

TOURING THE FOURTH DIMENSION: LEISURE TIME FOR SERVICES MARKETERS

Paul M. Lane, Ph.D. and Jay D. Lindquist, Ph.D.

Western Michigan University

ABSTRACT

The recreation and leisure markets are important service marketing opportunities. The literature on leisure from several disciplines including anthropology, economics, finance, leisure, management, marketing, and sociology has been reviewed as it applies to leisure time allocation decisions. The literature has been examined on the basis of a person's time orientation, and put into the Lane and Lindquist (1988) time classification system. The classification system includes income producing time, and four other subcategories of particular interest to those in the leisure and/or recreation markets: committed, (obligated and non-obligated) and uncommitted (planned and unplanned).

INTRODUCTION

The study of time is increasingly becoming important in the marketing of leisure services. Time is a very limited resource that all potential customers have to allocate carefully to optimize their satisfaction. Advances in understanding the leisure and recreational consumer can be made from a better grasp of how leisure time allocation decisions are made. Lane and Lindquist (1988) developed a classification system for the study of time based on an extensive review of the time literature. See Exhibit 1. This classification system provides a method for segmenting leisure service marketing opportunities by time category that may not have been previously considered.

This paper uses a cross disciplinary literature review to explore the concept of leisure services marketing in three primary ways: 1) definitional problems in the leisure and recreation areas, 2) time orientation views of leisure, and 3) leisure articles arrayed on the Lane and Lindquist (1988) model.

WHAT IS LEISURE?

In order to write about leisure time it would seem essential to have an operational definition of leisure. There is no universally accepted definition of leisure, (Unger and Kernan 1983). It is, in fact, this lack of a definition of leisure and the synonymous use of the word with free time, play, recreation (Miller and Robinson 1963), and

vacation, that makes this exploration important to marketers.

For some authors the definition of leisure seems to revolve around freedom of choice (Chick 1986, Gerstl 1983, Hornik 1982, and Vickerman 1980). Gerstl (1983) discusses leisure as a time free from work or other obligations and finds youth to be synonymous with leisure. Similarly Vickerman (1980) views leisure as time left after commitments.

According to Unger and Kernan (1982), leisure may be divided into two categories, namely, objective definitions focusing on observable behavior and subjective definitions focusing on leisure as a state of mind or a psychological experience. These authors provide examples of objective definitions including, non-work time, and participation in particular types of activities. Both of these fit well into the Lane and Lindquist classification system. Non-work can be assigned to other than income producing time, and specific activities can be assigned to either committed or uncommitted activities as appropriate.

Unger and Kernan (1982) found six subjective conditions for leisure discussed in the literature: intrinsic satisfaction, perceived freedom, involvement, arousal, mastery and spontaneity. These six when subjectively defined, with the exception of arousal and mastery, fit well into the Lane and Lindquist time classification system (Exhibit 1). Intrinsic satisfaction would not include income producing time for a number of individuals. However, it could be included within the committed or uncommitted areas. Perceived freedom would appear to limit leisure even further by eliminating both income producing time and committed obligated time, leaving only committed non-obligated and uncommitted time. Involvement does not fit as well but suggests total absorption or commitment. Finally spontaneity, Unger and Kernan (1982) suggest, is not obligatory, routine, planned, or anticipated. Spontaneity would appear to fit only in the uncommitted unplanned area of the classification system.

The empirical results of Unger and Kernan's (1982) work point toward there being only three subjective determinants of leisure: intrinsic satisfaction, perceived freedom, and involvement. The remaining three appear to be more activity specific.

One could argue that the lack of a precise and common definition for leisure makes it imperative that the time allocation process be understood. It is through a better understanding of this allocation process that it may be possible to better comprehend the market for leisure services, including both tourism and recreation. This will be done through a review of the literature in terms of time orientation and its fit into the Lane and Lindquist (1988) time classification model.

LEISURE AND TIME ORIENTATION

Several different types of time orientation have been hypothesized. Settle (1980), for example, suggested that there are three broad classifications of time orientation, Economic, Socio-Cultural, and Psychological (also see Lane and Lindquist 1988). When reviewing the literature on leisure and time this basic division was useful. Each of these orientations, as it applies to the literature on leisure and time, will be presented in turn. An organized array may be found in Exhibit 2.

Economic Orientation

The economic view treats clock time as a commodity. In the case of leisure the primary interest of researchers has been the exchange or trade off with other activities. In some cases this has been looked at from the entire lifecycle of individuals (Ryder et al. 1976 and Driffill 1980). The lifecycle approach is important to capture the exchanges made among leisure, education, and work as a person moves from stage to stage that might not surface in the shorter time frame. In other cases the exchange is assumed to occur in a shorter time period (Linder 1970, Cesario 1976, Best 1978 and Marscak 1978).

