

## Determinants of SNS Photo Sharing Behavior of Teenagers at an Outdoor Music Festival in China

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### Abstract

*This study aims to understand the determinants and effects of SNS photo sharing on festival satisfaction among teenage festivalgoers, to derive strategies that festival organizers could employ to maintain long-term relationships with their audience. In this paper, we followed the festival attribute and SNS photo sharing behavior approaches for developing measurement constructs, by investigating previous related studies. Statistical analyses revealed that festival attributes positively impact consumer perceptions of festival value, which in turn influences SNS photo sharing behavior and festival satisfaction. In addition, SNS photo sharing behavior has a significant mediation effect on the process. Moreover, the differing intensities of SNS usage among the festivalgoers resulted in consumers presenting significantly different SNS photo sharing behavior. Our findings offer insights for marketers in the festival business who are interested in gaining a better understanding of the behavior of teenage festivalgoers.*

**Keywords:** Festival Attributes, Perceived Value, SNS Photo Sharing Behavior, Festival Satisfaction

## 1. Introduction

Festivals are unique opportunities for leisure, as well as social and cultural experiences [1]. Consequently, festivals have always created tremendous benefits for local communities, significantly impacting the local economy [2]. For this reason, festivals have been rapidly growing both in diversity and quantity. Local communities have been hosting a variety of festivals for the purpose of promoting tourism and local economies. According to China Music Research (2018), many Chinese local communities started hosting their own music festivals, resulting in the rapid growth of this market since 2009. However, the size of local music festivals is limited, as the majority of festivalgoers prefer major festivals over local festivals. The average age range of festivalgoers is clustered around 20–30 years. Aiming to increase festivalgoers' desire to return and to build

loyalty, previous studies have focused on the impact of the quality of the festival on positive attitudes and behaviors [3,4]. Due to high levels of competition around local festivals, festival organizers need to pay attention to those consumer segments that demonstrate long-term loyalty. Teenagers are one of these consumer segments that could be loyal to local festivals.

With the development of mobile communication technology, many consumers are sharing their photos on social networking sites (SNSs), while they experience a paid-for event. Several studies show how many consumers share their experience in differing formats, including text, photos, audio or voice podcasts. SNS photo-sharing behavior is also common in tourism. SNS photo sharing behavior can assist consumers to enhance their satisfaction, by capturing the memories of their tourism experiences. SNS photo sharing behavior can also be observed at festivals. Most festivalgoers prefer to share their festival experiences on their personal SNS. Moreover, SNS Photo sharing behavior positively impacts their festival experience, which influences their satisfaction and positive behavior [5-7]. Subsequently, local festival organizers assist festivalgoers to share their festival experience on SNS which impacts on their positive attitude and behavior.

Teenagers, particularly, are the first generation who have grown up in the middle of an era of advanced information technology. Teenagers are the most ardent users of SNS, engaging in substantial SNS usage for online information exchange and communication among their peers [8]. This generation frequently posts their daily life experiences on their SNS. According to previous studies, different people exhibit differing degrees of intensity when engaging in SNS usage [9,10]. High-intensity users of SNS will post more information than low-intensity users. As teenagers could be loyal patrons of local festivals, assisting them in their SNS photo sharing behavior may enhance their local festival experience, while impacting their positive attitude and behavior, such as encouraging repeat visits and fostering loyalty toward these festivals.

Previous studies have highlighted the relationship between festival attributes, perceived value, and festival satisfaction. However, these studies have not focused on a specific consumer segment. This study, in contrast, intends to hone the scope of festival attributes to focus on the teenager segment, thereby addressing gaps in previous studies. In addition, this study adds the moderating factor of intensity of SNS usage to the festival attribute model. As mentioned, consumers exhibit different behavior based on the intensity of SNS use. In this way, high intensity SNS use will lead to more active behavior than low intensity SNS use. Finally, this research will present implications for music festival organizers, outline possible limitations and suggest opportunities for further study.

