

WHEN SUSTAINABILITY OF A TOURISM DESTINATION IS A REQUIREMENT: DOES THE CONSUMER PERCEIVE SACRIFICES IN DIVING EXPERIENCES?

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ABSTRACT

Consumer behaviour refers to some subjective characteristics of individuals, their cultural principles and living experiences throughout their lives, aspects that awaken the individual's desire to consume certain products and services and sometimes the tendency to give up some personal and discretionary resources to concretize this consumption, in other words, to make sacrifices. In this present study, the emphasis focuses on the understanding of the way Dutch and Brazilian consumers carry out the sacrifice in diving experiences, while the practice of sustainability is required. Therefore, the aspects that motivated this study are related to the need to explore the sacrifice theme in consumer relations, mainly when associated with products and services where the hedonic experience is felt, as it is through diving. The research is interpretative, considering that it captures objective results from the studied phenomenon, by using semi-structured interviews collected with divers, totalling twenty-three interviews in Brazil and Netherlands. The collected data was analysed according to content analysis. The results pointed out the relationship between sacrifices and sustainability, in diving experiences associated with the abdication of resources such as: recreation, time, comfort and money. Moreover, the predisposition to sacrifice something is directly related to living experiences during the practice of the activity, considering that it awakens positive feelings and generates a strong individual affective commitment. These aspects emphasize the provision of the individuals to follow the rules for sustainability determined by tourist destinations for diving, as well as the desire to explore without destroying, aiming to keep practicing that activity are that location.

Keywords: Sacrifice, Diving, Sustainability, Consumer Behaviour.

JEL Classification: Z33, Q26

1. INTRODUCTION

Consumption is characterized as a central activity of the society, linked with the individual's cultural, economic, emotional and social needs, becoming part of their identity. (Ruvio; Belk, 2013). These aspects related to the centrality of consumption in society have generated several criticisms about excessive use of natural resources available for the production of goods and services. The complexity that involves consumer behaviour studies, is an issue on the individual's perception of what is received and what is given in an exchange (Sánchez-Fernández; Iniesta-Bonillo, 2007), when they perceive what they need to give up and what they get in the establishment of their consumer relations.

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In the marketing research, despite the topic's relevance, few studies have been conducted to understand the sacrifice perception in consumer behaviour, as stated by Cayolla and Loureiro (2014), the strong connection process and the willingness to sacrifice that happens in the relationship between the consumer and the brand are not yet understood.

In the consumer behaviour study, sacrifice is defined as the willingness to forget his/her immediate self-interests to maintain the relationship with the brand (Loureiro, 2012; Loureiro, 2015). Therefore, the sacrifice that the individual can do to consume a product or service is associated with aspects of choice, and relates to the attachment, the strength of the emotional and cognitive connection between the brand and the consumer's self (Park; Macinnis; Priester, 2006).

An interesting facet of the consumption study is associated with its relationship with sustainability, considering that this topic is in the core of discussions about the need to balance between consumption and available natural resources. Currently, many studies seek to understand why consumers buy or don't buy green products and services, and the gaps between attitudes / intentions and the actual consumption of these products and services (Caruana; Carrington; Chatzidakis, 2015).

In tourism, the hedonic experience is a relevant aspect and "includes a complex mix of functional, objective and tangible components (e.g., travelling, eating, drinking and recreating), as well as subjective, hedonic, emotional and symbolic components (e.g., enjoying an experience, laughing, socialising and having fun)" (Willians; Soutar, 2009). It is thought that the individuals who choose a tourist trip are buying a hedonic experience unlinked to their daily lives, in which they will experience different aspects of a local culture, such as local beauty, etc., and need to have obligations with schedules or policed behaviour.

Thus, if the individual chooses adventure tourism and scuba diving where they need to behave in a sustainable manner and to adopt a consistent behaviour with the location, to preserve the environment, culture and economy, is it perceived as a sacrifice? Does this realization change the experience of scuba diving? From these questions, we became interested in this subject and did research on: How do consumers perceive the sacrifice in the diving experiences where the practice of sustainability is required?

Therefore, this study aims to contribute to understanding the sacrifice in the marketing and consumer behaviour context, taking as a research focus the diving experience that adopts sustainable practices, with a view to assist in the expansion of theoretical perspectives in the consumer behaviour and sustainability study areas. It is important to note that this research is a source of inspiration phenomenology and was conducted from semi-structured interviews with divers from Brazil and the Netherlands.

