

6th Industrial Experience Satisfaction of Visitors Study on Motivation for Revisit - Focusing on Hwaseong Songsan Grape Festival -

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ABSTRACT

In Hwaseong, South Korea, it is necessary to vitalize local festival by attracting local residents and tourists since 'Hwaseong Songsan Grape Festival' should be in the direction to help the influx of tourists and cultural development for the local residents. It has been known that the quality and readiness of festival affects visitor satisfaction and actual visit. However, there have been only a few studies to examine the effect of local festival on post-behavior. Hence, this study, focusing on 'Hwaseong Songsan Grape Festival' which is a representative cultural tourism festival in the region of Hwaseong, South Korea, aims to understand the visitor's post-behavior intention in terms of revisit intention and recommendation intention. The results suggest that the impact of experiential, purchase visit motivation on post-behavior were smaller than deviant, social, interest, and cultural visit motivation. It also showed that visitor satisfaction leads to revisit intention and at the same time recommendation intention. Based on the result, we suggest practical implication for the success of local festival including 'Hwaseong Songsan Grape Festival'.

Keywords The 6th industry, Local festival, Visitor satisfaction, Revisit intention, Empirical study

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1. Introduction

Since the implementation of the full local autonomy system in 1995, the relationship between local governments and residents has become even closer, and because of the spatial and physical proximity, local governments can provide specialized services to local residents, providing administrative services. The impact of various services, including civil service, on the lives of residents is never small compared to the central government (Jang et al., 2016).

The local festival can be regarded as a holistic expression of the local culture, and expresses the community culture based on traditional culture such as local history, culture and the lives of the local people (Moon, 2010). From another point of view, regional festivals connect local people with one another, form common values, and lead common cultural responses to enhance community solidarity and community awareness among residents, as well as enhance regional image and promote regional economic development (Kim & Yoon, 2008).

Local governments are making cultural events that fit local characteristics to meet the changes of modern people's values for tourism, and are fostering cultural tourism product development that takes into account the unique characteristics of the region in order to revitalize the economy, such as regional industrial development and employment growth (Lim, 2015). In particular, regional festivals have the advantage of being more cost effective to develop because they become software-oriented tourism products that are differentiated from existing facility-based tourism development (Jang, 2011).

Festivals and events are intangible tourism resources that can be effectively used to revitalize the local economy and improve local image, and interest in them is increasing. Developing a local festival is the most efficient way to enhance the image of a tourist destination and enhance the tourist's desire and satisfaction by making use of unique cultures and traditions and creating regionally-specialized tourism products, even at a separate fixed cost. (Kim & Lee, 2001).

However, despite the quantitative growth, the current cultural tourism festival is not improving the merchandise and attractiveness as a tourism resource due to lack of originality, lack of professional manpower, and lack of quality competitiveness. Hence, it has not established itself as a global festival, such as the Oktoberfest in Germany or the Sapporo Festival in Japan. In other words, the potential for Korean cultural tourism festivals is limited locally, and new measures are raised in terms of policy enforcement (Kim & Lee, 2001).

Hence, the purpose of this study is to empirically investigate the effect of visitors' motivation on satisfaction and behavioral intention on local festivals by focusing on the context of the "Hwaseong Songsan Grape Festival".

2. Research Model and Hypotheses

2.1. Research Model

The research model proposed in this study is as shown in Figure 1.



Figure 1 Research model

3.2. Visit Motivation and Satisfaction

The festival visit motivation in the context of local festivals has a significant effect on satisfaction (e.g. facility satisfaction, program satisfaction) (Kim, 2012). In addition, not only the local festival, but also the relationship between the domestic travel visitor's motivation for foreigners and satisfaction has a similar effect on visiting motivation (Lee, 2018).

In this study, we extended the visiting motivation proposed by Kim(2012) - extended deviance factors, family factors, cultural factors, social factors, and amusement factors - to experiential, deviant, affinity, purchasing, social, interesting, and cultural motivation. Thus, we hypothesises as follows:

Hypothesis 1: Visit motivation will affect satisfaction.

- 1-1: Experiential visit motivation will affect satisfaction.
- 1-2: Deviation Visit motivation will affect satisfaction.
- 1-3: Affinity visit motivation will affect satisfaction.
- 1-4: Purchasing visiting motivation will affect satisfaction.
- 1-5: Social visit motivation will affect satisfaction.
- 1-6: Interest visit motivation to visit will affect satisfaction.
- 1-7: Cultural visit motivation will affect satisfaction.