## **2. Theoretical Background and Hypotheses Development**

### **2.1 Festival attributes and perceived value**

Perceived value is “the consumer’s overall assessment of the utility of a product based on the perception of what is received and what is given [2]. According to a previous study, Cole and Chancellor (2009) investigated the effect of three festival attributes on festivalgoers’ experience, namely overall program, amenities, and entertainment attributes [1]. These attributes were found to have significant impact on perceived festival value.

Festival program means the evaluation of the program based on whether it was entertaining, wonderful, well managed or well organized [3]. Yoon et al., (2010) verified that festival quality and value affect festivalgoers’ satisfaction and loyalty. They concluded that the general festival program positively impacted the perceived festival value by consumers [2]. Amenities and facilities imply the convenience of service facilities at the festival. Convenient facilities offer festivalgoers increased utility and have been found to positively influence consumer perceived value, satisfaction, and commitment, as discussed by [11]. Performance and musician attributes contribute to festivalgoers’ entertainment experience. The entertainment experience occurs when people passively observe the activities or performance of others [12]. The performance and musicians impacted

how consumers evaluated the quality and value of the festival. This is supported by [3], showing how the entertainment positively impacted perceived consumer festival value. We therefore formulate the following hypotheses:

Hypothesis 1: Festival programs positively influence perceived festival value

Hypothesis 2: Festival amenities and facilities positively influence perceived festival value

Hypothesis 3: Festival musicians positively influence perceived festival value

## **2.2 Perceived Festival value and SNS Photo Sharing Behavior**

Photo sharing, one of the most popular activities on the internet, has increased substantially. Sharing photos on SNS has emerged as one of the most essential and commonly used features [13]. Sharing photos allows users to share their experiences, feelings, and emotions [14]. As the previous study argued, sharing photos on SNS is one of the most important contributors to enhancing their experience, while potentially impacting their satisfaction [7]. Sharing photos on SNS fulfilled their intrinsic and extrinsic needs [15]. Sharing photos on SNS is an imperative behavior used for self-expression and is driven by the intrinsic need to share more information about themselves. Equally, sharing photos on SNS can help people to fulfill their extrinsic need for social interaction through sharing information with others. In summary, SNS photo sharing behavior fulfills their intrinsic and extrinsic needs to enhance their experience.

Perceived value impacts consumer post-behavior. SNS photo sharing behavior is a mechanism of electronic word of mouth (e-WOM). Perceived value is an important antecedent of SNS photo sharing behavior. Various studies have investigated the positive relationship between perceived value and SNS photo sharing behavior. C.L Yen and C.H Tang (2015) investigated the perceived relationship between hotel patronage and consumer e-WOM, which was found to be significant [16]. In the festival research, perceived festival value, like SNS photo sharing, positively impacts consumer behavior. From this theory, we formulate the following hypothesis:

Hypothesis 4: Perceived festival value positively influences SNS photo sharing behavior.

## **2.3 Perceived festival value and satisfaction**

Satisfaction is not inherent in the product or service itself but rather consists primarily of the consumer's perceptions of the attributes of the product or service as they relate to that individual [17]. In this sense, different consumers will perceive varying levels of satisfaction from the same experience [18]. Festival satisfaction has been operationalized as overall satisfaction [19].

The positive relationship between perceived festival value and festival satisfaction has been verified in previous studies. Lee et al., (2011) conducted research into Korean Festivals, establishing that festivalgoer satisfaction was significantly affected by their perception of the value of the festival [20]. Other research also confirmed this relationship, Yoon et al (2010) examined the Punggi Ginseng Festival and the results indicated that festival value positively impacts festival satisfaction [2]. Recently, Lee et al., (2019) verified the Korean domestic festival study, and determined that festival value positively influences festival satisfaction [4]. Against this theoretical background, this research proposes the following hypothesis:

Hypothesis 5: Perceived festival value positively influences festival satisfaction.