Apart from this introduction, this paper includes a brief presentation of the theoretical constructs that guided this study, the methodological procedures, the presentation of the main results, and finally, the conclusion.

2. SACRIFICE IN CONSUMPTION

The consumer behaviour study has directed special attention to cultural aspects related to the sacred, spiritual and religious aspects in consumption (Belk, 2005), among them the sacrifice. Although this topic is poorly explored in marketing and the consumer behaviour field, by creating gaps between the concepts discussed and the renewal of studies in the area, it was possible to identify the existence of three theoretical perspectives: the sacrifice and the relationship with Given Gifts (for example, Belk, Coon, 1993; Belk, 2005); the sacrificial perspective linked to the perception of value (e.g. Zeithaml, 1988; Dodds, Monroe, Grewal 1991; Lapierre, 2000; Caruana; Money; Berthon, 2000); the sacrificial perspective as the

willingness to relinquish personal and discretionary resources to maintain a relationship with a brand or product (Park, Macinnis, Priestes, 2006; Chalmers, Arthur, 2008; Loureiro, 2011; Loureiro, Basile & Vrontis, 2012; Cheong, 2013; Cayolla, Loureiro, 2014; Loureiro, 2015). In this study, we used the latter perspective of sacrifice, considering that it involves more subjective aspects of consumer behaviour.

According to Loureiro (2015) sacrifice is the resignation that the individual makes of his immediate self-interest to maintain the relationship with the brand. In this sense, sacrifice could be related to the willingness to pay a premium price for a product or service, experience some discomfort, take a missionary role to convert new people or do any other kind of personal sacrifice (Pimentel; Reynolds, 2004).

To Park, MacInnis; Priester (2006) there are two kinds of personal resource sacrifice dimensions: the first is associated with the self-resources, or, with the psychological resources of self that consist in the self-pride and self-image; the second dimension is the consumers' willingness to sacrifice their discretionary resources (money, time and energy) for the brand (Loureiro, 2011), these last ones are more automatic sacrifices.

Some consumers, by creating a more intense relationship with the brands, products or services a behaviour associated with fanaticism and devotion may develop, in this type of relationship the willingness to sacrifice for the purchase is common. According to Thorne and Bruner (2006), the fans of a brand's behaviour is established through typologies: dissemination of deep involvement, willingness to invest and sacrifice for the object of fascination. Thus, "this state of high affective commitment in relation to high involvement and feelings of love and fervour may be attained as well as perpetuated via 'pro-active sustaining rituals'" (Pichler; Hemetsberger, 2008, p. 440).

It is important to highlight that the sacrifice dimensions are usually analysed from a negative perspective, as stated by Styven, Wallström, Engström & Salehi-Sangari (2011), research in the areas of marketing and consumer behaviour, conceptualize the negative influences on purchasing intentions and the use of products or services in terms of the perception of sacrifice. But the act of sacrifice, is not only related to excess consumption as stated by Cappellini (2009), but may represent the affective relationship that the consumer has with the brand and have to sacrifice to consume it (Yin; Tse; Chan, 2008).

In addition, some recent studies have focused on the relationship between sacrifice and sustainable consumption (e.g., Davis; Le, Coy; Coy, Farrell, Gilsondavis & Le, 2013; Rahman; Reynolds, 2013). The willingness to sacrifice can be associated with a general aspect facing the environment, or more specifically when associated with a product (Rahman; Reynolds, 2016). In Davis *et al.* (2011) and Coy *et al.* (2013) views the commitment with the environment and anticipates the sacrifice. According to Davis *et al.* (2011), the sacrifice that the individual makes in favour of the environment is mainly related to actions that prioritize the welfare of this and the abdication of self-interest, effort or cost by consumers.

The environmental awareness is associated with a new consumer perspective, in which the "environmentally conscious consumers may thus be willing to spend more for a car that may sacrifice on performance, features, or comfort to help the environment" (Griskevicius; Tybur; Bergh, 2010, p. 392). According Hedlund (2011) the consumers' environmental concern can positively influence the willingness to accept monetary sacrifices for the environment.

From the sacrifice in consumption, a theoretical review is needed to address the issues associated with the relationship between individuals and sustainable consumption.

3. SUSTAINABILITY AND CONSUMPTION

Environmental issues currently pose challenges that need to be translated into the various activities (social, cultural and economic) to maintain the balance between the human needs and the environment. In this sense, the ethical and sustainable consumption is an important instrument to establishing this balance, considering that sustainable behaviour differs from general consumer behaviour (Kim; Choi, 2005).

