exhibitions	255	12.5 (52.4)
	Western music	163	8.0 (33.5)
	Traditional arts	115	5.6 (23.6)
	Plays	250	12.2 (51.3)
	Musicals	279	13.6 (57.3)
	Dance	54	2.6 (11.1)
	Movies	474	23.1 (97.3)
	Popular music/entertainment	327	16.0 (67.1)

Specifically, the form that respondents' cultural and artistic leisure participation took were viewing,

participation, and viewing and participation, in that order, with culture and arts viewing being by far the most prevalent (90.3%). In addition, the main type of cultural and artistic leisure activity engaged in was movies, followed by popular music and entertainment, musicals, art exhibitions, plays, Western music, literary events, traditional arts, and dance, in that order. This demonstrates that, except for art exhibitions, most cultural and artistic leisure participation was concentrated in popular cultural and artistic areas.

### **Measurement Perceived Value**

The tool used in this study to measure perceived value was based on Kim and Kim's (2010) survey instrument, which was formulated to measure perceived value, satisfaction, and the behavioral intentions of customers using travel services. This instrument was based on various studies in countries outside South Korea (Sweeney & Souter, 2001; Duman & Mattila, 2005), and within the country (Joo, 2007; Yoon & Kim, 2008). Kim and Kim's (2010) instrument was modified and supplemented to suit this study, and validity was verified through meetings with leisure studies experts and culture and art research experts.

Perceived value was studied under the following classification of three dimensions and seven subfactors (values). The first is the functional dimension, which includes physical value ( $\alpha=.754$ ), price value ( $\alpha=.754$ ), commodity value ( $\alpha=.754$ ), and professional value ( $\alpha=.754$ ). The second, the emotional dimension, includes guide value ( $\alpha=.754$ ) and emotional value ( $\alpha=.754$ ). Finally, the social dimension, includes social value ( $\alpha=.754$ ). Each was measured on a five-point Likert scale (1: "not at all"; 5: "very much so").

Following a confirmatory factor analysis on the perceived value of cultural and artistic leisure participants, one survey item relating to the functional dimension (price value 4: "Price was an important factor in choosing the cultural and artistic leisure participation program") was deleted, having failed to satisfy the factor loading adequacy threshold (factor loadings  $>.05$ ) presented by Kim (2010). The remaining factor coefficients ranged from .535 to .859, thus meeting the analysis criteria. The construct reliability of perceived value used in this study ranged from .864 to .948, while the average variance extracted was from .635 to .786, thus verifying convergent validity. An examination of the model goodness-of-fit index to explore the overall survey tool concept found the measurement model to generally demonstrate adequate fit:

$\chi^2=833.092$  (df=329,  $p<.001$ ), RMSEA=.056, CFI=.934, TLI=.924, GFI=.893.

### Leisure Benefits

As for leisure benefits, the survey tool by Cho and Kim (2019), which modified and supplemented the Leisure Benefits Scale conceptualized and developed by Driver (1990) to fit the activity circumstances of office workers, was modified and supplemented to serve this study. Leisure benefits were measured by 21 survey items on a five-point Likert scale (1: "not at all"; 5: "very much so") with an overall Cronbach's  $\alpha$  coefficient of .951. A confirmatory factor analysis was conducted for all leisure benefit factors. The coefficients of leisure benefit factors ranged from .683 to .842, meeting the analysis criteria.

The construct reliability of the leisure benefits used in this study ranged from .911 to .932, and the average variance extracted was from .720 to .732, thus confirming convergent validity. An examination of the model goodness-of-fit index to explore the overall survey tool concept found the measurement model to generally demonstrate adequate fit:  $\chi^2=470.974$  (df=179,  $p<.001$ ), RMSEA=.059, CFI=.953, TLI=.945, GFI=.910.

### Statistical Analysis

Statistical analysis was performed using SPSS 26.0 and Amos 26.0 (IBM, Armonk, NY, USA). First, a frequency analysis and a descriptive analysis were conducted to examine the demographic characteristics of the study subjects. Second, the construct validity of the survey tool was analyzed using a confirmatory factor analysis to verify the convergent and discriminant validity of each factor based on the criteria presented by Fornell and Larcker (1981). Furthermore, the Cronbach's  $\alpha$

values of the subfactors were calculated to verify reliability. Third, the Pearson correlation coefficients between each subfactor were compared to verify the discriminability between the factors. Fourth, a hierarchical regression analysis was conducted to examine the effects of a step-by-step input of the subfactors of perceived value (i.e., the independent variables) on the subfactors of leisure benefits (i.e., the dependent variable). Hierarchical regression is a statistical model that can explain the reasons for the differences in the dependent variable values of each subject comprising the sample, and provides the advantage of revealing the change in the impact of previously introduced explanatory variables on the dependent variables when a new explanatory variable is introduced. Furthermore, it has significant theoretical and practical implications because it enables a comparison of the impact of the input explanatory variables on the dependent variables (Yu, 2015).