## **2.4 SNS photo sharing behavior and festival satisfaction**

SNS photo sharing behavior is one of the activities teenagers engage in when attending a festival. SNS photo sharing behavior positively enhances their experience. Previous studies have investigated opportunities to support the festival experience with mobile technologies, including the sharing of event information, basic

social interaction (including photo sharing), as well as commenting and liking [21]. This experience positively impacted their overall satisfaction. Previous studies argue that SNS photo sharing can enhance, and positively influence, consumers' satisfaction with their tourism experience [7]. Research into beer festivals also determined that SNS photo sharing behavior can enhance the festival experience and positively increase satisfaction and the intention to revisit [5]. Leading from this, we propose the following hypothesis:

Hypothesis 6: SNS photo sharing behavior positively influences festival satisfaction.

## **2.5 Perceived festival value mediation effect**

Many previous studies have examined the mediation effect of perceived festival value. They found that perceived value positively affected consumers' positive attitude and behavior. Moreover, the festival related research argues that antecedents and consequences of value help festival organizers secure positive attitudes and behaviors from their festivalgoers [11]. Perceived value is obtained from the festival attributes and quality, which include program, convenient facility and entertainment. These attributes enhance consumer perceived value, and festival satisfaction. We therefore formulate the following hypotheses:

Hypothesis 7: Perceived festival value has a mediation effect.

## **2.6 Intensity of SNS moderation effect**

The intensity of SNS use is defined as the degree to which SNS users perceive themselves as being connected to a particularly mobile application or integrating it into their daily lives [22]. Different intensities of SNS use present different SNS behaviors. Teenagers, especially, spend more time using SNS. Chang and Hsiao's (2012) research verified that different amounts of SNS usage had different associated behaviors. Other studies determined that a high intensity of SNS use involved a higher frequency of posting than low intensity SNS use did [9]. In this sense, we could argue the following hypotheses:

Hypothesis 8: Intensity of SNS has a moderation effect.

# **3. Methods**

## **3.1 Measurement Development**

The survey questionnaire was developed from previous studies pertaining to festivals. This study adopted multi-measurement items for each construct. Festival program contained five items from Y.S Yoon et al., (2010), which related to the quality of the festival program. Festival amenities and facilities was concerned with the amenities, facilities and ambiance of the festival and measured using five criteria from Y.S Yoon et al., (2010) and Shu Cole, Charles Chancellor, (2009). Festival musicians refers to the bands and live musicians, and items were adopted from Shu Cole, Charles Chancellor, (2009). Perceived festival value contained four items adopted from Y.S Yoon et al., (2010); Lee et al., (2008). SNS photo sharing related to the motivations of people sharing their experiences by photo and was measured with six items taken from A Malik et al., (2016). Festival satisfaction means the overall satisfaction of the festival, which was measured using three statements from Lee et al., (2008). Intensity of SNS use was measured with four items, corresponding to the degree to which they relied on the SNS. See Table 1.

All items were measured on a 5-point Likert scale that ranged from strongly disagree (1) to strongly agree (5). The survey instruments were first developed in English and translated into Chinese by experts who are fluent in both English and Chinese. The Chinese version of the questionnaire was back-translated by a local professor who is fluent in both English and Chinese to ensure translation equivalence. To verify the meaningfulness, relevance, and clarity of the questionnaire, a pre-test was conducted to determine the accuracy

of the survey instruments.

**Table 1. Measurement development**

Measures (Strongly disagree (1) – Strongly agree (5))	Source
Festival attributes: Program (PRO)	[2]
This festival program was funny	
This festival program was varied	
This festival experiential program was wonderful	
This festival program was well managed	
This festival program was well organized	
Festival attributes: Amenities & Facilities (AM)	[2, 1]
This festival parking facility was convenient	
This festival rest area was well prepared	
This festival restroom was clean	
This festival offered food and beverage store	
This festival has accessibility for those with special needs	
Festival attributes: Musician (MU)	[1]
This festival features live musicians	
This festival has other bands	
This festival provides a live band at the courthouse square	
This festival resembles downtown	
Perceived Festival Value (FV)	[2,3]
This festival was worth the money I spent	
This festival was worth the time I spent	
This festival offered more value than expected	
This festival offered more value than did other festivals	
SNS Photo Sharing Behavior (PS)	[4]
I share this festival's photos on SNS to share something informative	
I share this festival's photos on SNS to share something important	
I share this festival's photos on SNS to share something useful	
I share this festival's photos on SNS to disclose happenings around me	
I share this festival's photos on SNS to disclose more about myself	
I share this festival's photos on SNS to disclose more about others around me	
Festival Satisfaction (FS)	[3,23]
Overall, I am satisfied with this festival	
Overall, I am happy with this festival	
I believe I did the right thing in attending this festival	

