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## The Influence of Event Quality on Brand Value, Satisfaction and Recommend Intention as perceived by Local Food Event Participants: Case of Miderdok Festival in Changwon Province

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### KEYWORDS

Event quality,  
Brand value,  
Recommend intention,  
Local food festival.

### ABSTRACT

The purpose of current study was to identify the influence of event quality on brand value, satisfaction, and recommend intention as perceived by a local food festival participants. Survey was distributed to the Changwon Miderdok festival participants, 350 questionnaire surveys were distributed and 330 participants were employed for statistical analysis with erasing invalid responses. Based on the process of hypothesis verification on the formulated model, it suggested that motivation factors have significantly impact on evolvment element. Specifically, humanic and physical elements were significant predictors of both brand value and satisfaction, and all factors of event quality except convenience were critical antecedents of visitors' satisfaction. In current study, in addition, brand value has positive influence on satisfaction and satisfied visitors tried to recommend the destination to others. This study will help to develop meaningful marketing strategy for local food festival industry. Furthermore, this study will contribute to improve an attractive business model to increase profit for both local society and academic study related to local food festival.

## 1. INTRODUCTION

The market of the local event is keep growing each year and planners of the event began to appear in the market and the profession is becoming more specialized. Local festival including food festival has been known to have a significant influence on the local society and economy in deriving a lot of benefits from the participants and improving the destination image (Jang & Feng, 2007). Visitors of local event participate in the festival for various reasons. People are more travel oriented and enjoy activities or foods, and the visitors are willing to come back the place based on their positive memo-

ries from first visiting (Vajirakachorn & Chongwatpol, 2017).

Food has been recognized one of critical elements to exert a strong influence on people's positive satisfaction or future intention in diverse sectors. Specifically, food seems to be accepted as a fundamental component to satisfy restaurant customers (Lee, 2016; Namkung & Jang, 2007; Raajpoot, 2002; Sulek & Hensley, 2004; Lee, 2016), and tourists (Axelsen & Swan, 2009; Bessiere, 1998; Son, Lee, & Kim, 2016). For example, Axelsen and Swan (2009) identified that festival attributes including quality of food can influence on positive consumer perception of general evaluation of food festival. In addition, Kim, Jang, and Kim (2016) found that food involvement can

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impact on tourists' behavior and intension of revisiting in a food festival. In the similar vein, Son et al.(2016) identified food is important factor in tourists' experiences from domestic tourists' perspectives. Even though food is clearly obvious factor will influence people's final decision, limited studies identified the relationship among general quality of event and other significant elements especially in a specific local food festival.

Quality is formed based on the level of satisfaction by consumers with the provided services (Kwon, Seo, & Lee, 2011; Shin, Song, & Lee, 2012). Therefore, quality in the event industry reflects consumer value, and event quality influences to individual reaction and emotion in evaluating service (Jin, Lee, & Lee, 2013). Prior scholars used the concept of event quality as a critical predictor between other factors such perceive value, perception, brand and positive future behaviors (Jin et al., 2013; Yoon, Lee, & Lee, 2010; Lim & Lim, 2010). For instance, Yoon et al. (2010) employed five dimension of festival quality as service, food, informational, program, souvenir, and convenience, and those elements closely related each other and influence on participants perception. In addition, Lee, Lee, and Choi (2011) identified factors of festival qualities as informational service, festival product, environmental factor, program, and convenience facility. Furthermore, previous study emphasized the intangible factors related emotional side as well as tangible cues in event industry (Lim & Lim, 2010).

Although the rapid growth of the event market in the related industry, research on the local event is very limited. Especially, although the local food festival is becoming a major event in related industry, detailed and logical research on the effects of various event attributes on the brand value, and recommendation intention, among other things, is limited. Therefore, this study identified attributes of event quality perceived by customers who has invited to the local event, and investigated how the event quality influences the brand value, satisfaction, and recommendation intention from the Miderdok festival participants which is one of famous local food festival in South Korea.