### Results

#### Analysis of Correlation Between Perceived Value and Leisure Benefits

Table 3 presents the results of a Pearson's correlation analysis of the survey tools for the perceived value and leisure benefits of cultural and artistic leisure activities for participants, conducted to identify the relationships among subfactors. The correlation coefficient between independent variables was found to range from .367 to .731 ( $p<.001$ ), indicating a generally positive significant correlation. Furthermore, there were no factors with a correlation coefficient of  $>.800$  between the independent and dependent variables, demonstrating no multicollinearity issues.

Table 3. Analysis of Correlation Among Perceived Value Subfactors and Leisure Benefits

	1	2	3	4	5	6	7	8
1. Physical value	1	.526**	.509**	.442**	.387**	.401**	.367**	.410**
2. Price value		1	.655**	.502**	.490**	.417**	.432**	.471**
3. Commodity value			1	.648**	.622**	.552**	.466**	.534**
4. Professional value				1	.731**	.489**	.437**	.479**
5. Guide value					1	.534**	.487**	.506**
6. Emotional value						1	.550**	.592**
7. Social value							1	.643**
8. Leisure benefits								1

\*\* $p<.01$

### Hierarchical Regression Analysis of Perceived Value and Leisure Benefits

This study conducted a hierarchical regression analysis following a classification of perceived value

into seven subfactors and three dimensions in order to analyze the determinants of leisure benefits for participants according to the perceived value of cultural and artistic leisure participation. To identify

the determinants through hierarchical regression analysis, explanatory variables were inputted across four stages. In Stage 1, demographic variables were converted into dummy variables: gender (men=0, women=1), age (40–49 years=1, other=0), education level (graduate school student or graduate=1, other=0), marital status (married=1, other=0), occupation (general office worker=1, other=0), and participating partner (family=1, other=0). Stage 2 examined the impact on the functional dimension (physical value, price value, commodity value, professional value) of the perceived value of cultural and artistic leisure

participation. Stage 3 examined the impact on the emotional dimension (guide value and emotional value) of perceived value. Stage 4 examined the impact on the social dimension (social value) of the perceived value of cultural and artistic leisure participation. As such, changes in the level of leisure benefits according to perceived value were reviewed. A review of the collinearity statistics showed the tolerance to be from .376 to .978, above the threshold of 0.1. The variance inflation factor ranged from 1.022 to 2.662, below the threshold of 10, demonstrating no collinearity issues between the independent variables. Detailed results are presented in Table 4.

**Table 4. Results of Hierarchical Regression Analysis**

Dependent t	Control/Independent t	Model 1		Model 2		Model 3		Model 4	
		$\beta$	t(p)	$\beta$	t(p)	$\beta$	t(p)	$\beta$	t(p)
	(Constant)		63.689***		8.323***		5.524***		4.906***
	Gender	.007	.141	.009	.238	-.035	-.987	-.020	-.603
	Age	.008	.168	-.011	-.291	-.002	-.062	.000	-.009
	Education level	.111	2.440**	.104	2.820**	.086	2.536**	.095	3.045**
	Marital status	.114	2.099*	.123	2.788**	.079	1.919	.051	1.350
	Occupation	-.028	-.612	-.031	-.848	-.051	-1.503	-.051	-1.618
	Participating partner	-.023	-.413	-.025	-.549	-.010	-.244	.012	.306
Leisure benefits	Physical value			.118	2.631**	.077	1.859	.053	1.391
	Price value			.136	2.655**	.112	2.359*	.063	1.435
	Commodity value			.264	4.642***	.128	2.332*	.113	2.244*
	Professional value			.191	3.878***	.046	.848	.038	.772
	Guide value					.115	2.166*	.050	1.028
	Emotional value					.358	8.284***	.228	5.443***
	Social value							.374	9.511***
	F(p)		2.161*		28.048***		34.429***		44.736***
	R <sup>2</sup>		.026		.371		.466		.551
	$\Delta R^2$		.026		.344		.095		.086

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

As Table 4 shows, Model 1 contained demographic variables of gender, age, education level, marital status, occupation, and participating partners, indicating an adequate fit of the regression model with  $F=2.161$  ( $p < .05$ ). Leisure benefit levels were higher for graduate school students and graduates than for those with lower levels of education, and for those who were married than for those unmarried or widowed.