### 3.2 Data collection and Sample Characteristics

An online survey was conducted for data collection. Only those individuals, aged from 12 to 20 years of age, who had visited the Zhuhai Shake Music Festival within the last year and shared interesting festival photos on their personal SNS, were selected for inclusion in the statistical analysis. Zhuhai Shake Music Festival, with a 17 years history, is one of the most famous festivals in China; hence, its choice and relevance to this study. This research selected high school students as our sample for the following reasons. High school students are highly representative of teenagers. According to Chinese statistics, music festivalgoers are strongly represented by people in their 20s and 30s, while teenagers only represent 20% of all music festival visitors. According to the Chinese National Statistics official report, however, the average ages of music festival visitors will keep

reducing. Consequently, music festival organizers must pay attention to building long-term relationships with teenagers to sustain their profitability.

The main survey was conducted from Sep to Oct 2019. To filter the data, the survey started with the questions “Have you ever been to ZhuHai Shake Music Festival?” and “Have you ever shared your festival photo on your personal SNS?” Only the respondents who answered “Yes” to both questions were selected for analysis. Of the 1255 surveys collected, only 340 were valid for the statistical analysis. Among the survey respondents, 174 (51.1%) were male and 166 (48.9%) were female. Their ages ranged from 16 to 20 years old. The breakdown, by age, was: 16 years old 115 (33.8%); 15 years old 75 (22.1%); 17 years old 73 (21.5%); 18 years old 43 (12.6%); 19 years old 24 (7.1%); and 14 years old 10 (2.9%). SNS usage behavior was as follows: 225 (66.2%) used both Weibo and WeChat; 107 (31.5%) only used Wechat; and 8 (2.4%) only used Weibo. Daily usage of SNS by respondents was: 174 (51.2%) used SNS for more than one hour; 94 (27.6%) used SNS for more than 31 mins but less than one hour; 44 (12.9%) used SNS for more than 10 mins but less than 30 mins; and 28 (8.2%) used SNS for less than 10 mins per day.

## 4. Results

### 4.1 Measurement Model

Both an exploratory factor analysis and a confirmatory factor analysis were used in this study to analyze the data. The survey data were subjected to exploratory factor analysis (EFA) with varimax rotation to classify dimensions of the key construct of the concept model. The factor analysis calculations were conducted using SPSS 24. Items with a factor loading of 0.5 or higher were considered as appropriate variables [24]. The result of EFA yielded a six-factor model. To evaluate the reliability of the measurement scales, Cronbach’s alpha was utilized. The scales’ alpha coefficient values ranged from .795 to .929. A reliability analysis concluded that items in this scale are internally stable. Previous study determined the acceptability of alpha values exceeding 0.5, all the constructs proposed in this study were considered to reach appropriate levels of reliability [25]. See Table 2.

The validity of the measurement model was tested using CFA with AMOS 25. CFA is used to test whether the constructs in the model are adequately represented by the measured variables. The measurement model in general fitted the data adequately  $X^2 = 700.770$ ,  $DF = 309$ ,  $X^2/DF = 2.268$ ,  $P < .001$ ,  $RMR = .046$ ,  $GFI = .861$ ,  $NFI = .895$ ,  $IFI = .929$ ,  $CFI = .938$ ,  $RMSEA = .061$ . See Table 2.

