

**Experiential festival attributes, perceived value, cultural exploration, and behavioral intentions to visit a food festival**

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**Experiential festival attributes, perceived value, cultural exploration, and  
behavioral intentions to visit a food festival**

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**Journal of Convention & Event Tourism**

## **Experiential festival attributes, perceived value, cultural exploration, and behavioral intentions to visit a food festival**

### **Abstract**

Based on the expectation confirmation theory and the push and pull framework, this paper proposes that perceived value (PV) mediates the relationship between experiential food festival attributes (EXPECO) and attendees' behavioral intentions (BIs). Further, this paper proposes that cultural exploration (CULEXP) moderates the causal relationships among EXPECO, PV, and BIs. A survey of 215 visitors who participated in the Slow Food Festival event in Northern Cyprus was used to statistically validate the proposed research framework and hypotheses. The results stemmed from the structural equation modeling show that PV partially mediated the effects of EXPECO (i.e., education, entertainment, and aesthetic experience) on BIs. Moreover, as predicted, the results confirm that CULEXP moderates the casual relationships among EXPECO, PV, and BIs. Thus, the findings extend prior literature by highlighting the importance of EXPECO and CULEXP in enhancing attendees' PV and consequent positive BIs.

Keywords: experience, cultural exploration, value, behavioral intention, food festival attributes

## Introduction

The role of events and festivals in the development of the global economy is increasing worldwide at a rapid pace (S  raphin, Platania, Spencer, & Modica, 2018). Tourism industry's total contribution to global GDP was 10.3% in 2019 (WTTC, 2020). Reportlinker (2019) indicated that the global events industry was valued at \$1,100 billion in 2018 and is expected to grow at a compound annual rate of 10.3% to reach \$2,330 billion in 2026. Given the pivotal role of festivals and events in the tourism industry (Yoon, Lee, & Lee, 2010), it is paramount to study how policymakers can promote festivals to attract tourists toward a destination. Pizam (2010) emphasized the importance of creating memorable experiences as the essence and the raison d'  tre of the tourism industry. Alawi, Jamjoum, and Samir (2018) noted that enhancing visitors' experience quality is critical for a destination to achieve long-term sustainable tourism. Pine and Gilmore (1999) introduced the concept of experience economy (EXPECO) as a new strategic context where experiences should be commodified to generate additional customer satisfaction and secure loyalty.

Emerging tourism literature has emphasized the importance of EXPECO in the tourism industry worldwide (Alexiou, 2020; Chang, 2018). Hwang and Lee's (2019) study demonstrated that the EXPECO increases customers' well-being perception and improves their attitudes toward products, brands, attachment, and loyalty. Lee, Jeong, and Qu (2020) also developed a model of EXPECO to investigate how different types of experience influence visitors' satisfaction and revisit intention. Their study revealed that each dimension of the EXPECO is unique and has a distinct effect on customers satisfaction and revisit intention. Despite the critical role of experience in social science, particularly in human behavioral studies, Chang (2018) asserted that EXPECO research is in a very early stage. They believe that although much of tourist experience studies have explored psychological and behavioral aspects, very little research on experiential values has been conducted in the context of tourism.

On the other hand, the literature concerning festivals has mainly focused on the rate of tourist arrivals (Moon & Han, 2019), tourist wellbeing (Hwang & Lee, 2019), visitors' satisfaction (Dieck, Jung, & Rauschnabel, 2018), and destination recommendation (Culha, 2020). Lai, Lu, and Liu (2020) recommended more research should be conducted to provide a better evidence and explanation of the EXPECO's outcomes. They mentioned that scholars may try to find the interrelationship among relevant constructs "(e.g., *perceived values*)" in future studies. Although previous research (e.g., Hwang & Lee, 2019; Lai, Lu, & Liu, 2020; Lee, Jeong, & Qu, 2020) has discussed the concept of EXPECO, little attention has been paid to the mechanism by which EXPECO affects visitors' behavioral intention (BI) concerning food festival settings (Huang, Zhang, & Quan, 2019; Meeprom & Silanoi, 2020). Thus, the current study aims to fill this void by proposing a mediating model of the experiential values in the context of food festivals.

In contrast, Alexiou (2020) indicated the importance of exploring cultural motivation and its impact on visitors' BIs. As a push factor, cultural exploration (CULEXP) allows visitors to find themselves in an unknown place and experience new situations. Thus, it presents a great opportunity for the visitors to refine life skills and self-develop through hands-on experiences (Xu & Cheung, 2020). Furthermore, CULEXP allows visitors to may get acquainted with the authentic local culture during the festival and experience its diversity and traditions by interacting with the local community (Tsaur, Wang, Liu, & Huang, 2019). Schofield and Thompson (2007) showed that tourists' intention to revisit a festival increases when their CULEXP needs are satisfied. Although plenty of studies show cultural exploration is one of the important motivational factors for travel (e.g., Gurbaskan Akyuz, 2019; Su, Johnson, & O'Mahony, 2020; Yan & Halpenny, 2019); however, there is little knowledge regarding the role of CULEXP in creating experiential value. The concept of CULEXP is somehow close to the concept of the experience economy. Through cultural exploration, people seek unknown

places and experience new situations and cultures, which is similar to the escape experience. Also, cultural exploration provides an opportunity for people to self-develop, which is identical to the educational experience. Following Borges, Cunha, and Lopes's (2020) suggestion, more comprehensive knowledge of internal and external motivations is required to understand visitors' behavioral outcomes; therefore, we assumed that the interaction impacts of CULEXP and EXPECO may enhance the perception of festival value and lead to positive behavioral intentions among visitors.