Model 2 inputted the functional dimension (physical value, price value, commodity value, and professional value) of perceived value into Model 1,

demonstrating a 34.4% increase in explanatory power compared to the previous stage. Here, leisure benefits were positively affected by education level, marital status, physical value, price value, commodity value, and professional value.

Model 3 inputted the emotional dimension (guide value and emotional value) of perceived value into Model 2, demonstrating a 9.5% increase in explanatory power compared to the previous stage. Leisure benefits were positively affected by education level, price value, commodity value, guide value, and emotional value.



Model 4 inputted the social dimension (social value) of perceived value into Model 3, demonstrating an 8.6% increase in explanatory power compared to the previous stage. Leisure benefits were positively affected by education level, commodity value, emotional value, and social value.

In terms of the relative impact of variables determining and improving the leisure benefit levels of cultural and artistic leisure participants, social value was found to have the greatest impact on leisure benefits, followed in descending order by emotional value, commodity value, and education level.

### Discussion

This study may be differentiated from prior studies in that it sought to determine the value of culture and arts by examining consumers' perceptions rather than taking a commercial approach. Model 1 showed that education level and marital status positively affected the leisure benefits experienced by cultural and artistic leisure participants. In other words, differences in personal background were reflected in the leisure benefits determined after participation. People who value esthetics highly place high value on internal factors, such as the background and technique of artwork (Abe, Fukushima, & Kawada, 2020). Korean people's taste in movies differs according to their educational background (Kwon, Lee, & Choi, 2011). This may be due to the influence of cultural capital, whereby viewers' appreciation and interpretation of the significance of films depends on familiarity with cinematic conventions and symbolism (Bourdieu, 1986; Kwon, Lee, & Choi, 2011). This indicates that the higher a person's education level, the greater their capacity to interpret culture and the arts, resulting in stronger interest in these fields. Therefore, there is a high level of participation in the arts as a means of displaying social status or character among upper classes with abundant educational capital (Bourdieu, 1984). In this study, the group with graduate school education or higher may be deemed to have a greater cultural and artistic understanding, and their participation in culture and the arts continues because, bearing values such as time and money, it leads to satisfaction (Park, 2021; Wu & Li, 2017).

The higher leisure benefits reported by married people than their unmarried counterparts could be due to the positive identity formation effects of shared leisure activities (Hickman-Evans et al., 2018), which may also promote mutual satisfaction (Johnson et al., 2005). Married people in South Korea also participate in department store cultural

centers or visit museums and art galleries for children's education. It could be that leisure benefits are also gained from such activities. However, unmarried people do experience leisure benefits through participation in culture and the arts. Recently, for example, cultural and artistic leisure facilities at department stores have attracted attention as work-life balance hubs for single workers (Lee, 2019). Thus, it is necessary to closely examine the demand for cultural and artistic enjoyment according to marital status.

Amid the current COVID-19 crisis, moreover, various forms of participation have emerged through the global cultural and artistic community's creative responses to the physical limitations of pandemic life. These include balcony concerts, drive-in busking, online performances, virtual exhibitions, and web-based festivals (Agostino, Arnaboldi, & Lampis, 2020). These findings suggest that further research should be conducted on the significance of leisure attained through cultural and artistic participation according to individuals' personal backgrounds.

Model 2 found the functional value dimension of culture and arts to be high for married people with high levels of education (graduate school students or graduates), and that this dimension positively affects leisure benefits. Because information regarding arts sometimes affects participation in the arts, factors concerning prices, commodities, and so on may change the values and preferences of participants (Abe et al., 2020). Indeed, the determinants of participation in arts have been found to be influenced by exposure to the arts during adolescence, educational background, and income; in particular, the characteristics of their spouses significantly affect men's participation in culture and arts (Rogoff, 2016; Upright, 2004). It was also found that service quality and value, trust, and immersion in relationships in culture and arts education may vary for adults depending on demographic and sociological characteristics (Kim, 2016). Therefore, focus should be placed on the leisure benefits that can be gained by participants in culture and the arts using reasonable costs and benefit frameworks. To understand what and why specific leisure benefits arise from participation, further research using various approaches should be conducted to identify the relationships of detailed leisure benefits to cultural and artistic perceived value.