While some consumers are often sceptical of the green claims, those who are concerned with environmental issues can create a potentially lucrative market (Paladin; Baggiere, 2008). According to Carrington, Neville and Baggiere (2012) ethical consumers have different reasons (political, spiritual, and environmental) to choose one product over another and express the concern for the impact that their consumption choices can cause.

According to Carrington; Neville; Whitwell (2012, p. 1) the “ethical consumerism is a burgeoning social movement, this burgeoning can be related to the changing of consumer perspective of individualism to collectivism. In other words, the green purchase behaviour is linked to the effects of collectivism and the environmental concerns of individuals (Kim; Choi, 2005). In Brunk’s (2010) perspective the ethical consumption is a door to ethical action based on subjective moral judgments applied to products/ brands in the production, consumption and disposal process in the market.

It is important to consider that the environment-person relationship is bidirectional, in this sense in the same way that the individual’s behaviour affects the environment’s welfare, the environmental changes affect human well-being (Davis *et al.*, 2011). In this sense, a new ecological consciousness arises from the construction of a new sense of self and the relationship between the individual and the natural environment (Hamilton, 2010). In this perspective, the way that people build the perception of themselves, their identity and their social behaviour influences the adoption of sustainable behaviour.

4. METHODOLOGY

With the purpose to understand the individual’s behaviour when faced with an experience of tourism products and consumption of services with sustainable appeal it is necessary adopt an attitude of preservation of the elements of culture and the destination environment. More precisely, does the consumer perceive the existence of the sacrifice in the diving experience?. This study adopted a qualitative approach considering that qualitative research seeks the capture of subjective meanings of the issues studied from the perspectives of the participants (Flick, 2013), in this perspective according to Creswell (2010) this kind of research aims to extract the meaning that individuals assign to the world (Creswell, 2010).

According to Silva and Gil (2015), the phenomenology has been increasing in management studies. From the phenomenological perspective it is possible to discover, analyse and understand the individuals’ experiences and meanings (Ziakas, Boukas, 2014), in this sense this method aims to understand the individual perception from their experiences. The principles of this methodological perspective served as inspiration in the search for understanding of the studied phenomenon, whereas in the consumption of services associated with hedonic activities, such as diving, the presence of experiential aspects is important.

Seeking a better understanding of the research problem of this specific study, we used data collected through the semi-structured interviews with divers in Brazil and the Netherlands. According to Vergara (2009), the interview is a resource capable of producing knowledge from a dialogue, when the focus of the study is the experience, feelings and lived reality of individuals. These interviews, typically involve open and unstructured questions, intended to collect views and opinions of participants (Creswell, 2010).

In total twenty-three interviews were conducted, nine with Brazilians and fourteen with Dutch divers, the access to the informants happened according to the snowball method, according to Baldin and Munhoz (2011) in this method the informant indicates new informants who, in turn, indicate new informants and so on, until the objective of the study is obtained. Note that the concept of saturation of data was used, in qualitative research it is possible to complete the collection of data from the researcher's perception if the data is seen as repetitive (Patton, 2002) in order to delimit the number of participants to be interviewed. We sought to understand the phenomena in the respondent's perspective, without generalization.

Initially, the data collected from the interviews with divers were transcribed with the help of Express Scribe Transcription software, after transcribing, all the material was reviewed to correct possible mistakes. The data was analysed according to content analysis, an analysis of the objective and systematic communication way in order to find reliable data inferences and arising from certain context information from written or oral speeches of survey respondents, in line with the theoretical basis of the study.

According to Bardin (2009), the content analysis method is configured as a set of analysis techniques for communication that use systematic procedures and descriptions of the objectives of message content. In this method there are three organizational canthers of the stages of content analysis: "1. the pre-analysis; 2. the material exploitation; and finally 3. the results treatment: inference and interpretation"(Bardin, 2009, p. 121).

5. RESULTS

The analysis of the discursive practices of respondent interviews is based on elaborate theoretical construct and consolidated from repeated readings of the material transcribed.

5.1 Diving experience

The consumers' behaviour is related with the individuals' experience in the interaction between the stimuli present in consumed products and services, the emotional and affective aspects present in the context (Holbrook; Hirschman, 1982). In this sense, a diver's experience is an important topic to evaluate the relationship between the individual and the consumption of touristic products and services.

