HOW CONSUMERS CONSUME: ENRICHMENT OF HOLT'S TYPOLOGY BASED ON WORLD HERITAGE SITES VISIT

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Abstract

The majority of typologies in the field of tourism offer no potential for transferability from one study to another; because often using contingent measures. According to this, we here propose to build a typology based on a perceived value scale for the case of the experience of visiting Chambord castle (N = 380). Results make possible to enrich the typology proposed by Holt (1995). Put into perspective from the conceptual framework of consumer value and the memory of the experience, the methods of construction and interpretation of Holt matrix are updated.

Key-word: Typology; Tourism; Value; World Heritage Visit

Résumé

La majorité des typologies dans le domaine du tourisme n'offre aucun potentiel de transférabilité d'un terrain à un autre, en raison de l'usage de mesures purement contingentes. Partant de ce constat, une typologie construite à partir d'une échelle de la valeur perçue de l'expérience de visite du château de Chambord est produite (N=380). Les résultats permettent alors d'enrichir la typologie proposée par Holt (1995). Mise en perspective à partir du cadre conceptuel de la valeur perçue et du souvenir de l'expérience, les modalités de construction et d'interprétation de la matrice de Holt sont actualisées.

Mots-clés: Typologie ; Tourisme ; Valeur ; Visite de patrimoine culturel

Introduction

The choice of a tourist destination, or a monument to visit, is not constrained to a need of consumption (such as eating, moving, housing). It is a deliberate choice, based on hedonic, symbolic motivations, self-enrichment (...) whose main objective is to create memories. This perspective allows to go beyond transactional logic (supply logic) so that researchers can better explore experiential consumption. Holt's seminal article (1995) "*How Consumers Consume: A Typology of Consumption Practices*" fits into this register (by studying baseball games). It has been the basis for lot of research (over 2,500 citations), which goes beyond the field of sports marketing or cultural marketing. This typology is still valid to better understand the behavior of the contemporary consumer.

In fact, the development of typologies by marketing researchers has really grown since the 1990s (see Timeline, Figure 1). Yet few of them contribute significantly to a better understanding of consumer behavior. This conclusion seems to be shared by Tkaczynski and Rundle-Thiele (2011) who conducted a meta-analysis of typologies developed in the field of the event. Their work evidences, for example, that only 18,1% of segmentations on quantitative data (in the field of the event) carried out by researchers use cluster analysis or discriminant analysis. These authors then propose a research agenda and recommendations to guide future work on this theme (events) and with this method (typology).

Figure 1. Timeline of Typology in Marketing research (made from Business source)
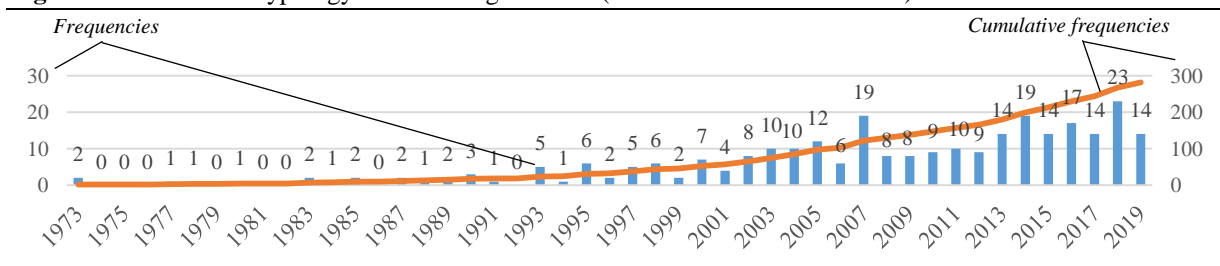
In tourism marketing field, **our research proposes to explore the interest of a typology of visitors of a World Heritage Site** (WHS): the case of the castle of Chambord (France). The literature review highlights the weaknesses of the various typologies carried out in the tourism sector and justifies adopting the conceptual framework of perceived value to apprehend the experience of visiting the Chambord castle. After having explained the methodology (survey + observations), results of the empirical study are presented. Findings allow to update Holt's typology (1995) by integrating the notion of memory experience (Flacandji, 2015) into the interpretation of the results.