## 2. LITERATURE REVIEW

### 2.1. Event Quality

Evaluation is formulated from the general perception about experienced service or products by consumers and quality is formed based on the level of satisfaction experienced that developed by a service provider (Kwon et al., 2011; Shin et al.,

2012). Therefore, quality can be justified as a critical predictor to influence on consumers' evaluation toward something as perceived by the provider. However, perception of quality is not only developed by assessment of the service or product, but it also effects decision-making of the customer (Jung, 2009). Especially, quality in the event sector reveals people value, and the event quality states to consumer behavior as long as emotional side (Jin et al., 2013). In hence, event quality is particularly highlighted by considering various intangible aspects with few tangible factors (Lim & Lim, 2010). Prior researchers who conducted studies about event quality have been performed their research in numerous spaces. For example, regarding festival-related event quality, Yoon et al. (2010) recognized intangible and tangible factors such as souvenir, informational service, program, food, and facility are significantly effect on consumers' satisfaction and behavioral intention. In addition, Lee et al. (2011) examined the role of emotional and functional values in festival evaluation, and identified factors of festival qualities, based on relevant research, as informational service, festival program, festival product, natural environment, and convenience facility. Therefore, current study employed Systemic, Humanic, Physical, and Convenience factors to assess the event quality as perceived by a local food festival participants based on previous studies. In the event market, quality refers to individual feedback and emotion in evaluating service (Jin et al., 2013), and social science researchers have agreed on the importance and appropriateness of using brand value as a concept for understanding human behaviors and conducted extensive research on the subject. In sum, present study considered the clues of event quality as significant antecedents of brand value and other dependent variables such as satisfaction and recommend intention.

### 2.1. Brand Value

Aaker (1990) defined brand as a sum of assets and liabilities related to the relevant symbol, and suggested that it either increases or decreases the value of a product or service provided by a company to the customers. Brand value is a currency value for which consumers are willing to pay additionally to buy a particular brand over other similar brands. When consumers perceive a brand value as being higher, the currency value is considered as being higher as well. Therefore, in developed countries, brand values have been converted into price as early as the late 1980s (Simon & Sullivan, 1993).

Simon and Social science researchers have agreed on the importance and appropriateness of using brand value as a concept for understanding human behaviors and conducted extensive research on the subject. In research related to consumer behavior, value is applied as a tool for understanding consumers' attitude or behavior (Song, 2010). Because of its intangibility, brand value is understood diversely according to the perspective of the researcher. Hence, this study reorganized brand recognition and brand association about the local food festival as the value of brand based on the previous research.

### 2.3. Satisfaction

Satisfaction is a concept for predicting consumer behavior and defined as a summary of psychological state resulting when the emotion surrounding disconfirm expectations is coupled with the consumer's prior feelings about the consumption experience (Oliver, 1980). Also, according to previous studies, satisfaction refers to a cognitive state of customer in which, considering both the invested costs and effort for purchasing. Previous studies usually acknowledged the importance of the relationship between value and satisfaction to better realize consumers' behavioral intentions (Lee, Petrick, & Crompton, 2007; McDougall & Levesque, 2000; Ryu & Han, 2010). Customer satisfaction represents a primary determinant of customers' long-term behavior, and is identified as a significant measure of customers' future actions in hospitality research (Chen, 2008; Mithas, Krishnan, & Fornell, 2005; Oliver, 1980; Petrick & Backman, 2002). Westbrook and Oliver (1991) defined satisfaction as the level of product or service performance, quality, or overall outputs through an estimative criterion. Hence, current study will estimate the concept of satisfaction for assessing the cognitive state after participating the local food event, and the current study has employed satisfaction toward a local food festival as a dependent variable of event quality; as well as a mediator of customer recommend intention of the local food festival.

### 2.4. Recommendation Intention

Intention means determination for a planned action in the future, and represents the probability of carrying out one's attitude or belief in action. In addition, in service settings, repurchase intention can be defined as a possibility that a customer would use a product or service again in the future

(Oliver, 1980). Whyte Jr. (1954) explained recommendation intention as 'word-of-mouth intention' or 'word-of-mouth' communication, and defined it as communication in interpersonal relationships that takes place between two or more people, such as members of a reference group or customer and seller. Therefore, the recommendation intention is a psychological behavior of recommending only positive information among a variety of types of information exchanged between relatives, acquaintances, colleagues, and neighbors, to other people (Kim, 2010). A decision-making process does not end when purchase is decided, but includes a series of processes in which consumers experience satisfaction or dissatisfaction while using a purchased item, evaluate their own purchase decision, and decide repurchase of the product. Therefore, post-purchase behaviors can lead to repeated purchase along with positive word-of-mouth, and acts as an important process that determines positive attitude of consumers toward the same and similar service or product.