Initially, it was possible to analyse the frequency with which participants practice the activity. Brazilian respondents are diving more frequently, considering that some dive every day or once a week. The Dutch informants dive less considering that they only dive on vacation, because they need to travel to dive. It is important to highlight that most Dutch respondents said they do not like to dive in their country, considering the cold, dark water.

The diving experience is evaluated according to different perspectives by consumers in both countries, all respondents reported a positive experience related to the activity, in addition, all the speeches were always imbued with feelings (such as passion, love, freedom, well-being, emotion and addiction) and sensations (as good, very good, different).

Almost all Dutch respondents associated the diving experience with some kind of feeling, such as peace, freedom and love. Feelings of relaxation comfort and that each dive is unique and provides a new experience, beautiful and charming was cited in most lines and is exemplified below:

"It's getting into another world, it's the free experience, it starts from the moment you start your holiday, because you are looking for locations, which you know, or you inform yourself, that these are the best locations for diving,

so you kind of prepare yourself, and then what you see, or what you want to do, is something that you not always can imagine, its, every time it's different." (Respondent 3, man, 50 years old).

"I think it's lovely, I love been in the water. Because it's very different from any other experience, it's beautiful; it's easier to see beautiful things in the water." (Respondent 9, woman, 39 years old).

From the Brazilian informant's perspective, the diving experience is related to the exploration of a new world that evokes feelings of love, passion, addiction and satisfaction. The most prominent feeling by Brazilian divers was the immersion into this new world, which provides a sensational experience.

"For me it is sensational, diving is an odd activity so can I reconcile with my other profession as a biologist so much of the work I do in biology are related to the dive then, so I end up joining them and it is spectacular and it's something I do not see myself living without, now my life is diving and everything revolves around it, basically." (Respondent 16, male, 29 years old).

The statement of emotional involvement in the description of dive experience and the feelings evoked by this activity proved to be something unique for each informant and the experience of the activity affect the diver in different ways. In this sense, Schmitt (1999) points out that the affective experiences appeal to the feelings and emotions of consumers, they can change the mood and emotions of individuals.

Another important factor is that consumers of both countries pointed out that the practice of environmental activity favours the enchantment and emotional involvement, considering that all of them report that the contact and the nature contemplation provide a unique experience. According to Hopkinson and Pujari (1999) in adventure tourism, the sacred places often refer to the natural environment, with a certain degree of preservation and with admirable scenic landscapes.

This aspect is relevant in the statements of the respondents from the positive association between the practice of diving and the contemplative aspect of nature, this association is linked to the identified categories. Moreover, the construction of these sensations occurs from the contact between the individual and the diving and represent the meaning that the activity has to the informant, as a unique experience, able to evoke many sensations and positive feelings.

5.2 Sustainability concept

According to UNWTO (2005), there are three dimensions to sustainable development: economic, social and environmental. Data analysis showed that the environmental dimension of sustainability was the main concept that respondents identified, when asked what it was about sustainability.

During the interviews responding divers related to the idea of sustainability, especially the environmental dimension, the further aspects such as preservation; awareness and environmental education, were highlighted by the respondents. In the Dutch respondents' view, sustainability is related to care and preserving, as shown in the following lines.

"Sustainability is to take care of not only yourself and your own environment so when you go to dive for example don't touch the plants, don't touch the fish, you know, don't hunt them or don't get interfere with the natural behaviors, just let them be who they are and enjoy. So when I have to pay a little less, more to do something good for the location where I dive I really love to do

that [...] that money in a pot so we can well, keep it clean, and watch that there are not too many people diving at one moment.” (Respondent 14, man, 29 years old).

Most Brazilian respondents believe that sustainability is linked to preserving the environment through responsible use of natural resources.

“Are you not use anything more than you need is you can reuse the maximum of everything really, is you do not attack what nature offers you, is you screw up as little as possible is you do not interfere in that system, no macular.” (Respondent 23, woman, 48 years old).

Although, the Dutch and Brazilian divers’ perspective of sustainability is limited, they demonstrated a large concern with the environment. All the informants highlighted the importance to take care of and preserve the environment. The data that analyses this aspect is related to the willingness to follow rules for sustainability, whereas all respondents showed during the interview a willingness to follow them.

“I feel very good actually coz in the moment I see that people are doing effort to help the environment and to be as sustainable as possible, then I really am willing to maybe pay a bit more, or I really want to contribute to this.” (Respondent 4, man 50 years old).