1. Literature review

In the tourism sector, two types of segmentation are conceivable:

(a) *A segmentation of destinations* (i.e. places of relaxation, sports practices...). Segments are determined either by motivations or homogeneous behaviors (e.g. Ahmed et al, 1998; Park and Yoon, 2009); depending on the specificities of the destination (e.g. Ski resort segmentation by Konu et al., 2011) or areas visited in the same site (e.g. Hemmington et al., 2005).

(b) *A consumer segmentation*. The segments are then determined by examining the heterogeneity of the motivations or behaviors within the same destination.

Option (b) is used in this study because there is very little interest in segmenting tourism marketing destinations. Several studies propose typologies of consumption, which emerge from the examination of cultural activities, entertainment and/or tourism (Appendix 1).

The main strength of these typologies developed in the tourism sector is also their main weakness: results are most often contingent (context specific) on the studied field. The

segments identified are thus difficult to extrapolate to another activity and the theoretical implications for this work are almost none. To take just one example from the list in Appendix 1, Fuller and Matzler (2008) surveyed more than 6,000 people to identify segments such as "family" or "sportly-life-conscious" to categorize the motivations of alpine skiers.

The main problem is that cluster analysis are powered by *ad'hoc* survey scales (made up by the researchers to be specific to the studied field). Thus, when a study deals with "rural tourism activities", the measure includes a "heritage & nature" dimension and the typology achieved by a "heritage & nature seekers" group (e.g. Appendix 1, Rid et al., 2014). All these results are have therefore little theoretical interest.

However, the interest of these fields is that the consumer can be more-or-less actor of an experience often full of emotions (Holbrook, 1994, Holbrook and Hirschman, 1982). As stated by Guallino and Salvador (2015), "*Padgett and Douglas (1997) point out that the benefits of using tourism services are first and foremost experiential*". The two most interesting typologies (Figure 2) in the field of tourism are those that have been developed from qualitative approaches, looking for these experiential benefits: McKercher (2002) and Holt (1995). McKercher's typology (2002) inspired works by Kantanen and Tikkanen (2006), Hurtado et al. (2014) and Chen and Huang (2018).

Figure 2. Main typologies retained
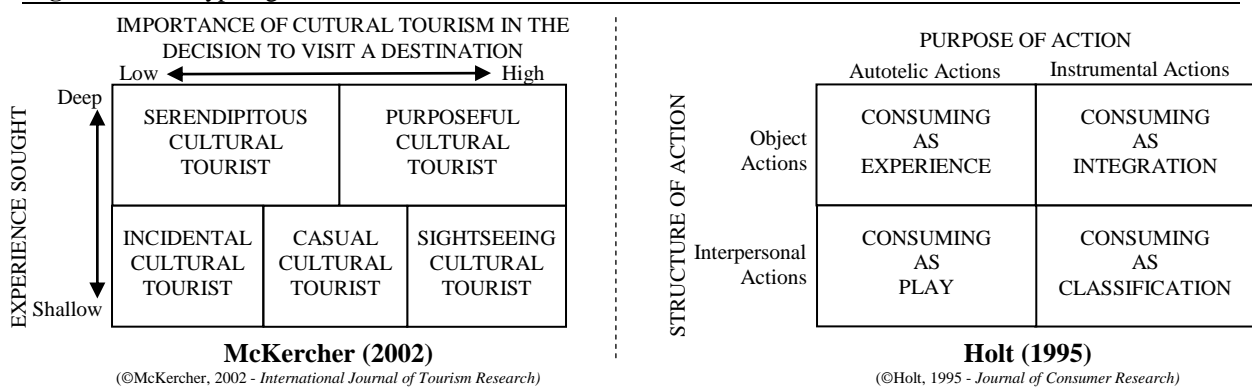
These two typologies are different. One is based on the apprehension of consumer practices (Holt, 1995) exclusively, while the other is based on the feeling and interest in action (McKercher, 2002). Both are based on the perceived benefits of the consumer experience and thus fit into the assessments of perceived value.

In fact, perceived value conceptual framework appears useful and relevant to support a typology in the field of cultural consumption. Rather than making a typology from variables specific to a single field of study, we propose to use the Experiential Value Scale (Mathwick et al., 2001) because it is the closest construct (7 dimensions) to Holbrook and Hirschman (1982)'s seminal works.