Part of the exchange issue with leisure time is its macro economic impact. For example, how closely tied are discretionary income and discretionary time use (Financial World 1974)? If, as suggested by Best (1978), workers would trade income for increased free time, how would the reduced discretionary income resulting impact their leisure choices. Presumably they will have fewer dollars to spend on leisure. The related question that surfaces is, where will discretionary dollars be channeled? If they are channeled into labor intensive, low productivity sectors of the economy then the shift to more leisure may have far reaching consequences for the national economy as a whole (Vickerman (1980). The leisure industry includes businesses such as motels, marinas, ski complexes, and campgrounds which tend to be labor intensive and, therefore, experience lower productivity than manufacturing. Marscak (1978) has already raised the issue of the impact of massive exchanges of time for more leisure, and away from exchanging time for goods. This is of particular importance when considering the increasing affluence (Vickerman 1980) within the U.S. What will the impact of these changes be on the social welfare equilibrium?

Other macroeconomic issues may be raised. Stunkel (1979), for example, offers the thought that if time is a resource, the distribution of free time may be less equitable than the distribution of income over a life time. People may have difficulty getting "free time" for leisure activities. There is also the increasing shift by women in the U.S. from unpaid household production to income producing work. This may also be impacting the scope of leisure (Vickerman 1980). While average hours worked per week have decreased, the additional labor force activities at the household level (Kokoski 1987) and the reduced availability of leisure time to women who are in the work force (Kim and Lee 1988) has the total effect of reducing leisure time available.

Technological advances may help in this area as time saving devices permit people to accomplish more in the same amount of clock time. In some cases the same income producing job task may be accomplished in less time thus permitting an increase in discretionary time and, potentially, in leisure time.

The economic issues are, as suggested by Unger and Kernan (1982), objective ones. Simply stated, what are employees doing in terms of time choices and exchanges. The collective impact of these choices will effect the future growth of the U.S. economy. For example, the consumption of recreational or leisure activities has no market value established (Cesario 1976) but the value of time allotted to the consumption of the activity is conditioned by a trade-off in the form of not dedicating time to other activities.

Understanding time as a resource constraint in the study of leisure and identifying one-to-one trade offs, such as one with money, is not conceptually difficult. The subject of time becomes more complex when it is realized that not all the world sees time from the same perspective. In fact, in the same culture, in the same social class, and even in the same household, people may view time differently.

Socio-cultural Orientation

Socio-cultural time focuses on a person's approach to time as learned in their socialization process. This impacts on an individual's subjective relationship with time --or how a person manages to live within the time milieu (Meerlo 1970). The socio-cultural writers have attempted to reveal systematic differences in the treatment of time among various cultures, sub-cultures and/or social strata (Settle 1980). As the world becomes more interdependent, the importance of culture and language in understanding time perception and time allocation are significant.

Our society is going through a number of major changes that impact on leisure choices. These include the change from housewives to workwives, expansion of jobs for females, more refined family planning procedures, increased life expectancy, rising expectations of standard of living and the resulting cost, growth of labor saving devices, satisfaction of women with their jobs, and the acceptance of the concept of the workwife Mccall (1977). The dramatic changes in the role of women in the U.S. society has had and will continue to have an impact on leisure decisions (Lane 1988) regardless of the definition selected. Women, specifically, and families, in general, have less time over which they exercise control. This reduces the amount of time available to devote to leisure activities for women, and makes the scheduling of leisure activities increasingly difficult. It is interesting to note how one's environment impacts one's leisure choices. Kim and Lee (1988) found that working wives, more frequently than housewives, pursue leisure activities away from the home, while less frequently participating in home centered activities.

Even when the time for leisure is available and the funds are at hand as well, people in the U.S. are seen to have difficulty dealing with the concept of leisure. The "problem" is triggered by a preoccupation with the work ethic. This condition results in individuals not knowing how to handle the idea of the "idleness" of leisure (Linder 1970, Mayo & Jarvis 1981 and Hennefrund 1987). Hence, people are going to have to learn how to "guiltlessly" make use of acceptable leisure time activities.

Opportunities and time for leisure will continue to increase in our society into the foreseeable future. This will partially be a function of technology in the work place which will reduce work load. It will also almost certainly be a result of both reduced travel times as technology permits work to be done at home or in other settings away from the office, and as technology, through such things as cellular phones and portable computers, allows us to make better use of out commuting time. Further it will be a result of the increases in medical technology, knowledge and practice that will allow people to live longer and be in better health than ever before (Business Week Sept 3, 1979). Therefore, services aimed at leisure activities will find a growing market.