“Normal, if rule is to follow. Not affect me, because for me it’s already natural, question of water saving, time in the shower, the resources use if it is something that is already part of my daily so I do not strange. I grew up in a family that despite giving me all the freedom in the world I always had discipline, follow rule does not affect me.” (Respondent 17, male, 41 years old).

For the participants in this study it is something good or important to follow rules for sustainability, the rules do not affect the interaction with the way they enjoy the touristic place, almost all respondents demonstrated that they are used to following rules. This willingness to follow the rules for sustainability, the speech of the Dutch and Brazilian divers is associated with educational issues involving the environment and tourism, according to Denicol and Conto (2014), environmental education in this segment is focused on the use of the natural resources of the places visited.

5.3 Sacrifice and the diving experience

Sacrifice in consumption is defined as the way of the individuals to transform their motivations, surpassing their interests and motivations to continue their relationship with a brand (Park; Macinnis; Priester, 2006), this perspective, this topic is the concept of analysis that informants have about sacrifice and what they consider to be the sacrifice during the diving experience. Initially respondents were asked what they understood by sacrifice, from this question, several answers emerged giving rise to four categories present in the studied theoretical construct, most part of the answers related the sacrifice to the act of giving up something aiming to conquer another; or to the monetary aspect; time, and only one respondent associated sacrifice with a negative outlook. The informants speaking from the two countries, pointing mainly to the sacrifice of their self-image features, because they seemed available for: abdication to do what they like or want; renounce their own happiness; exposure to a given situation; take risks; make choices and go through hardships.

Related to the diving experience, the informants pointed out the sacrifice associated with: monetary aspects; comfort; time; environmental respect; doing a good preparatory course; garbage collection; helping other divers during the activity, social life (family / friends);

changes in the lifestyle; other hobbies; job offers; travelling; educating people and getting out of the water. Some Dutch participants highlight different types of sacrifice among them the need to plan, spending money, time, comfort, freedom, as can be seen in the statements below:

“[...] So a sacrifice I would have to make to dive is get more organized, to book, and then the other sacrifice is of course the expense. The expense of it as far as you know, yeah just the price of the equipment, of the trips, all the prices, that go a lot to it, and the you’re sacrificing maybe some other things, so you can afford to go diving.” (Respondent 2, man, 40 years old).

“In diving could be the luxury, freedom in order to like helping local organizations to clean up the sea or. I don’t know! Maybe to sacrifice some comfort in order to see especial things or... or sacrifice for diving is difficult because diving is so nice.” (Respondent 11, man, 46 years old).

As in the Dutch respondents’ speech highlighted above, some Brazilian participants mentioned the existence of more than one kind of sacrifice related to diving such as: time, family and friends, physical exertion, other hobbies, among others. These can be seen in the following lines:

“During the week I work at the weekend is the time that I have to dive only that the weekend is the time that other people, family has to stay with me and I have to sacrifice this time with them to diving and many people ask, “why do you do it?” and has no explanation at the end, in the end you just want to be there, you just want to have that feeling because you know you will have to carry equipment, will have to stay in the sun, but in the end it will be worth [...] you sacrifice time, a possible trip to some places, up to a job offer to stay near the sea, near the diving, because you know you will not get run out, [...] there you sacrifice a lot, loses job, travel, strolling, invitation to be at the beach house, the cottage and the sacrifices are all the time, are frequent.” (Respondent 18, man, 28 years old).

“I have family, wife and daughter they charge me a lot and occasionally use rather the word “you sacrifice a lot for diving!” and always I made it clear, to my wife and to my daughter, who is still small, and to family in general that this is my life, I will always give my life for it here.” (Respondent 22, man, 25 years old).

According to Pimentel and Reynolds (2004), the sacrifice can be related to the willingness to pay more for a product, experience, some discomfort, take the missionary role to convert new people or making any other kind of personal sacrifice. Some of these features were noted in the statements of the Dutch and Brazilian informants, in them it’s possible to see the presence of more than one type of sacrifice that the individual is willing to make to practice diving. Despite the factors of time, money and energy (discretionary resources) the aspects related to lifestyle change, abdicating to be with family and friends, employment, travel, comfort, among others that are present in the above lines (self-image resources) are highlighted and require a greater commitment of the individual.

The speeches of Brazilian respondents, show that despite the link between the diver and the practice of the activity, the family and friends can believe it’s an exaggeration or do not understand this relationship and the need for the individual to have diving as something important, building judgments and contrary opinions to the choice of the diver. Another important factor present in the speech of most informants from the Netherlands and

Brazil related sacrifice to the preservation of the environment, garbage collection (mostly), environmental education, among others, as shown in the statements below:

“Well, clean up the sea. I’ve never doing before, I’m really willing to spend day or fell days in help to clean up the garbage and plastic or something more.” (Respondent 11, man, 46 years old).