2. Method

Holt (1995) studied baseball spectators in the US and McKercher examined the Cultural Tourism Market in Hong Kong. Not being able to choose one or the other specific field, this research proposes to study a World Heritage Site (label UNESCO): the castle of Chambord.

The *Study 1* is a quantitative approach. A questionnaire is administered at the castle exit to evaluate the perceived value of the experience (Mathwick et al., 2001), the overall satisfaction with the visit (Oliver, 1980), the likelihood to produce WOM / Revisit Intention (Zeithaml et al., 1996) and the Brand Attitude (Martin and Brown, 1991). This quantitative approach has the advantage of minimizing the interpretation bias inherent in qualitative

techniques. The sample is composed of 380 tourists presented in Appendix 2. The psychometric properties of the measures are satisfactory (Appendix 3). Different kinds of statistical procedures are made: (1) CFA analysis on all measures, (2) hierarchical cluster analysis with squared Euclidian distance and Ward linkage method on EVS (Appendix 4, 5); (3) Discriminant analysis with all measures (EVS + Satisfaction, WOM Intention, Loyalty Intention, Brand Attitude, Involvement, Visit Duration, Visit Motivation) to group's description.

The **Study 2** is a qualitative approach. The objective is to illustrate the groups selected in the typology to better describe the behavior of the consumer. We followed and observed and listened to 15 analysis-units (1 person + companions) during their visit to the castle; which represents more than 28 hours of observation. These observations were the subject of notes, photographs and sound recording. This method allow us to go beyond the limits of traditional declarative methods (e.g. shouts of laughter, a person mimicking a king inside the castle).

3. Main result
3.1. Study 1

The results of the hierarchical cluster analysis on EVS dimensions (Figure 3) are overlapping with Holt matrix (1995). The four groups identified in our typology thus make possible to better describe those identified by Holt 20 years earlier; and therefore, to also update this matrix from the conceptual framework of the experiential perceived value.

Figure 3. Metaphors for Cultural Heritage Experience by EVS
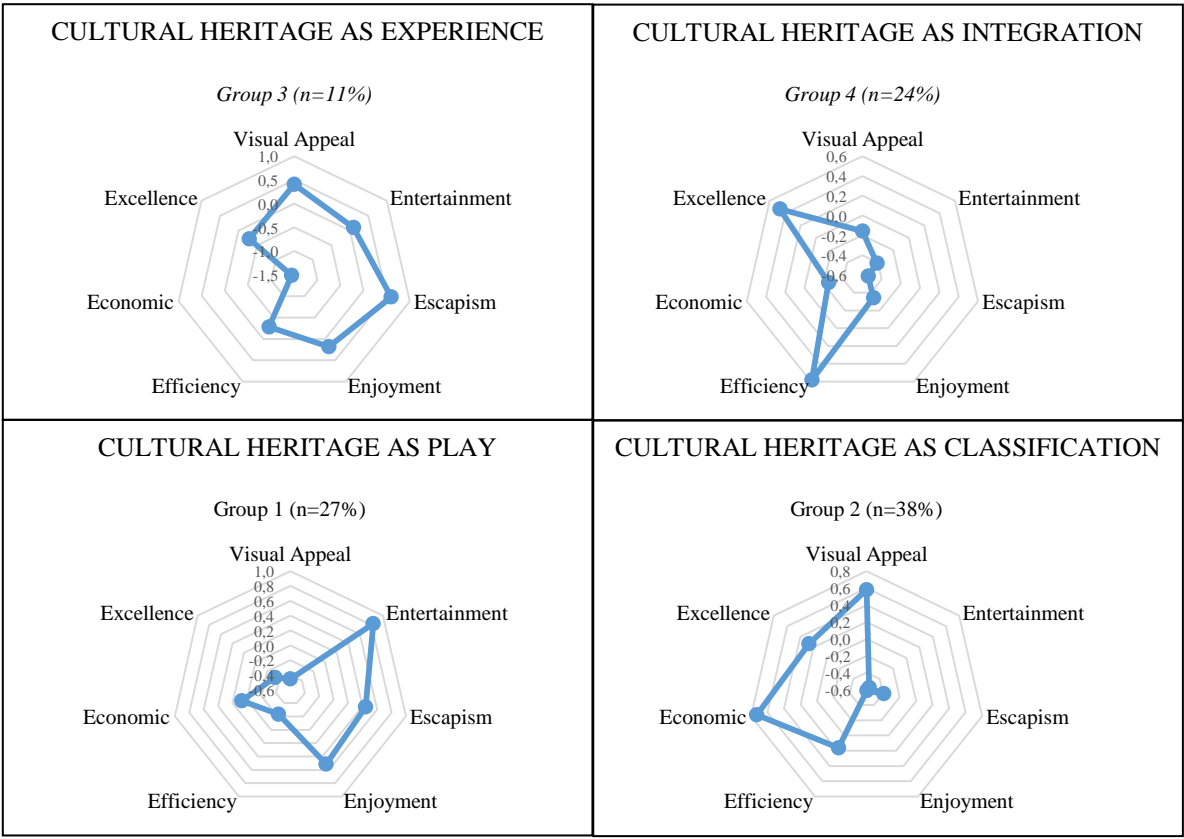
Cultural Heritage as experience: The strong scores of *Escapism*, *Visual Aspect* and *Enjoyment* clearly suggest immersion in the experiential context. The feeling of escaping from everyday life, of intense and positive emotions, by over-stimulation of the senses (visual)