There appears to be increasing interest in looking at the patterns of leisure. For example, is there any good reason why large blocks of leisure time must wait for use until the end of life at retirement (Stunkel 1979). Now being explored are ways that

people may accumulate and use blocks of leisure time during their working years. This might be achieved through innovative work scheduling practices, thereby creating opportunities to amass bigger blocks of free time (Best 1978). This movement could create substantial new opportunities for those marketing services for the leisure industry. That is, the mix of physically demanding and non-physically demanding leisure time activities could be shifting if the age factor were less dominant.

Much of the available leisure time for all ages is currently used in passive entertainment, specifically, watching t.v. (Walsh 1983). In fact according to Hill (1985) television represents 60% of passive leisure and 50% of all leisure activities. This has led to a situation where in the United States passive leisure is dominated by the spoken word (television or radio) as opposed to the written word (the reading of literature of all types).

Education seems to be a determinant of in the kind of activities selected. Russell (1981) suggests that education correlates well with an interest in the arts. He goes on to suggest that the time for leisure is shrinking from a 1975 median of 24 hours per week to a 1980 median of 18 hours per week. Walsh (1983) found larger amounts of time for leisure: Seniors have 37-41 hours per week, "empty nesters" 31 hours per week, single parents, dual career and traditional families 23-25 hours per week, and childless couples, teenagers, and singles 37-41 hours per week. It appears that our life time pattern of leisure is logically curvilinear. One starts with greater amounts of leisure as singles and this is reduced through the family years and then increased as one progresses through what might be called the active retirement years to the more passive final years for those who disengage voluntarily, due to health, or because of a lack of an active cohort group.

Psychological Orientation

To the extent that people in the same cultural or sub-cultural group are able to incorporate significantly different, durable predispositions and perspectives towards time, these differences are evidence in a person's psychological time orientation (Lane and Lindquist 1988). After recognizing the economic view, and socio-cultural changes that may be impacting leisure time, it is important to guard against thinking of time as an objective and/or logical event. Leisure service customers may have different economic or socio-cultural time orientations but, within any given group, individuals will also have different psychological orientations toward leisure and/or leisure time use.

Some people use their leisure activities to justify their existence to others (Hughes 1972). Community service involvement could be an example for a person who did not see his/her job as having worth. Leisure may also be used to satisfy needs that are not met at work (Kiechel 1983), for example, one might seek a chance to exercise leadership as captain of a softball team. Many do not find psychic rewards from their job and need the intrinsic satisfaction (Unger and Kernan 1983) that comes from proving themselves in their leisure. Others will use their leisure time to experience something new (Kotler 1984) such as a physical challenge like climbing Mount Everest, a change in time such as staying in an English castle, a different lifestyle such as a city dweller going to the farm, and so forth. These are all active forms of leisure. For many this is the only type of leisure that they grasp.

Workaholics have difficulty being idle (Hennefrund 1987). They feel guilty about what Lane and Lindquist (1988) call uncommitted unplanned time. For others the essence of leisure is that it implies freedom of choice (Chick 1986 and Hornik 1982). Others may define leisure not in terms of experience or activity but in terms of intrinsic satisfaction and involvement as suggested by Unger and Kernan (1983).

Overall, there are many economic, socio-cultural, and psychological reasons that will impact on an individual customer's allocation of time to leisure. In our changing society the pressure is on to be successful at everything including using our leisure time. With time becoming increasingly the most precious resource that individuals have to allocate, leisure service marketers need to focus on the kinds of time allocation systems that their target markets are likely to be using--and appeal to it.

CLASSIFICATION OF TIME USAGE

Numerous authors have attempted to address the issue of how time is used. In Exhibit 1, authors are listed chronologically along with the time usage proposed by Lane and Lindquist (1988). The exhibit is organized around their proposed time usage classifications. Exhibit 3 is a chronological listing of articles involving leisure time organized within the same model.

The latter exhibit provides an opportunity to look at leisure time as defined and described by numerous authors. It is not hard to see why there were problems in developing a definition when leisure shows up in some cases in every category but Income Producing Time (McCall 1977, Guenther and White 1979, Driffill 1980) and in other cases appears to be primarily confined to uncommitted unplanned activities (Vickerman 1980, McKendrick 1983, Walsh 1983). The lack of clarity is a function of the difficulty in carrying out empirical research beyond basic time budgeting. Individual time allocation systems and practices are complicated by a multitude of choices and the opportunity to often engage in multiple simultaneous activities.