Event quality has been explained as a feeling or reaction of consumers when they evaluate a product or service based on their experiences, and the quality has been considered important element since the tangible clues of event has only few visible clues (Jin et al., 2013; Lim & Lim, 2010). In addition, the brand value has been employed as a critical component to better understand consumers' perception toward company, and it has been affected by various quality clues (Song, 2010). Therefore, current study proposed the following hypothesizes.

- H1: Event quality of local food festival will influence on brand value.
- H2: Event quality of local food festival will influence on satisfaction.
- H3: Brand value will be critical antecedent of satisfaction and recommend intention.
- H4: Satisfied consumers from the local food festival will recommend the event to others.

## 3. METHODOLOGY

This study designed to find the relationships among event quality, brand value, satisfaction, and recommend intention. Modification of the preliminary questionnaires developed after a pilot test with faculty members who are major in hospitality management and have experienced the local food event. The validity of the questionnaire checked and subsequently in-

creased by using cross validation. The final survey distributed to participants during a local food event (Miderdok Festival in Changwon Province) in 2017 which is one of famous food festival. First, the designed questions assessed the participants' motivation about the experience of festival, which were scored on a Likert seven-point scale ranging from 1 for "Not important at all", 4 for "Important", and 7 for "Very important". Second, the survey tested to determine the elements of the event quality, four dimensions (Systemic, Humanic, Physical, Convenience) for assessing the local event quality, brand value, satisfaction, and recommend intention estimated by reviewing the previous literature. Data analyzed by using the statistical-analysis program IBM SPSS 22.0 and AMOS 22.0 to identify the relationships on formulated hypotheses. Demographic statistics tested to verify the participants' socio-demographic elements, and the exploratory and confirmatory factor analysis conducted to identify the measurement model. In addition, structural equation modeling performed to confirm the formulated study.

## 4. RESULTS

### 4.1. Demographic Information

The results of participants' socio-demographics shown in Table 1. Of the total number of visitors, male constituted 48.5% of the sample, 51.5% were female students. Approximately 34.3% people were revisit consumers and 65.7% participants are first visiting the festival. In addition, almost 77.9% respondents visited the festival with friends (28.7%) or family (28.3%), and the thirties (32.3%) are major participants followed by the forties (25.7%), twenties (21.6%) and so on.

### 4.2. CFA

To validate the structure of the four constructs for event quality (Systemic, Humanic, Physical, Convenience), and three dependable variables (brand value, satisfaction, and recommend intention), present study confirmed reliability and validity of the constructs before conducting the structural model (see Table 2). All factor loadings ranged from 0.680 to 0.961 (Nunnally, 1978), and it was higher than the standard score 0.400. Cronbach's alpha identified the internal consistency of the factors on the formulated model and checked the reliability of the constructs. The results revealed that the ranges of Cronbach's alpha for the four constructs (0.868 to 0.941)

**Table 1.** General characteristics of the participants

Characteristic		n	%
Gender	Male	160	48.5
	Female	170	51.5
Visiting	Revisiting	113	34.3
	First visiting	217	65.7
Companion	Family	93	28.3
	Couple	63	19.2
	Friend	95	28.7
	Colleague	51	15.6
	Alone	17	5.2
	Others	11	3.0
Age	20~29	71	21.6
	30~39	107	32.3
	40~49	85	25.7
	50~59	51	15.4
	Over 60	16	5.0
Total		330	100

Measurement model and discriminant validity analysis.