Model 3 found the functional value dimension of culture and the arts to be high for those having attained high levels of education (graduate school students and graduates), through which the

emotional value dimension (guide value and emotional value) is enhanced, thereby positively affecting leisure benefits. As previously discussed, commodity value relative to price is recognized by an individual as important depending on the level of education they have attained. The perception of value for cultural and artistic leisure participation does not directly affect commodity consumption because it is an abstract attitude, but it can engender positive emotions (Shin & Lee, 2012), and is linked to quality of life. In fact, women in high-ranking positions participate more frequently in cultural and artistic activities, such as going to theaters, cinemas, art galleries, and museums; a follow-up study on such women for 12 years found that the probability of depression was 19% lower (Fancourt & Steptoe, 2019). As for such positive psychological benefits, it may be deemed that continued attitudes for experience are formed when specific cultural and artistic programs are presented. Currently, social distancing continues under COVID-19 conditions. Therefore, a systematic analysis must be attempted to identify the perceived value for those who participate in contact-free or online cultural and artistic programs, and what emotional benefits such programs may provide.

Model 4 is the final stage of determinants of leisure benefits based on the perceived value of cultural and artistic leisure participation for respondents, and demonstrates the social value dimension as the variable that most heavily affects leisure benefits. Variables that also improved the leisure benefit levels of cultural and artistic leisure participants were, in descending order, the emotional value dimension (emotional value), functional value (commodity value), and education level. During the COVID-19 pandemic, individuals and organizations participating in culture and the arts worldwide have received governmental funding as a measure to heal depression or the sense of isolation arising under the circumstances (Ministry of Culture, Sports and Tourism, 2020; Canada Council for the Arts, 2020; Montalto, Sacco, Alberti, Panella, & Saisana, 2020). This may be because participation in culture and the arts has positive impacts beyond those to do with social values. For example, it may provide members of the community with a sense of belonging. In addition, it may have social, emotional, cognitive, and behavioral effects, thereby culturally reinvigorating the community as a whole (Korea Culture and Tourism Institute, 2019; National Endowment for the Arts, 2012). In addition, highly educated people tend to perceive cultural and artistic viewings or

performances as part of leading fulfilling lives, resulting in positive effects on their psychological leisure benefits. For example, adults with experience in musical education in school attend or sponsor art performances more than those who have not received such education, regardless of household income, educational background, gender, and race, and this experience leads to their lifelong participation in culture and the arts as well as to becoming valuable investors (Elpus, 2017). This implies that the higher the education level of leisure participants, the more efficient their enjoyment of leisure benefits.

A practical implication based on the research results is that efforts by the cultural and artistic community to highlight the importance of developing cultural and artistic programs, prices, and qualitative values in programs and works is a natural outcome, because these are essential to promoting cultural and artistic participation. Therefore, it is necessary to subdivide the classifications of cultural and artistic leisure participation to identify the perceived value of its emotional and social dimensions at a personal level. This is because such perceived value may be an important explanatory variable leading to satisfaction and the benefits of participation for individuals, as well as their continued participation.

## Conclusions

This study found that the determinants of leisure benefits according to the perceived value of cultural and artistic leisure participation were education level, commodity value, emotional value, and social value. In addition, marital status had a positive effect on the leisure benefits experienced by participants in culture and the arts. Highly educated married people were found to affect the functional dimension of culture and arts, and the higher the price value and commodity value, the greater the emotional dimension. In addition, with higher levels of education attained, the functional, emotional, and social dimensions increased stage by stage.

In other words, this study reveals that benefits from participation in cultural and artistic leisure activities may depend on the highest level of education and marital status. This result can serve as a good reference to verify the relationship between the marital status and art and cultural policies. Moreover, this implies there is a need to build culture and art recommendation program services for individual demanders, with an attempt to investigate leisure benefits among participants in different fields of culture and art.



Although this study enhances our understanding of participation in artistic and cultural leisure activities, it has some limitations. It was impossible to generalize for all the regions, although this study aimed to include participants from all over the country. In addition, I suggest noting that the participants were all living in South Korea, so the results cannot necessarily be generalized to other countries. Future studies should focus on investigating differences in cultural and artistic activity participation between individuals in big and small cities, and participation motivations considering individual characteristics.

#### Declaration

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