3.3. Satisfaction and post-behavior intention

Satisfaction affects the intention to revisit and follow-up actions such as viral and referrals to others (Howard, 1974). In other words, the intention of revisiting leads to the intention of making recommendations to others. Here, the intention to revisit is perceived behavior after satisfaction with experience (Kim, 2005; Jeong, 2016). It was confirmed that consumers who were satisfied with the experience formed a positive attitude, and consumers with a positive attitude had a positive effect on repurchase intention (Kang, 2009; Yoon et al., 2019). Therefore, in this study, the following study hypothesis was established based on the conclusion that satisfaction with visits to local festivals would affect behavior intention.

Hypothesis 2: Satisfaction will influence post-intention to act.

2-1: Satisfaction will affect the intention to revisit.

2-2: Satisfaction will influence recommendation intention.

3.4. Visit Motivation and post-behavior intention

Motivation to visit is known as an important variable leading to satisfaction (Crompton, 1979). In addition, it is argued that there is a need to study visit motivation because the motivation to visit may have a direct effect on the intention to revisit (Xiao, 2017). Therefore, the motivation for visiting the local festivals leads to visitor behavior, and the evaluation is conducted after the actual experience, and in the form of a cycle that induces new motivations again. In this study, the following hypothesis is set and verified to verify the relationship that affects the intention to revisit and recommend intention.

Hypothesis 3: Visit motivation will affect behavior intention.

3-1: Visit motivation will affect revisit intention.

3-2: Visit motivation will affect recommendation intention.

3.5. Variables

First, visiting motivation consists of 25 questions with Likert-type 5-point scale (not at all (1 point) to very so (5 point)). Based on Hong(2007)'s study, The seven factors of visit motivation are defined as follows.

Table 1 Variables for visit motivation

Variables	Operational definition
Experiential	Factors for special experiences through local festivals
Deviation	Factors that try to get away from the same daily life and seek new changes, to get away from boredom and stress and to forget everything and get physical and mental stability only while participating in local festivals
Affinity	A group that wants to visit together in a similar sense as family unity, that is, a factor that expects unity with family, relatives, or friends
Purchasing	Motivating factors for tourists to purchase event items
Social	It is also used as a communion. It is to meet new people from other regions or with performers appearing in local festivals' performance programs at a local group or local festival event. This is a motivating factor to visit with expectation
Interest	Factors such as adventurous spirit and thrill are expected motivation factors to experience something new that has not been experienced in everyday life
Cultural	Motivation factors to visit local festivals with the expectation that students can gain knowledge about the local culture in which the local festival is held and experience the local culture in person.

Satisfaction is a total of 20 questions, which means that the higher the score of the Likert-type 5-point scale (not at all (1 point) to very so (5 point)), the more positively perceived satisfaction. Based on Gong(2012)'s study, the four factors are classified as follows.

Table 2 Variables of satisfaction

Variables	Operational definition
Festival Program	Education, participation, cognition, diversity, creativity, information service, etc.
Festival Product Quality	Food prices, variety of souvenirs, quality of souvenirs, types and tastes of food, tourism connection
Facility environment	Convenience facilities, comfort, resting space, public sanitation facilities
Information system	Ease of access, information facilities, pre-promotion, information brochures, parking facilities

The behavioral intention is a total of 4 questions, which means that the higher the score of the Likert-type 5-point scale (not at all (1 point) to very so (5 point)), the more positively perceived re-visit and recommendation intention. Based on Im(2007)'s study, the two factors are categorized as follows: [Table 3]

Table 3 Behavioral Intention Questionnaire Composition.

Variables	Operational definition
Revisit intention	The desire to visit even after the visitor's own evaluation and feeling for the festival visited
Recommendation intention	Based on the feeling of the visitor's feeling about the festival visited, after the visit is completed, make positive comments about the festival to family, friends, and acquaintances close to you

3.7. Subjects

The purpose of this study is to analyze the effects of tourists visiting local festivals and local residents on visiting festivals through theoretical studies that have been studied, on festival satisfaction and behavioral intention, revisit and recommendation intention. The study targets to analyze the visit motivation, festival satisfaction, and behavioral intention of return visits and recommendation intentions to tourists who visited the 'Hwaseong Songsan Grape Festival'. The investigation period is August 31, 2019, the 7th festival period. From September 1, 2019, it was conducted for a total of 2 days, and the questionnaire was distributed and collected by visiting the place where the research subject 'Hwaseong Songsan Grape Festival' was conducted. A total of 310 copies were distributed, and the recovered questionnaire was 308 copies. Among them, 304 copies were finally used for the analysis, except for 4 copies of the questionnaire that responded silently.