corresponds well to the description of immersion in the sense of Carù and Cova (2003) or Ladwein (2002). It is an immersion in the tourist site (the castle) and not just in a "game" of site discovery (= next group). The WHS is important.

Cultural Heritage as play: *Entertainment* and *Enjoyment* scores are higher than *Escapism* scores. It is a group of people who apprehend the visit as a game (ultimately, no matter the site, as long as the experience is fun). As you say in France [As Honoré de Balzac said] "*the bottle does not matter as much as the drunkenness*".

Cultural Heritage as integration: *Excellence* and *Efficiency* scores show that this group is made up of people who fully integrate this visit with their life goal ("it must have been done in one's life, one can not die without having seen that"). It is more the castle (the place) which is incredible / supreme than the moment of visiting the castle.

Cultural Heritage as classification: The high scores for *Economic* and *Visual Appeal* facets mainly (then *Excellence* and *Efficiency*) show that the visit of the castle is part of a "holiday route" or cultural discoveries: "it is to be done; that's done ". The castle visit is then "classified" in the activities to be carried out (cognitive-dominated approach: *Economic*, *Visual Appeal*, *Excellence*, *Efficiency*; and non-emotional: *Escapism*, *Enjoyment*, *Entertainment*).

The description of groups obtained from the other variables in the study produces extra contributions (Table 1). For example, the main purpose of the visit is significantly stronger for the "*Integration"* group than for the other groups. This result seems normal since it is about people for whom the castle visit is integrated in their life project. Another example: Brand Attitude, Satisfaction (…) are higher for the "*Classification*" and "*Integration*" groups. Thus result is normal also since the individuals of these groups came especially for the castle whereas the two other groups ("*Experience"* and "*Play"*) discovered the value of the site at the time of the experience (immersed or in the form of games/entertainment).

Table 1. Group description

	Visit Satisfaction	WOM Intention	Loyalty Intention	Brand Attitude	Implication	Visit Duration in minutes	Visit Motivation	
							1st objective	2nd objective
Group 1 - Play	(- -) -0,7	(- -) -0,7	(- -) -0,4	(- -) -0,5	(- -) -0,4	(=) 167	(- -) 31%	(+) 69%
Group 2 - Classification	(+ +) 0,5	(+ +) 0,4	(+) 0,3	(+ +) 0,4	(+) 0,2	(=) 165	(=) 38%	(=) 62%
Group 3 - Experience	(- -) -0,5	(-) -0,3	(- -) -0,5	(- -) -0,4	(-) -0,1	(=) 160	(=) 38%	(=) 63%
Group 4 - Integration	(+) 0,2	(+) 0,2	(+) 0,2	(+) 0,1	(+) 0,3	(=) 158	(+ +) 51%	(- -) 49%
[a]F / [b] Khi-2	41,114[a]	34,131[a]	16,748[a]	18,731[a]	9,466[a]	0,309[a]	7,685[b]	
p	*<0,001*	*<0,001*	*<0,001*	*<0,001*	*<0,001*	*0,819*	*0,053*	

3.2. Study 2

From the observation materials of the spotted analysis units in the castle, a categorization work (double coding) on Holt's matrix (1995) was carried out (Table 2). Only one analysis unit could not be classified by analysts.