Exhibit 3 brings into focus important elements in the study of leisure. First, early studies dealt with leisure as everything beyond Income Producing Time and Household Production Time. This was apparently driven by the seeking of an objective definition of leisure such as "non-work." Leisure activities span all of the committed and uncommitted categories.

In the 1980 to 1983 period most of the published work seems to have concentrated on the concept of leisure as free or uncommitted time. This makes for a more coherent definition of leisure. Authors even experimented with better terms such as "passive leisure and vacation." This was an important step forward in the study of time and leisure, since individuals began to differentiate between active and passive leisure.

After 1983, increasing amounts of published work on leisure were devoted to active leisure (Hill 1985, Kim and Lee 1988). The recognition that people are making more choices to engage in active leisure is important to the services marketing industry. Understanding how consumers use their leisure time and in what ways that may be changing will be critical to future successes in leisure marketing.

The examples of specific activities that people call leisure have been particularly helpful in understanding how leisure fits into the classification system that is being

used. The use of activities to define leisure or the specific leisure area that a researcher is interested in may help understand the time allocation decision better than other methods at this nascent stage in the study of time.

Based on the literature reviewed, a classification system built on the amount of choice involved seems to work well for the study of leisure time and how it is allocated. The ability to sort the research literature into a common classification system may help with future work related to the conceptualization of leisure and time allocation decisions.

Understanding the element of time, as a critical resource allocation for leisure and recreational customers may help find new ways to meet the needs and wants of consumers. The issue may not be time-money trade-offs as was suggested by early economists. It may be reframed as trade-offs between types of time available for leisure activities, committed and uncommitted or between disposable time (committed and uncommitted) and disposable income. The selling of more recreational and tourism services would require customers making transfers within their leisure time blocks from uncommitted to committed time. Customers are already continually making decisions on the adjustments between disposable time and money. If money were everything, everyone would be working to increase their hoard even at the cost disposable time. In fact, there appears to be a reverse trend where one works less in order to have more disposable time. For example, many academicians have made a trade-off of income for increased uncommitted time.

RESEARCH IMPLICATIONS

In the marketing of services it will be increasingly important to understand consumer's time allocation priorities. This will be particularly true in the leisure areas of travel and recreation. There are a lot of activities that compete for leisure dollars and, more importantly, leisure time. The way that these time choices are made should receive further study.

There are many aspects to the study of leisure time allocation behavior. One of the most important is encouraging researchers to more clearly define the facets of time relevant to leisure. This paper offers a structure for thinking about time allocation in leisure, that parallels and extends the classical economic model in Exhibit 3. This review of the literature on time and leisure has been a portion of a much larger hypothetical framing process in which the authors are engaged. Research needs to be continued in other areas of the time literature. The proposed classification system, as it applies to leisure, needs empirical verification in order to: (1) extend leisure time allocation research to a more practical and usable level; (2) develop a research platform for the future of consumer behavior and other disciplines; and (3) to begin the work of assigning values to different time classifications, understanding the unique situation of leisure in customers time allocation decisions.

Future research should lead to a better understanding of the choices that customers make regarding leisure with their committed and uncommitted time. It is clear from the literature that leisure customers are unlikely to value their disposable time in a way identical to that used to value their work or income producing time. Also, disposable time is used for different purposes than work time.

Increasing role demands on women are creating greater pressure for prioritizing disposable time (Lane 1988). Additionally, research is necessary to determine how consumers allocate their disposable time. This may lead to a method of valuing disposable time. Such valuation of time would provide insight and decision guidance for service marketers. They could then begin to clarify at what price level different market segments may be willing to make adjustments in their disposable time allocations. Simply put, we must grasp the trade-off values of different types of leisure and recreational activity times with the dollar, socio-cultural and psychological values of these times.

MARKETING MANAGEMENT IMPLICATIONS

Providers of leisure services will have to become more attuned to the diversity of views that people have of time. The tendency to think only in economic terms, ignoring both the socio-cultural and psychological views, will stunt the leisure time growth potential within the U.S. and other countries. In this sense growth does not mean strikingly more time available for leisure, but richer time -- or more well-presented leisure time.

The key will be for marketing managers to assess how those people within their target market view time. If there is a dominant view concerning time in leisure it should be considered in positioning and promoting the leisure time service or product.

For example, if dealing with a potential customer segment which perceives leisure as "idleness" then educational promotion showing how leisure contributes to physical and psychological "battery charging" this could open the doors to these people. Feeling obligated to leisure rather than repelled by "idleness" is the thought.

Marketing managers should also consider teaching people--or exploring with them--the idea that leisure should be "committed" to a greater extent, rather than "uncommitted." "You owe it to yourself to set aside those hours, days or weeks," to travel, ski, bus to a concert, etc. Such an appeal based on an understanding of time and commitment status techniques could open the doors wider for the tour and fixed recreation site leisure operators.