4. Method

4.1. Demographics

The demographic characteristics of the survey subjects are as follows. By gender, 120 males (39.5%) and 184 females (60.5%) were identified. By age group, 25 in their 20s (8.2%), 86 in their 30s (28.3%), 76 in their 40s (25.0%), 42 people in their 50s (13.8%), and 75 people in their 60s or older (24.7%). By educational background, 93 (30.6%) graduated under high school, 168 (55.3%) graduated, and 43 (14.1%) graduated or higher. By occupation, 15 farming and fisheries (4.9%), 16 self-employed (5.3%), 9 sales / service workers (3.0%), 86 office workers / public officials (28.3%), 58 professional workers (19.1%), and 14 students (4.6%), 86 housewives (28.3%), and 20 others (6.6%). The number of visits was 151 (49.7%) for the first time, 153 (50.3%) for 2 or more times, and 246 (80.9%) for families / relatives, and 58 (19.1%) for others. By major transportation, there were 282 (92.8%) cars and 22 others (7.2%). By festival information acquisition route, pamphlets / flyers / placards 163 (53.6%), and other 141 (46.4%).

4.2. Validation

Reliability in a measurement tool refers to variance of measurement values that appear when repeated measurements are made for the same concept and is related to the consistency, safety, accuracy, and predictability of the measured results (Lee, 2013). In this study, Cronbach's α coefficient was used to measure the reliability between questionnaire items. Although there are no statistical criteria for measurement tools to be recognized for reliability, it is generally considered to be reliable if the coefficient of reliability is 0.7 or higher.

In this study, when looking at the results of the reliability analysis, the coefficients are all higher than 0.7, so it is judged that there is no problem in the reliability of the measurement tool.

	Measures	Items	Cronbach's α
Visit motivation	Experiential	4	0.771
	Deviation	5	0.778
	Affinity	3	0.800
	Purchasing	3	0.785
	Social	3	0.881
	Interest	3	0.838
	Cultural	4	0.769
Satisfaction	Festival Program	6	0.897
	Festival Product Quality	5	0.885
	Facility environment	5	0.900
	Information system	4	0.842
Post-behavior intention	Revisit intention	2	0.946
	Recommendation intention	2	0.932

4.3. Results

As a result of performing regression analysis to understand the effects of experiential, deviation, affinity, purchasing, social, interest, and cultural motivation on satisfaction, the regression equation was significant ($F = 36.882$, $p = 0.000$). For each element, deviation ($t = 3.071$, $p = 0.002$), affinity ($t = 2.958$, $p = 0.003$), social ($t = 3.553$, $p = 0.000$), interest ($t = 2.033$, $p = 0.043$), and cultural motivation ($t = 3.587$, $p = 0.000$) significantly visitor's satisfaction (H1-2, H1-3, H1-5, H1-6, and H1-7 were supported). On the other hand, hypothesis 1-1 and hypothesis 1-4 were rejected.

		Satisfaction			
		B	Std. dev	t	p
	Const.	0.303	0.214	1.418	0.157
Visit motivation	Experiential	0.063	0.055	1.144	0.253
	Deviation	0.191	0.062	3.071	0.002**
	Affinity	0.143	0.048	2.958	0.003**
	Purchasing	0.004	0.044	0.084	0.933
	Social	0.128	0.036	3.553	0.000***
	Interest	0.102	0.050	2.033	0.043*
	Cultural	0.218	0.061	3.587	0.000***
	R ²	0.466			
	F	36.882***			

*** $p < 0.001$

Meanwhile, a regression analysis was conducted to test the hypothesis that visitor satisfaction will affect post-behavior intention. As a result, the regression equation was found to be significant ($F = 325.533$, $p = 0.000$), and satisfaction was shown to affect re-intention ($t = 18.043$, $p = 0.000$), Hypothesis 2-1 was adopted.