Table 2. Main result of study 2

Ind	Gender	Companion	Visit Duration	Behavior description	Classification (Cultural Heritage as…)
1	Male	Friends	1h53	Very recreational	Play
2	Female	Child	1h42	Exploratory	Experience
3	Female	Husband	1h37	Exploratory / discovery / curiosity of the place	Experience
4	Female	Cousin and friends	1h53	Recreational	Play
5	Female	Husband and children	2h10	Recreational / Informational Balance	Play / Classification
6	Male	Wife	1h30	Cultural Motivation / Discovery	Integration
7	Female	Friends	1h43	Butterfly, foraging, strolling	Experience
8	Female	Husband and children	1h45	Passive	Classification

9	Male	Wife	2h10	Exploratory	Experience
10	Male	Wife and children	2h00	Behavior of guide / referent	Integration
11	Male	Wife and children	2h20	Exploratory by default (feels lost)	Experience
12	Female	Husband	1h40	Passive (guided by husband)	Classification
13	Male	Girlfriend	1h53	Recreational with HistoPad	Play
14	Male	Wife and children	2h10	Febrile behavior, advance to taton	?
15	Male	Wife	2h20	Passive	Classification

4. Discussion

The main contributions resulting from this research are:

- To verify the interest of Holt's matrix (1995) and to propose an update. The typology identified in the case of Chambord by using the perceived value conceptual framework finally corresponds to Holt's classification (1995) proposed 20 years earlier.
- To extrapolate Holt's matrix (1995) --developed for a sports show (baseball)-- to the domain of a World Heritage Site. Previous research in the field of WHS or tourism proposes context-specific typologies or mainly based on McKercher approach (2002). We therefore encourage future research on typologies in tourism fields to consider the approach proposed by Holt (1995).
- To update the methods of construction of the original matrix from Holt (1995). The modalities of this matrix (Figure 1) were: *Autotelic/Instrumental action* and *Object/Interpersonal action*. According to the case of Chambord castle and by using a more recent literature review, we propose new modalities (Figure 4) based on the relationship of the individual to the experience (environmental psychology approach) and the memory of the experience (e.g. Flacandji, 2015).

Figure 4. Revision of Metaphors for consuming by Holt (1995)

| | | PURPOSE OF ACTION | |
		Memory of Moment	Memory of Place
STRUCTURE OF ACTION	Bond with Place	CONSUMING AS EXPERIENCE	CONSUMING AS INTEGRATION
	Bond with Moment	CONSUMING AS PLAY	CONSUMING AS CLASSIFICATION

Revisions to the ways of apprehending Holt's matrix (1995):

Bond with place: This is the "here". Action/consumption can only take place "here" (in this place). *Consuming as experience* represents the immersion of a person in the experiential context (Carù and Cova, 2006) with which he/she fully interacts. This person is immersed in this context and not in another. *Consuming as integration* corresponds to the memorization (=integration) of the wonder of the site or the experiential context.

Bond with moment: This is the "now". What matters here is more the moment than the place; "What I'm doing right now is more important than what I'm doing in/about the place (or what's happening in this place)." The place/destination is only a playground (*Consuming as play*) or a stage of a more global journey (*Consuming as classification*).

Memory of place: Memorization process (retention of information) centered on the sublime / unique character (*Consuming as integration*) or essential (*Consuming as classification*). Memorization process is more meaning than feeling.

Memory of moment: Memorization process focused on how the cultural experience is lived and constructed, relating to a cognitive distortion formed by the feeling of being immersed in the experiential context (*Consuming as experience*); or relating to an

affective/conative distortion (*Consuming as play*), caused by the feeling of playing with the experiential context. The memorization process depends more on the sensations than on the meanings.

The structure of these different processes of memorizing the cultural experience would be:

- Consuming as experience = Memory related to a state of immersion ("what I could live");

- Consuming as play = Memory related to entertainment ("which I could share");

- Consuming as integration = Memory of the incredible ("what I had to do");

- Consuming as classification = Memory of isomorphic type ("what needs to be done").