The manager must also be aware of the life cycle position. People with leisure time are at both ends (bachelor, young married without children and retired) of the spectrum. So possibly we should be talking about "Yad" leisure (young adults) and "Geri" leisure (senior citizens). These are potential markets to focus on.

For example, the marketing manager for leisure services could be focusing on the Geri leisure. These seniors will live longer in better health. They will need new opportunities for spending their leisure time. There should be a shift in emphasis for seniors to less physically demanding activities than those their younger counterparts enjoy. Opportunities for touring by bus, or other travel where the Geri leisure is picked up at the home, processed for the trip, aided in boarding, met and escorted at the destination which often has closed complete leisure systems or where conducted tours/activities are abundant.

Time profiles and perceptions of target markets for arts devotees ("Arts" leisure), education leisures ("edu"leisure), cultural leisures ("cultu"leisures) and the like should be investigated also.

Company managers should be thinking about work-leisure programs for their employees. Since many employees, from line workers to executives, garner more or equal intrinsic reward from leisure versus work time. Hence work plus leisure packages could be promoted by the leisure service industry to increase employee satisfaction.

There are innumerable opportunities for the leisure industry that will continue to surface as the perception of time and its value and use is more fully understood.

Time, it appears, will continue to be one of the most constraining resource commodities for customers of services in the future. It will be of key importance for marketers to study and understand this crucial resource limitation. Understanding the types of trade-offs that leisure customers are willing to make, within their disposable, committed and uncommitted, time (or perhaps across their entire time perspective) will be an essential element in the creation of a competitive advantage for those sensitive to this important consumer base.

BIBLIOGRAPHY

Becker, Gary S. (1965), "A Theory of the Allocation of Time," The Economic Journal, 75 (September), 493-51.

Bellenger, Danny N. and Pradeep K. Korgaonkar (1980), "Profiling the Recreational Shopper," Journal of Retailing, 56 (Fall), 77-92.

Blinder, Alan S., and Yoram Weiss (1976), "Human Capital Labor Supply: A Synthesis," Journal of Political Economy, 84, 449-472.

Business Week (1979), "More Leisure in an Increasingly Electronic Society," 206, 208-212.

Cesario, Frank J. (1976), "Value of time in Recreation Benefit Studies," Land Economics, 52 (February), 32-41.

Chick, Garry E. (1986), "Leisure, Labor, and the Complexity of Culture: An Anthropological Perspective," Journal of Leisure Research, 18 (3), 154-168.

Darmon, Rene Y. (1981), "Optimal Compensation Plans for Salesmen Who Trade-Off Leisure Time Against Income," Journal of the Operational Research Society, 32 (5), 381- 390.

Driffill, E. J. (1980), "Life-Cycles With Terminal Retirement," International Economic Review, 21 (February), 46-62.

Financial World (1974), "The Serious Business of Leisure Time," 142 (11), 18 & 30.

- Gramm, Warren S. (1987), "Labor, Work, and Leisure: Human Well-Being and the Optimal Allocation of Time," Journal of Economic Issues, 21 (March), 167-188.
- Griffin, Marie (1985), "The Importance of Play at Meetings," Successful Meetings, 34 (January), 19-21.
- Guenther, Harry and Joseph White (1979), "EFT System Privacy Safeguards: A Preliminary Inquiry Into the Privacy-Leisure Time Trade-Off," Journal of Bank Research, Autumn, 136-144.
- Hennefrund, William (1987), "Breaking Away," Association Management, 39 (August), 65-68.
- Hill, Martha S. (1985), Time, Goods, and Well-Being. Edited by F. Thomas Juster and Frank P. Stafford. Survey Research Center, Institute for Social Research, The University of Michigan.
- Holman, Rebecca H. and R. Dale Wilson (1980), "The Availability of Discretionary Time: Influences on Interactive Patterns of Consumer Shopping Behavior," Advances In Consumer Research, 7, ed by Olson, Jerry C., (Ann Arbor: Association for Consumer Research), 431-436.
- Hornik, Jacob (1982), "Situational Effects On The Consumption Of Time," Journal of Marketing, 46 (Fall), 44-55.
- Hughes, Meredith (1972), "Recreational Vehicles, Promoted For Leisure Time, Travel U.S.," Advertising and Sales Promotion, 20 (May), 26-33.
- Kiechel, Walter III (1983), "What Your Vacation Says About You," Fortune, 108 (6), 205-208.
- Kim, Chankon and Hanjoon Lee (1988), "Working Status and Leisure Activities of Married Women," In Press, Proceedings of the Academy of Marketing Science Conference, Spring 1988.
- Kokoski, Mary F. (1987), "Indices of Household Welfare and the Value of Leisure Time," The Review of Economics and Statistics, 83-89.
- Kotler, Philip (1984), "'Dream' Vacations: The Booming Market for Designed Experiences," Futurist, 18 (October), 7-13.
- Lane, Paul M. and Jay D. Lindquist (1988), "Definitions for the Fourth Dimensions: A Proposed Time Classification System," In Press, Proceedings of the Academy of Marketing Science Conference, Spring.
- Leuthold, Jane H. (1981), "Taxation and the Value of Nonmarket Time," Social Science Research, 10, 267-281.
- Liebermann, Yehoshua, and Jaques Silber (1983), "Household Economics and Market Segmentation," European Journal of Marketing, 17, 13-25.