“Once a year, twice a year we go with bags and collects the trash and not only in these specific occasions, but if we’re there diving and see now boot in his vest pocket and pulls out of the sea. We walk with a knife too, because it has very nylon and have to cut the nylons, have to be careful with hook. We collect all these things.” (Respondent 15, male, 35 years old).

Respondents demonstrated concern with the preservation and awareness of environment respect. In this sense, these statements reaffirm what had already been seen in the concept of sustainability analysis, because even though the respondents do not know the three dimensions (economic, social and environmental), they indicate that there is an interest in preserving so that the practice of the activity is not interrupted, showing that there is a concern to maintain what Kim and Choi (2005) call balance between human needs and the environment or sustainable consumption.

Furthermore, it is possible to observe that when related to the practice of sustainability consumers associate the sacrifice especially with the involvement in conservation activities during diving: cleaning the beaches and oceans; paying extra money and taxes for preservation of the aquatic environment; participation in environmental education campaigns and not touching the animals, plants and corals. The report of these aspects was mainly associated with the informant’s necessity to preserve in order to continue practicing the activity.

6. CONCLUSION

This study sought to understand how consumers interpret the sacrifice in diving experiences when the practice of sustainability is required. From the analysis of data collected in interviews with divers and diving schools and businesses in Brazil and the Netherlands it was possible to reflect on the diving experience, sustainability and sacrifice related to the consumption of the diving activity.

It is important to highlight that the individuals of both countries have different behaviour related with the diving consumption, especially regarding the diving frequency, Brazilian respondents, in general, dive more often than the Dutch participants, these last practice the activity only on holidays, in this period the respondents travel to European, Aisian and African destinations, the Brazilian respondents despite knowing several diving destinations in the world are often diving in the region they live.

Diving evokes feelings of love, passion, wellness and addiction in this sense the affective commitment to the activity was present in the statements of respondents from the two countries. Moreover, it was possible to identify behaviour of strong attachment with diving and devotion to the aquatic environment.

Sacrifice is perceived from different perspectives by the respondents of the two countries: the act of giving up something aiming to conquer another; aspects related to currency or time. However, for the sustainability practice in diving, three dimensions of sacrifice emerged: giving up leisure time and comfort and spending (more) monetary resources, to contribute financially to keep a safe diving environment.

Although sacrifice is present in diving, especially when it involves issues related to adoption of sustainable behaviour it was found that the informants believe that any sacrifice

is valid to continue practicing the activity. The preservation of the environment and the search for balance of the aquatic ecosystem is revealed, in this research, as an indispensable factor for the informants to continue diving.

The adoption of a sustainable behaviour despite being rated by most informants, sacrifice is seen as something positive and essential in the diving practice, considering that the high affective and emotional involvement with the activity makes them want to continue practicing the activity for the rest of their lives, as well as finding a healthy aquatic environment, full of colour, rich in fauna and flora. In this regard, although it is related to the important act of giving something up, the benefit or earnings are considered more rewarding than the losses made in the sacrifice, since through the dive you can relax, emerge in another world, have fun, make friends and preserve the environment, among others.

Despite the innovative character of this study, one must consider the limitations found, know the choices adopted in terms of methodological nature and some difficulties experienced during the research. They are: the variation in the number of respondents per country (Netherlands 14, Brazil 9), this may hinder the process of comparison between the country's behaviour, even using the saturation criterion; because it is a qualitative research, subjectivity in interpreting the responses of respondents at the time of the analysis can be placed as a research bias.

This study contributed to a greater understanding of the sacrifice in the diving experience when the practice of sustainability is required. In this section, based on the findings of this research some questions for future studies to corroborate with the expansion of knowledge about sacrifice in consumption and sustainability practices are suggested:

- Sacrifice is still a relatively unexplored subject in consumer behaviour, it is suggested that further studies will be conducted to explore this concept more deeply, related to the willingness to sacrifice, the impact it may cause in consumer attitude and the emergence of new ways to consume.
- The possibility of new studies that relate the sacrifice and sustainability to other consumer activities or different diving services and are more associated with the individual's daily life. These studies can confirm the construction of new perspectives for Marketing associated with sustainable consumption.

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