Several limitations can be associated with this preliminary work. As in the previous typological studies, the results depend on the choice of the measures. Perceived value could have been apprehended from a two-dimensional (e.g. Babin et al., 1994) or more cognitive (eg PERVAL from Sweeney and Soutar, 2001) approach. In addition, the robustness of results from different control variables (nationality, age, gender of respondents) should be tested (Appendix 6). As this is a working-paper and a French case, we hope to be able to benefit from the feedback of AFM French researchers at the congress to improve this work.

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Appendix 1. Typology / Segmentation in tourism

Autors	Field of study	Number of groups	Group description	Methodology	Variables used for the typology & *Clustering method*
Holt (1995)	Baseball (USA)	4	Consuming as experience / consuming as play / consuming as integration / consuming as classification	Qualitative	Purpose of Action (Autotelic vs. Instrumental Actions) / Structure of Action (Object vs. Interpersonal Actions) *Interpretative method (2 years observational case study)*
Hudson (2000)	Regular skiers and nonskiers (United Kingdom)	2	Men / Women	Quantitative (N=412)	Gender *Groups have been defined a priori*
McKercher (2002)	Cultural tourism market (Hong Kong)	5	Sightseeing cultural tourist / Purposeful cultural tourist / Casual cultural tourist / Incidental cultural tourist / Serendipitous cultural tourist	Qualitative	Importance of cultural motives (High vs. Low involvement) / Depth of experience (Shallow vs. Deep experience) *Interpretative method*
Pearce and Lee (2005)	Travel in general	2	High Travel Experience Level / Low Travel Experience Level	Quantitative (N=1 012)	Domestic Travel Experience / International Travel Experience / Age *Cluster analysis*
Kantanen and Tikkanen (2006)	4 cultural attractions [2 museums, 1 opera, 1 fortress] (Finland)	4	Sightseeing cultural tourist / Purposeful cultural tourist / Casual cultural tourist and Incidental cultural tourist / Serendipitous cultural tourist	Qualitative	Involvement (Low vs. High) / Experience (Shallow vs. Deep) *Multiple-case studies (x4) ; determination a priori*
Fuller and Matzler (2008)	10 leading Alpine ski resorts (Austria, Switzerland, Italy)	5	Non-family-diversion / Family / Sporty-life-conscious / Demanding / Settled-intellectual	Quantitative (N=6 172)	Lifestyle items (Health / Leisure Time / Family / Sports / Job / Travel / Environmental awareness / Change-diversion / Culture / Learning-studying) *Cluster analysis on Lifestyle items*
Park and Yoon (2009)	24 Rural tourism villages (Korea)	4	Family togetherness / Passive tourist / Want-it-all / Learning and excitement	Quantitative (N=252)	General Travel Motivation (Relaxation / Socialization / Learning / Family togetherness / Novelty / Excitement) *Hierarchical clusterisation*
Konu et al. (2011)	5 ski resorts (Lapland Finland)	6	Passive tourists / Cross-country skiers / Want-it-all / All-but-downhill skiing / Sports seekers / Relaxation seekers	Quantitative (N=1 529)	Downhill skiing services / Cross-country skiing services / Restaurants and social life / Spa services *K-means clustering method*
Chen and Noci (2013)	Shanghai World Expo (China)	4	Involved / Indifferent / Introvert / Extrovert	Quantitative (N=503)	Sensory experience / Emotional experience / Cognitive experience / Action experience *Cluster analysis*
Hurtado et al. (2014)	Crystal Cave in Yanchep National Park (Australia)	5	Incidental Geotourist / Accidental Geotourist / Serendipitous Geotourist / Intentional Geotourist / Purposeful Geotourist	Quantitative (N=119)	Importance of the attraction compared to other attractions / Depth experience *Categorization based on measures "Centrality" (interest in caves) and "Depth experience"*
Rid et al. (2014)	Rural tourism activities (The Gambia)	4	Multi-experiences & beach seekers / Multi-experiences seekers / Heritage & nature seekers / Sun & beach seekers	Quantitative (N=430)	Travel motivation (Heritage & Nature / Authentic Rural Experience / Learning / Sun & Beach) *Hierarchical clusterisation*
Guallino and Salvador (2015)	Ski station (France)	5	Tourists "Want-it-all" / grandparents / nature seekers / sport seekers / passive tourists	Quantitative (N=1 843)	Sensation seeking / Hedonism and image / Regional and cultural heritage / Guaranteed service *Hierarchical clusterisation*
Eusébio et al. (2017)	Domestic rural tourism (Portugal)	4	The active visitors / The passive nature observers / The inactives / The summer family vacationers	Quantitative (N=866)	24 tourism activities (eg. Appreciating the beauty of the landscape / Tasting local cuisine / Going to the beach / Visiting museums / Picnicking…) *Hierarchical clusterisation*
Albayrak and Caber (2018)	White-water rafting (Turkey)	4	Active Vacationers / Reluctant Vacationers / Moderate Vacationers / Challenge Seeker Vacationers	Quantitative (N=375)	Practice activity Motivation (Intellectual / Social / Competence-mastery / Stimulus-avoidance) *Cluster analysis*
Chen and Huang (2018)	Cultural attraction of a city [Macau] (China)	5	Casual / Incidental / Purposeful / Serendipitous / Sightseeing	Quantitative (N=595)	Importance of the motivation / Depth of cultural experience *Categorization (function of standardized average) based on measures "Importance of the motivation" (2 items) and "Depth of cultural experience" (single-item)*
Kastenholz et al. (2018)	Rural tourism destinations (Portugal)	3	Little concerned / Active preservers of nature and culture / Local nature, culture and community seekers	Quantitative (N=786)	Sustainable travel behavior (Social interaction / Nature and culture preservation / Appreciating local products / Saving resources …) *Cluster analysis*
Menor-Campos et al. (2019)	World Heritage Sites (Cordoba) with peer-to-peer accommodation (Spain)	3	Economic / Comfortable / Social	Quantitative (N=679)	Motivation (social, economic, comfort) to opt for the peer-to-peer tourism *Cluster analysis*