- Linder, Staffan C. (1970), The Married Leisure Class, New York: Columbia University Press.
- Lioukas, S. K. (1982), "Choice of Travel Mode and Value of Time in Greece," Journal of Transport Economics and Policy, May, 161-180.
- Marscak, T. A. (1978), "On the Study of Taste Changing Policies," American Economic Review, 68 (May), 386-391.
- Martin, W. H. and S. Mason (1976), "Leisure 1980 and Beyond," Long Range Planning (UK), 9 (April), 58-65.
- Mayo, Edward J. and Lance P. Jarvis (1981), The Psychology of Leisure Travel, Boston: CBI Publishing.
- McCall, Suzanne H. (1977), "Meet the 'Workwife'," Journal of Marketing, 41 (July), 55-65.
- Meerloo, Joost and Abraham Mauritis (1970), Along the Fourth Dimension: Man's Sense of Time & History, New York: Day.
- Menefee, John A. (1982), "The Demand for Consumption Time: A Longitudinal Perspective," Journal of Consumer Research, 8 (March), 391-397.
- Oppenheimer, Margaret (1979), "Time as a Scarce Resource in Economic Planning," Journal of Economics and Business, 31, 218-221.
- Robinson, John P. (1967), "Time Expenditure on Sports Across Ten Countries," International Review of Sport Sociology, 2, 67-84.
- Russell, Cheryl (1981), "Profile: America's Arts," American Demographics, 3 (November), 40-41.
- Ryder, Harl E., Frank P. Stafford and Paula E. Stephan (1976), "Labor Leisure and Training Over the Life Circle," International Economic Review, 17 (October), 651-674.
- Schary, Philip B. (1971), "Consumption and the Problem of Time," Journal of Marketing, 35 (April), 50-55.
- Settle, Robert B. (1980), "A Discussion of 'Time' Research," Advances in Consumer Research, 7, ed by Olson, Jerry C., (Ann Arbor: Association for Consumer Research), 448-450.
- Shaw, Susan M. (1986), "Leisure, Recreation or Free Time? Measuring Time Usage," Journal of Leisure Research, 18, 177-189.
- Stunkel, Edith L. (1979), "Let's Abolish Retirement," Futurist, 13 (October), 325-328.
- Tavernier, Gerald (1978), "Car Workers Shift to Flexible Leisure Time," International Management, 33 (October), 39-40.

- Unger, Lynette S. and Jerome B. Kernan (1983), "On the Meaning of Leisure: An Investigation of Some Determinants of the Subjective Experience," Journal of Consumer Research, 9 (March), 381-392.
- Vickerman, R. W. (1980), "The New Leisure Society: An Economic Analysis," Futures, 12 (June), 191-200.
- Voss, Justin (1967), "The Definition of Leisure," Journal of Economic Issues, 1, 91-106.
- Walsh, Doris (1983), "Dual-Career Sex and Other Mundane Topics," American Demographics, 5 (September), 38-39.

EXHIBIT 1 TIME LITERATURE AND TERMINOLOGY CHRONOLOGICALLY DISPLAYED UNDER PROPOSED CLASSIFICATION SYSTEM
Authors Proposed Classification System