An important goal of CFA in SEM is to determine construct validity by assessing the convergent validity and discriminant validity. Convergent validity is assessed by looking at the factor loadings (ideally 0.5 or higher) and the average variance extracted (AVE) measures (ideally 0.5 or higher) to decide whether any indicator is suitable for deletion [26]. Table 2 shows that all variables were retained as they satisfied the acceptability guidelines. Wong & Teoh (2015) argue that composite reliability (CR) for each latent construct is used to measure the internal consistency of indicators measuring each variable [27]. According to Hair et al (2010), a CR value higher than 0.7 indicates strong composite reliability [26]. The CR value in the theoretical model exceeded 0.7, which suggests good reliability. See Table 2.

Discriminant validity determines whether one construct is indeed different from other constructs, and that there is no overlap of measuring indicator between one construct and another. One way to assess discriminant validity is to examine the correlations of the different variables. The more stringent method was used to assess discriminant validity which was to compare the average AVE values of any two variables with the squared correlation estimates between these variables. The average AVE value of two variables should exceed the squared correlation estimate [25]. This study chose the second method to indicate the discriminant validity.

See Table 3.

**Table 2. Confirmatory factor analysis**

Items	Standardized	S.E	C.R	P	AVE	CR	Cronbach's alpha
PRO5 → PRO	.868						
PRO4 → PRO	.823	.051	19.421	***			
PRO3 → PRO	.837	.049	19.986	***	.749	.937	.921
PRO2 → PRO	.833	.048	19.837	***			
PRO1 → PRO	.825	.047	19.492	***			
AM5 → AM	.839						
AM4 → AM	.778	.055	16.272	***			
AM3 → AM	.829	.053	17.746	***	.574	.870	.866
AM2 → AM	.682	.063	13.615	***			
AM1 → AM	.640	.063	12.572	***			
MU4 → MU	.680						
MU3 → MU	.736	.096	11.302	***	.510	.806	.795
MU2 → MU	.690	.088	10.751	***			
MU1 → MU	.700	.098	10.879	***			
FV4 → FV	.773						
FV3 → FV	.793	.063	15.196	***	.674	.892	.874
FV2 → FV	.809	.063	15.557	***			
FV1 → FV	.811	.064	15.604	***			
PS6 → PS	.791						
PS5 → PS	.838	.056	17.441	***			
PS4 → PS	.876	.059	18.530	***	.645	.916	.929
PS3 → PS	.852	.058	17.837	***			
PS2 → PS	.845	.059	17.634	***			
PS1 → PS	.773	.060	15.680	***			
FS3 → FS	.879						
FS2 → FS	.791	.053	16.733	***	.671	.859	.877
FS1 → FS	.810	.052	17.251	***			

Goodness-of-fit statistics for the measurement model:  $\chi^2 = 700.770$ ,  $DF = 309$ ,  $\chi^2/DF = 2.268$ ,  $P < .001$ ,  $RMR = .046$ ,  $GFI = .861$ ,  $NFI = .895$ ,  $IFI = .929$ ,  $CFI = .938$ ,  $RMSEA = .061$

**Table 3. Results of correlation and discriminant validity**

	PRO	AM	MU	FV	PS	FS
PRO	1 (.56)					
AM	.600 (.36)	1 (.33)				
MU	.528 (.27)	.501 (.25)	1 (.26)			
FV	.567 (.32)	.522 (.27)	.489 (.24)	1 (.45)		
PS	.589 (.35)	.554 (.31)	.433 (.19)	.602 (.36)	1 (.45)	
FS	.612 (.37)	.506 (.27)	.505 (.25)	.591 (.35)	.570 (.32)	1 (.45)

Squared Root of Correlation Coefficients. All the correlations are significant at  $P < .01$

## 4.2 Structural Model

The structural equation modeling showed that the research model had an acceptable fit to the data ( $CMIN/DF = 2.380$ ,  $RMR = .060$ ,  $GFI = .851$ ,  $NFI = .887$ ,  $IFI = .931$ ,  $CFI = .931$ ,  $RMSEA = .064$ ). See Table 4. Testing the hypothesis 1,2,3 proved that the festival attributes of program, and amenities, facilities and musician, exerted a significant influence on Perceived Festival value ( $\beta = .540$ ,  $P < .001$ ;  $\beta = .272$ ,  $P < .001$ ;  $\beta = .165$ ,  $P < .05$ ). Perceived Festival value had significant influence on SNS photo sharing behavior ( $\beta = .730$ ,  $P < .001$ ) and festival satisfaction ( $\beta = .476$ ,  $P < .001$ ). In addition, SNS photo sharing behavior positively impacted festival

satisfaction ( $\beta=.220$ ,  $P<.005$ ). Therefore, Hypotheses 1,2,3,4,5 and 6 were supported as was expected. See Figure 1.