Appendix 2. Sample characteristics

Variables & modality	Freq.	(%)	Variables & modality	Freq.	(%)
Visit motivation			Number of annual trips		
Visit of the castle as main objective	139	(39,4)	1	59	(16,7)
Visit of the castle as secondary objective	214	(60,6)	2	213	(60,3)
Purpose of the trip			3	81	(22,9)
Hobbies	333	(94,3)	Gender		
Job	10	(2,8)	Male	181	(51,3)
Loire by bike	3	(0,8)	Female	172	(48,7)
Event	7	(2,0)	Country of residence		
Length of stay			France	244	(69,1)
Less than 3 days	123	(34,8)	Other country	109	(30,9)
3 to 7 seven days	178	(50,4)	Level of education		
More than 7 days	52	(14,7)	None	1	(0,3)
Accompaniment during the visit			Primary school	3	(0,8)
Alone	10	(2,8)	High school	21	(5,9)
In couple	190	(53,8)	Secondary school	88	(24,9)
In family	113	(32,0)	University dgree	167	(47,3)
With friends	30	(8,5)	Master / PhD	73	(20,7)
In group	9	(2,5)			
Other	1	(0,3)			

Age: Mean = 44 years old (standard deviation = 16)
Number of castles visited since January 2018: Mean = 2 (standard deviation = 1,5)
Visit duration: Mean = 163 minutes (standard deviation = 70)

**Appendix 3.** Psychometric properties

Variable	CR	VA.	Ent.	Esc.	Enj.	Eff.	Eco.	Exc.	Sat.	Wom	Rev.	Br.
Visual appeal	,758	**,528**										
Entertainment	,873	,316	**,697**									
Escapism	,784	,093	,386	**,550**								
Enjoyment	,684	,187	,404	,358	**,523**							
Efficiency	,744	,090	,383	,408	,473	**,508**						
Economic Value	,862	,034	,089	,072	,086	,042	**,684**					
Excellence	,541	,102	,112	,433	,153	,150	,098	**,373**				
Satisfaction	,885	,202	,291	,181	,320	,187	,112	,213	**,719**			
WOM intention	,897	,207	,266	,201	,264	,168	,067	,205	,567	**,744**		
Revisit intention	,742	,028	,174	,201	,191	,139	,052	,113	,194	,304	**,494**	
Brand attitude	,796	,143	,130	,199	,140	,104	,104	,500	,225	,214	,086	**,501**