AUTHORS PROPOSED MODEL (Sample Allocations)	INCOME PRODUCING TIME		COMMITTED		UNCOMMITTED	
	(Labor)	(Work)	Obligated (Childcare)	Non Obligated (Housework) (Shopping)	Planned (Book to Read)	Unplanned (Spontaneous) (Activities)
Findings From the Literature Arrayed on Author's Proposed Classification System						
ECONOMIC MODEL	INCOME PRODUCING TIME		COMMITTED		UNCOMMITTED	
	Production Income Producing Time		Consumption Disposable Time		Discretionary Time	
BECKER (1965) Hypothetical	Labor		Leisure			
ROBINSON (1967) Empirical	Work Related		Team Sports	Adult Education-Organizations Housework Childcare	Free Time Active Leisure (Sports as a subset) Social Entertainment	Passive Leisure Individual
VOSS (1967) Hypothetical	Work (Paid directly or indirectly)		Non Discretionary Time ¹		Leisure (Discretionary Time)	
LIBERMAN AND SIVER (1970) Empirical	Market work		Housework Education Timechild "Orgapart" "Sociallife"	"Eatosleep" "Goodsbuy"	Active Leisure (Individual)	Passive Leisure
SCHARY (1971) Hypothetical	Compensated		Non Compensated			
BLINDER (1976)* WEISS Hypothetical	Work		Education		Leisure	
OPPENHEIMER (1979) Hypothetical	Paid Production	Transaction Interaction	Unpaid Production Consumption		Leisure	
SETTLE (1979) ALRECK BELCH Hypothetical					Leisure Entertainment Competitive Sports	
HOLMAN (1980) WILSON Empirical	Work Time	Fixed Time	Discretionary		Freetime	
MENAFEE (1982) Empirical	Work Time		Consumption Non Work Time			
SHAW (1986) Empirical			Leisure		Freetime ²	
GRAMM (1987) Hypothetical	Labor (Manual)	Work ⁴ (Skilled Intellect)			Leisure ³ (Residual)	

1. Nondiscretionary time includes a sense of legal moral, social or physiological compulsion or obligation when deciding how to allocate time.
 2. These were considered over the lifecycle of the individuals.
 3. All recreation is free time, but not all free time is leisure, free time not as experimental as leisure. Part of leisure can occur during inobligatory activities such as: coffee and work break, childcare, personal care, home and garden care, mealtime.
 4. Embodies elements of direct satisfaction and direct utility.
 5. Non labor, nonwork. Sacrificed effort, the cost of giving up the future. Active as opposed to passive.
- Note:
1. Discrepancies in the placement of identical terms is due to the different author's definitions. Words like "leisure," "freetime," "discretionary," have different meanings in various studies.
 2. An author's definition requires dual placement under the proposed model.

EXHIBIT 2
TIME ORIENTATION: A LITERATURE REVIEW

AUTHORS	ECONOMIC	SOCIO CULTURAL	PSYCHOLOGICAL
Hughs 1972 H			Leisure for Significance
Financial World 1974 H	Discretionary Time Used for Leisure Time Products		
Ryder, et al. 1976 H	Leisure in Economic Model of Life-Cycle Training, Enriches Modeling		
Martin and Mason 1976 E	Trade-Off Between Leisure and Free Time		
McCall 1977 E		Workwives Cultural Acceptance; Job Satisfaction; Family Planning; Standard of Living; Labor Saving Devices	
Cesario 1976 H	Recreation Consumption Has No Market Value; Time Trade-offs		
Travernier 1978 H			Workers Want to Choose Leisure Time
Best 1978 E	Exchange of Income for Free Time Format	Workers Want to Choose Leisure Time	Individual Life-Cycle Planning
Marscak 1978 H	Shift in Leisure Impacts Social Welfare		
Guenther and White 1979 H	Non Work Time Consumed in Transaction and Leisure Varies With Wage Rate		
Business Week 1979 H	Technology Increasing Productivity	Leisure Time Increasing with Improved Technology and Health	
Stunkel 1979 H	Inequitable Distribution of Income	Free Time and Life-Cycle	
Bellenger and Korgaonkar 1980 E		Recreational Shopper Uses Leisure Time for Shopping	
Driffill 1980 H	Utility Maximization of Leisure Time Over Life Cycle		
Vickerman 1980 H	Workwife's Transfer From Home Production to Labor Macro: Work/Leisure Substitution; Leisure Spending Low Productivity Sectors		