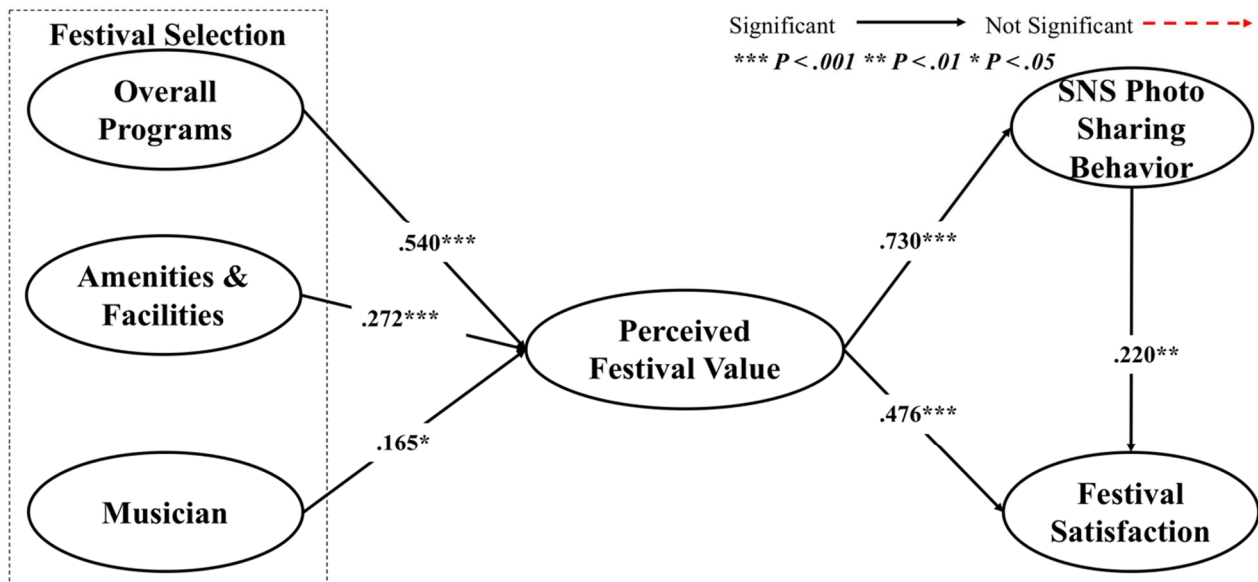
#### 4.3 Mediation Analysis

The indirect influence of structural modeling was assessed. As shown in Table 4, programs have significant indirect influence on SNS photo sharing behavior. However, amenities, facilities and musician did not have significantly indirect influence on SNS photo sharing behavior and festival satisfaction, while perceived festival value has significantly indirect impact on festival satisfaction. See Table. 4.

**Table 4. Results of mediation effect**

	FV			PS			FS		
	Direct	Indirect	Total	Direct	Indirect	Total	Direct	Indirect	Total
PRO	.534	-	.534	.070	.308*	.332	.328	.134	.439
AM	.308	-	.308	.085	.164	.066	.018	.044	.058
MU	.091	-	.091	.367	.057	.412	.174	.114	.262
FV	-	-	-	.491	-	.491	.088	.119*	.183

Goodness-of-fit statistics for the structural model:  $X^2 = 700.770$ ,  $DF = 309$ ,  $X^2/DF = 2.268$ ,  $P < .001$ ,  $RMR = .046$ ,  $GFI = .861$ ,  $NFI = .895$ ,  $IFI = .938$ ,  $CFI = .938$ ,  $RMSEA = .061$