CR=Construct Reliability; AVE diagonally in bold; squared correlations in column

Appendix 4. Hierarchical classification characteristics
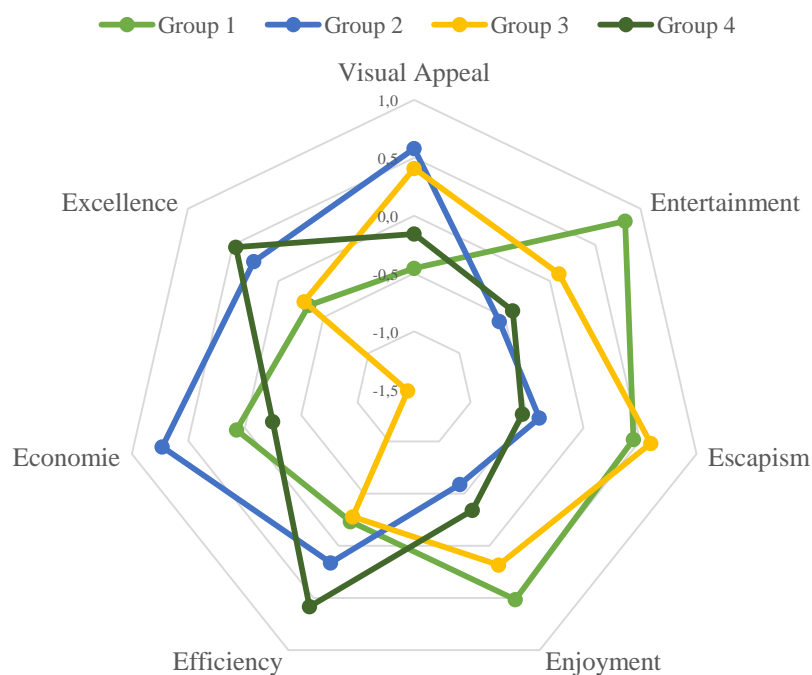Method: Ward distance
Measure: Euclidian square
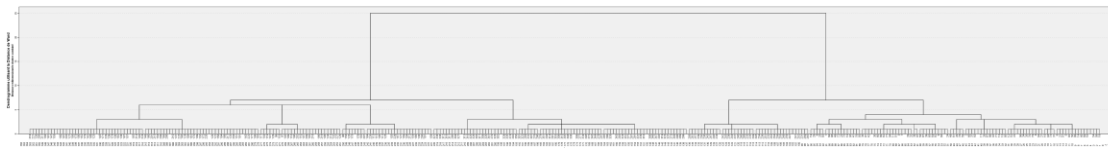
Test of significance of the discriminant functions level

Wilk's lambda	F	df	p
0.136	47.016	21	<0.001

Appendix 5. Typology for Cultural Heritage Experience by EVS

	Visual Appeal	Entertainment	Escapism	Enjoyment	Efficiency	Economy	Excellence	N	(%)
Group 1	-0,5	0,8	0,4	0,5	-0,2	0,1	-0,3	96	27
Group 2	0,6	-0,6	-0,4	-0,6	0,2	0,7	0,3	133	38
Group 3	0,4	0,1	0,6	0,2	-0,3	-1,4	-0,3	40	11
Group 4	-0,2	-0,4	-0,5	-0,3	0,6	-0,2	0,5	84	24
F	53,959	76,144	39,199	61,476	17,596	113,916	18,274	353	100
p	0,000	0,000	0,000	0,000	0,000	0,000	0,000		

Appendix 6. Others variables, Control variables

	Number of previous visits of the castle	Number of castles visited since January1 2018	Age	Length of stay			Number of annual trips		
				Less than 3 days	3 to 7 seven days	More than 7 days	1 trip	2 trips	3 trips
Group 1 - Play	0,60	2,04	41,93	33,3%	53,1%	13,5%	18,8%	61,5%	19,8%
Group 2 - Classification	1,11	2,35	46,53	34,6%	44,4%	21,1%	17,3%	58,6%	24,1%
Group 3 - Experience	0,50	2,18	41,33	27,5%	62,5%	10,0%	10,0%	65,0%	25,0%
Group 4 - Integration	0,83	2,27	44,90	40,5%	51,2%	8,3%	16,7%	59,5%	23,8%
Total sample	0,84	2,23	44,30	34,8%	50,4%	14,7%	16,7%	60,3%	22,9%
F[a] / Khi-2[b]	0,824[a]	0,171[a]	2,210[a]	10,366[b]			2,169[b]		
p	0,481	0,916	0,087	0,110			0,904		