are suitable for the appropriate level of internal consistency (Nunnally, 1978). The ranges of composite reliabilities show the appropriate scores (0.849 to 0.944) (Fornell & Larcker, 1981). Average variance extracted (AVE) of the seven factors are sufficient (0.501 to 0.896) by suggested minimum level: 0.500 (Fornell & Larcker, 1981). Assessing the AVE scores with the squared correlation among variables tested discriminate validity (Fornell & Larcker, 1981). Results reported that the range of AVE (0.501 to 0.896) exceeds the range of squared correlations for each pair of measurements (0.11 to 0.92) except four constructs. To verify the discriminate validity, the exceeded constructs were compared the constrained model and unconstrained model by combining the exceeded variables, and results confirmed the validity. Furthermore, confirmatory measurement models affirmed the reliability of the measurement properties ( $\chi^2=165$ )=404.706;  $p<0.001$ ;  $\chi^2/df=2.453$ ; Incremental fit index (IFI)=0.965; Normed fit index (NFI)=0.943; Comparative fit index (CFI)=0.965; Tucker Lewis Index (TLI)=0.955, and Root mean square error of approximation (RMSEA)=0.066) (see Table 2).

### 4.3. SEM

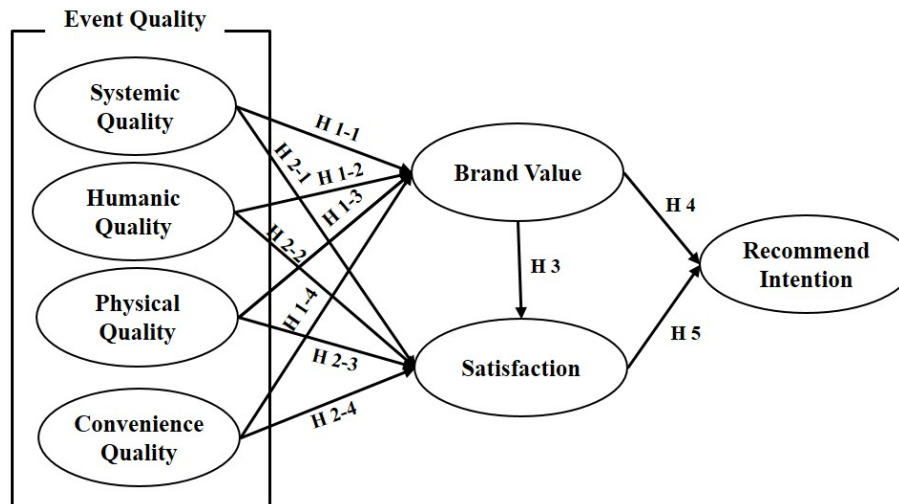


Fig. 1. Research model.

Structural equation modeling (SEM) confirmed the developed model and permitted assessment of the hypotheses. The Chi-square statistic for the structural model is 409.938 with 169 degrees of freedom ( $p < 0.001$ ;  $CMIN/DF = 2.426$ ), and all results of indices identify the model has adequate satisfactory fit ( $NFI = 0.942$ ;  $GFI = 0.894$ ;  $AGFI = 0.855$ ;  $IFI = 0.965$ ;  $RFI = 0.928$ ;  $TLI = 0.956$ ;  $RMSEA = 0.066$ ) according to the suggested standards (Anderson & Gerbing, 1988). Table 3 shows the path coefficients for all hypothesized paths in current model. The results shown that the humanic factor and physical factor were significant predictors among event quality, so the Hypothesis 1 was partially supported. In addition, the all of attributes of event quality except convenience factor were positively influence the satisfaction, so the hypothesis 2 was also partially defended. Present study conducted the verify the relationships among brand value, satisfaction, and recommend intention as perceived by food festival participants. Results reported that the brand value was significant factor of customer satisfaction, and satisfied visitors are trying to provide positive recommendation to others. However, the relationship between brand value and recommend intention was not supported in this study. These findings show that important elements of event quality that can differently influence on brand value and customer satisfaction in context of local food festival and positive recommend intention need to be verified through various clues.