Goodness-of-fit statistics for the structural model:  $X^2 = 749.779$ ,  $DF = 315$ ,  $X^2/DF = 2.380$ ,  $P < .001$ ,  $RMR = .060$ ,  $GFI = .851$ ,  $NFI = .887$ ,  $IFI = .931$ ,  $CFI = .931$ ,  $RMSEA = .064$

**Figure 1. Pathcoefficient for the hypothesized relationships in the proposed model**

#### 4.4 Moderation Analysis

To evaluate the moderating influence of intensity of SNS use, a moderation analysis was conducted. The 340 participants were split into a high intensity of SNS use segment ( $N = 154$ ) and low intensity of SNS use segment ( $N = 186$ ). A baseline model, in which all loading across both intensities of SNS segments were constrained equally, indicated that the model satisfactorily represented the data. The results showed that the



high intensity of SNS use segment had a more significant impact on SNS photo sharing behavior than the low intensity of SNS use segment. See Table 5.

**Table 5. Results of moderation effect**

Links	High (N = 154)	P	Low (N= 186)	P
FV → PS	.811	***	.647	***
FV → FS	.538	***	.428	***
PS → FS	.166	.214	.272	**

Goodness-of-fit statistics for the structural model:  $X^2 = 1370.177$ ,  $DF = 630$ ,  $X^2/DF = 2.175$ ,  $P < .001$ ,  $IFI = .890$ ,  $TFI = .876$ ,  $CFI = .888$ ,  $RMSEA = .059$

## 5. Discussion

Local communities have been hosting various festivals for the purpose of promoting tourism and local economies. However, the number of local music festivalgoers is very constrained with visitors being predominantly in the age range of 20 to 30 years. With the development of information technology, SNS photo sharing behavior has become a daily activity. This research aimed to expand the festival attribute, value, satisfaction model. It identifies SNS photo sharing behavior as one of the festival experiences that impacts consumer festival satisfaction. This study aimed to determine the significant antecedents and consequences of SNS photo sharing behavior. The results of the study aim to give insight for festival organizers and marketers on how to expand the festival market for teenagers, who will be the long-term relationship consumers for festivals.

This research collected data from teenagers who had visited Zhuhai Shake music festival and shared their photos on their personal SNS. The results determined that select festival attributes of the program, amenities and musician, positively impacted the perceived festival value as suggested by previous studies [2,3]. Perceived festival value positively influenced consumer SNS photo sharing behavior and satisfaction. Prior studies also verified the positive relationship among perceived festival value, SNS photo sharing behavior, and satisfaction [4,16,20]. Festival satisfaction was the ultimate consequence of SNS photo sharing behavior, which was in line with other studies [5,7]. In addition, this study investigated the mediation and moderation effect. the results of our study offer theoretical for further study and managerial implication for outdoor festival.

## 6. Conclusion

With the widely usage of information technology, online photo sharing has become new experience for festivalgoers. Our study provided differential theoretical and managerial insight for outdoor festival. Our study postulated a more complex model to indicate festivalgoers' behavior. Previous studies have concentrated on the relationships among festival attributes, value, and consumer attitude and behavior. This study added SNS photo sharing behavior to the basic model and determined how SNS photo sharing behavior enhanced the consumer experience to improve consumer festival satisfaction. Moreover, this study analyzed the intensity of SNS usage as a moderator. This study highlights several implications that may be of relevance to festival organizers and marketers. First, the program itself is the most important attribute. Festival organizers should provide attractive local programs for festivalgoers that are relevant to the local community context. Second, the impact of festivalgoers' SNS photo sharing behavior is especially important, as it enhances the festival experience of consumers. At the same time, SNS photo sharing behavior can help to promote festivals at no cost. To enhance SNS photo sharing behavior, festival organizers need to prepare venues for festivalgoers to take photos. They also need to allocate time to allow festivalgoers to enjoying taking photos. This study has

the following limitations. The consequence of SNS photo sharing behavior is festival satisfaction. Future studies should consider factors influencing festivalgoers' intention to re-visit and their loyalty to festivals.

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