EXHIBIT 2 (continued)
TIME ORIENTATION: A LITERATURE REVIEW

AUTHORS	ECONOMIC	SOCIO CULTURAL	PSYCHOLOGICAL
Darmon 1981 H	Salesmen Not Income Maximizers		
Leuthold 1981 E	Leisure as Consumer Good and Tax Implications		
Mayo and Jarvis 1981 H		Uneasiness About Leisure	Guilt About Time Off; Work Ethic
Russell 1981 H		Shrinking Leisure Time	
Hornik 1982 E			Situational Effect on Consumption; Leisure is Free and Uncommitted
Lioukas 1982 E	Travel Time is a Component of Leisure		
Gerstl 1983 H	Leisure Time Increasing Importance and Structured by Work		Leisure: Diversity; Future Flows, and Social Relations
Kiechel 1983 H		Leisure Models: Spillover Model - Work & play Alike; Compensation Model: Leisure Satisfaction Needs Not Met at Work	
Unger and Kernan 1983 E	Objection Definitions; Non-Work Time; Participation in Certain Types of Activities		Subjective Definitions; Intrinsic Satisfaction; Percieved Freedom Involvement
Walsh 1983 H		Amounts of Leisure Time Vary with Life-Cycle Stage	
Kotler 1984 H		Leisure Experience with Significance	
Griffin 1985 H			Leisure Provides Physical & Emotional Outlet
Hill 1985 E		Importance of Television in Leisure; Passive Leisure is Dominated by the Spoken Word	
Chick 1986 H		Cultural Complexity, Evolution, and Leisure Time; 1. Surplus Theory 2. Time Scarcity Hypothesis 3. U-Shaped Curvilinear 4. Unrelated	Freedom of Choice
Hennefrund 1987 H		Increasing Potential Conflicts with Leisure and the Work Ethic	Workaholics feel for Uncommitted Planned
Kokoski 1987 E	Decreasing Household Leisure Consumption		
Kim and Lee 1988 E	Despite Work Constraint Workwife Makes Time For Leisure	Workwives Pursue Non-Home Leisure; Housewives Home Centered	

EXHIBIT 3
LEISURE TIME LITERATURE AND TERMINOLOGY CHRONOLOGICALLY DISPLAYED
Proposed Classification System

AUTHORS PROPOSED MODEL (Sample Allocations)	<u>INCOME PRODUCING TIME</u>		<u>COMMITTED</u>		<u>UNCOMMITTED</u>	
	(Labor)	(Work)	Obligated (Childcare)	Non Obligated (Housework) (Shopping) (Personal Needs)	Planned (Book to Read)	Unplanned (Spontaneous) (Activities)

Findings From the Literature Arrayed on Author's Proposed Classification System

<u>INCOME PRODUCING TIME</u>	<u>COMMITTED</u>	<u>UNCOMMITTED</u>	
ECONOMIC MODEL	Production Income Producing Time	Consumption Disposable Time	Discretionary Time
Linder 1970 H	Working Time	Personal Work -----Consumption Time----- -----Cultivation of Mind and Spirit-----	Idleness
McCall 1977 E		[Housewife] civic work school volunteer transport children bridge	[Workwife] boating camping crafts
Gunther and White 1979 H	-----Work-----	-----Transaction and Leisure----- sleep recreation socializing	
Bellenger and Korgaonkar 1980 E		-----Recreational Shopping-----	
Driffill 1980 H	-----work-----training-----	-----Leisure-----	
Vickerman 1980 H		(May include some committed time if not work or personal care) visiting relatives	-----Leisure----- listening to music gardening television
Mayo and Jarvis 1981 H		Maintenance Time -----Consumption Time----- -----Social Time----- -----Cultural Time----- -----Leisure Time-----	Idle Time
Hornik 1982 E			-----Leisure-----
Gerstl 1983 H			-----Leisure-----

Exhibit 3 (continued)

AUTHORS PROPOSED MODEL (Sample Allocations)	INCOME PRODUCING TIME		COMMITTED		UNCOMMITTED	
	(Labor)	(Work)	Obligated (Childcare)	Non Obligated (Housework) (Shopping) (Personal Needs)	Planned (Book to Read)	Unplanned (Spontaneous) (Activities)
Findings From the Literature Arrayed on Author's Proposed Classification System						
ECONOMIC MODEL	Production Income Producing Time		Consumption Disposable Time		Discretionary Time	
Kiechel 1983 H			Dreams to reality		-----Vacation----- Time for Adjustment Avoid Obligations Set the child in you free Active interests follow	
McKendrick 1983 E					-----Passive Leisure----- Television Television Reading Reading Music Music	
Unger and Kernan 1983 E					-----Intrinsic Satisfaction----- -----Perceived Freedom-----	
Walsh 1983 E					-----Free Time or Leisure----- Television	
Kotler 1984 H					-----Dream Vacations-----	
Hill 1985 E					-----Passive Leisure----- radio, records or tapes; reading: books, magazines or newspapers conversations: telephone & face-to-face (T.V. average 14.3 hours per week) -----Active Leisure----- team sports individual sports performance arts -----individual arts/literature----- -----hobbies and domestic crafts-----	
Kim and Lee 1988 E			Cultural activities Participation Games Spectator Games Social	-----Domestic----- Household-Renovation -----Outdoor----- Downhill skiing Cross-country-Skiing Horseback riding Boating Camping trips Archery Cycling	Woodworking Gardening Dressmaking Knitting Reading for Pleasure Ice Skating Swimming Jogging/Running Horseback Riding	