		Revisit intention			
		B	Std. dev	t	p
	Const.	0.642	0.186	3.455	0.001***
	Satisfaction	0.949	0.053	18.043	0.000***
	R ²	0.519			
	F	325.533***			

*** $p < 0.001$

Next, the effect of satisfaction on recommendation intention was tested and found to be significant ($F = 308.235$, $p = 0.000$). Visitor satisfaction was found to affect recommendation intention ($t = 17.557$, $p = 0.000$). Therefore, Hypothesis 2-2 was supported.

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	Recommendation intention			
	B	Std. dev	t	p
Const.	0.680	0.189	3.592	0.000 ^{***}
Satisfaction	0.941	0.054	17.557	0.000 ^{***}
R ²	0.505			
F	308.235 ^{***}			

^{***} $p < 0.001$

The effect of the visiting motivation on the revisit intention was test and found to be significant (F = 79.123, p = 0.000). Visit motivation appeared to affect the revisit intention (H3-1 supported),

	Revisit intention				
	B	Std. dev	â	t	p
Const.	1.241	0.305		4.068	0.000 ^{***}
Visit motivation	0.731	0.082	0.456	8.895	0.000 ^{***}
R ²	0.208				
F	79.123 ^{***}				

^{***} $p < 0.001$

Lastly, the effect of visit motivation on recommendation intention was found to be significant (F = 67.364, p = 0.000). Visit motivation affects recommendation intention (H3-2 supported).

	Recommendation intention				
	B	Std. dev	â	t	p
Const.	1.406	0.311		4.519	0.000 ^{***}
Visit intention	0.688	0.084	0.427	8.208	0.000 ^{***}
R ²	0.182				
F	67.364 ^{***}				

^{***} $p < 0.001$

5. Discussion

5.1. Findings

First, the motivation to visit shows a positive (+) result for satisfaction. This is consistent with the results of research conducted on visitors to the previous study, Hampyeong Butterfly Festival (Kim Sung-hwan, 2012). On the other hand, the hypothesis of experience and purchasing was rejected. However, they had a positive correlation with satisfaction. This will give a positive (+) relationship, but if you look at it individually, it can be seen that there is no significant result because it has less influence than other factors. Therefore, if the visitor's motivation for deviance, affinity, sociality, interest, and cultural experience can be more perceived by instilling various visitor motivations on the visitor, satisfaction can be as positive.

Second, satisfaction shows a positive (+) relationship with behavioral intention of revisit and recommendation intention. As a result of conducting research on Chinese visitors who visited Jeju, it was consistent with sexual studies that confirmed that satisfaction had a significant effect on revisiting and recommendation intentions (Jung, 2016). The result suggests that if a variety of programs to meet visitor motivation are developed and progressed, satisfaction will naturally increase, and accordingly, revisit and recommendation intention may be positive.

Third, the visit motivation shows a positive (+) result in the behavioral intention of revisit and recommendation intention. This is consistent with previous studies that tourism motivations have a significant effect on re-visiting intentions as a result of research on visitors to the Liangsan International Torchlight Festival (Setting, 2015). Therefore, it is necessary to give various visit motivations because it has a significant effect on the re-visit and recommendation intentions.

5.2. Implications

Unlike previous studies, this study is not limited to the satisfaction of local festivals and intention to revisit, and the satisfaction of tourism is not constituted as a result, but it is enough to increase tourism satisfaction by planning tourism or additional information on tourism. Furthermore, it was found that there is an effect and connection to the behavioral intention of revisit and recommendation intention. In particular, the motivation to visit atourist attraction is that people who have experienced tourism at the 'Hwaseong Songsan Grape Festival' at the time of selecting a tourist attraction and providing information, or that other or other information (SNS, etc) can increase their direct and indirect satisfaction. It will not be inconsistent with the results obtained. This may have implications that it may affect the intention to revisit and recommend intentions.

5.3 Limitations

In this study, it did not deviate greatly from the research framework of the previous researchers, and the factors are already factors that have already been studied, so it may be felt that the previous studies are emphasized once again. The characteristic is that it suggests that there is a link between visit motivation, satisfaction and behavior intention. However, it is considered that there is a need to conduct research in consideration of factors that can influence and differentiate the behavioral intention of revisiting and recommendation intention by presenting new parameters or adjustment variables in future studies.

In addition, this study was conducted to investigate and analyze only the tourists who visited the 'Hwaseong Songsan Grape Festival', but it can be a better study if the opinions of Hwaseong City and Hwaseong Songsan Grape Association planning and celebrating this festival are also presented. It is thought that there is.

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