## 5. CONTRIBUTIONS

Increasing desire for leisure activities, present people con-

sidered various festival including food festival. Therefore, this study examined the relationships among quality of local food event, the local festival value of brand, satisfaction and recommend intention. The results identify the hypothesis; humanic quality and physical quality among event quality factors significant influence on both brand value and satisfaction about the food festival. In addition, the systemic quality has been only significant predictor of brand value in this study. In addition, the brand value had appeared as critical antecedent of satisfaction, and the satisfaction was important element of recommend intentions. Therefore, this results can contribute to provide theoretical supporting related academic studies.

Furthermore, current study can provide following practical implication. First, this study found that the humanic quality and physical quality of the food festival were important to improve the value of the local festival brand as well as satisfaction of visitors. In current study, food quality has been assessed as part of physical event quality. Specifically, the taste and quality of the foods using the Miderdock ingredients is most closely affecting customers on the improved the local food festival brand value. In addition, humanic factor such as kindness of the event provider, staffs of the event, and any element related to human can effect of the brand value as well. In sum, the organization of the food festival has to employ proper people and well educate them to provide better service to visitors.

As a result, in this study by founding that positive perception about the local festival brand caused the most significant influence on satisfaction. In other way, the brand value was not significant predictor of recommend intention. Hence, par-

**Table 2.** Confirmatory factor analysis and discriminant validity

	SYS	HUM	PHY	CON	BRA	SAT	REC
SYS	0.80 <sup>a</sup>						
HUM	0.65	0.72					
PHY	0.50	0.29	0.50				
CON	0.18	0.11	0.31	0.76			
BRA	0.50	0.43	0.65	0.20	0.81		
SAT	0.44	0.43	0.66	0.22	0.92	0.76	
REC	0.40	0.39	0.58	0.18	0.73	0.75	0.90
$\chi^2=404.706$ , d.f.=165, NFI=0.943; IFI=0.965, TLI=0.955, GFI=0.895; RMSEA=0.066							

## Event quality

SYS=Systemic; HUM=Humanic; PHY=Physical; CON=Convenience; BRA=Brand value; SAT=Satisfaction; REC=Recommend intention; NFI=Normed fit index; IFI=Incremental Fit Index; TLI=Tucker-Lewis Index; GFI=Goodness-of-Fit Index; RMSEA=Root Mean Square Error of Approximation.

Note. <sup>a</sup> AVE is on the diagonal. Squared of paired constructs are on the off-diagonal.

ticipants are trying to recommend the place to other after satisfaction about the local food festival. Therefore, administrators need to focus on improving the value of brand through advertisement and following up management of the festival. Although present results were identified some meaningful founding for both academic and industry, this study has

limitations on the target and regions by being carried out a food festival, so it is difficult to cover other diverse food festival. Therefore, in a later study, by based on this research, if it is expanding the scope of research targeted at participants of various food festivals, it would be more meaningful theoretical and practical research.

**Table 3.** Structural parameter estimates

Hypothesized path	Coefficient	t-value	Results
Hypothesis 1: Event quality → Brand value			
Hypothesis 1-1: Systemic quality → Brand value	0.019	0.178	Not Supported
Hypothesis 1-2: Humanic quality → Brand value	0.268	3.738***	Supported
Hypothesis 1-3: Physical quality → Brand value	0.935	5.769***	Supported
Hypothesis 1-4: Convenience quality → Brand value	−0.005	−0.110	Not Supported
Hypothesis 2: Event quality → Consumer satisfaction			
Hypothesis 2-1: Systemic quality → Satisfaction	0.174	2.745**	Supported
Hypothesis 2-2: Humanic quality → Satisfaction	0.132	2.791**	Supported
Hypothesis 2-3: Physical quality → Satisfaction	0.290	2.462**	Supported
Hypothesis 2-4: Convenience quality → Satisfaction	0.019	0.685	Not Supported
Hypothesis 3: Brand value → Satisfaction	0.740	10.291***	Supported
Hypothesis 4: Brand value → Recommend intention	0.150	0.747	Not Supported
Hypothesis 5: Satisfaction → Recommend intention	0.831	3.768***	Supported
$\chi^2=409.938$ , d.f.=169, NFI=0.942; IFI=0.965, TLI=0.956, GFI=0.894; RMSEA=0.066.			

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ .

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