The objective of this research is threefold. First, given the increasingly pivotal role of PV in influencing customer experiences and consequent BI (Tajeddini et al., 2021, 2022), this study investigates the mediating effect of PV on the relationship between EXPECO and participants' BI. Second, this research contributes to the expectation confirmation theory and the push and pull framework by empirically examining the causal relationships among EXPECO, PV, CULEXP, and BI in a food festival setting (see Figure 1) (Aşan, Kaptangil, & Kınay, 2020; Yuan, Wang, & Yu, 2020). Third, exploration of the possible mediating and moderating effects of EXPECO on participants' BI through PV and CULEXP as push factors will contribute to the existing body of knowledge emphasizing the importance of tourists' experience in triggering positive BI (Aşan et al., 2020; Meeprom & Silanoi, 2020; Xu & Cheung, 2020). Practically, the findings of this research will help tourism service providers and policymakers who are organizing festivals to create EXPECO for attendees, thereby enhancing PV, positive word-of-mouth (WOM), and revisit intention.

## **Background and literature review**

### ***Food festival and the Slow Food movement***

Gastronomy is the science of the connection between food and culture. Food can be considered the most attractive part of a culture for tourists. The term “food festival” is a typical expression for events related to food, meal preparation, and consumption (Huang et al., 2019).

A food festival is a form of cultural tourism that has a significant potential to attract tourists and can provide an authentic cultural experience about the host community for visitors. In recent years, the increased attention toward food festivals may be related to the strategic importance that policymakers place on local food and wine events as destination marketing strategies (Culha, 2020).

The Slow Food movement was started by Carlo Petrini and his team in Italy in 1989. Their initial goal was to preserve regional food traditions by offering healthy foods, gastronomic pleasure, and a slow pace of life. This was mainly initiated due to the growth of unhealthy food patterns and dietary behavior worldwide. In addition, they aimed to promote local artisans, farmers, and local foods and flavors through various activities, including community gatherings, farmers' markets, training programs, food festivals, and awareness sessions on food access (Bilgri, 2019).

### ***Experience economy (EXPECO)***

The term “experience economy” was first introduced by Pine and Gilmore (1998, 1999) as the next phase of economic development following the agricultural economy, the industrial economy, and the more recent service economy. They asserted that businesses must organize memorable events for their customers and that memories become the product, the “experience.” Later, Oh, Fiore, and Jeoung (2007, p. 120) defined EXPECO from the consumer perspective as “enjoyable, engaging, memorable encounters for those consuming these events.” They stated that the experience of tourists includes everything they experience in a destination, including their behaviors, perceptions, cognitions, and feelings.

Prior literature indicates that four dimensions have been used to operationalize EXPECO: education, escapism, entertainment, and esthetics. Education refers to learning something new (Aşan et al., 2020). According to the Pine and Gilmore (1998) EXPECO model, educational experiences thoughtfully and actively capture consumers' minds and attract them

to obtain information and learn new things. Escapism is defined as a divergence toward a new self (Piramanayagam, Sud, & Seal, 2020). During escapist experiences, individuals are entirely absorbed (Piramanayagam et al., 2020; Pine & Gilmore, 1998). Regarding entertainment, Pine and Gilmore (1998) asserted that firms are a “stage” that gratifies and entertains customers. Entertainment is one of the oldest and most popular forms of experience, often involving passive engagement (Lai et al., 2020). The last dimension, esthetics, is indulged within the business environment. The esthetic dimension assesses customers’ knowledge and perceptions of the physical and tangible aspects of the environment (Mehmetoglu & Engen, 2011).

### ***Perceived value***

Zeithaml (1988) defined PV as “*the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given*” (p. 14). From a theoretical perspective, customer PV is equal to the total benefits to the customer minus the total cost to the customer (Kotler, Bowen, Makens, & Baloglu, 2017). As implied in the definition, customers assess the trade-off between the benefits they gain and the price they pay for obtaining those benefits (Kotler et al., 2017). Product benefits are the components that products offer to meet customers’ needs and can be either actual (e.g., design attributes of the product) or perceived (e.g., the reputation of the product) (Yuan et al., 2020). Cost to customers is not only limited to price; it also entails the time, energy, risks, and emotional stress imposed on the customer when purchasing a product (Kotler et al., 2017). Overall, consumers’ PV results from their mental trade-off between perceived quality or benefit gained from goods, services, and experiences and the perceived monetary and nonmonetary sacrifice they made for that (Yuan et al., 2020). PV is one of the most important constructs in tourism destination development studies since destination’ organizations can benefit from a high level of visitors’ perceived value. This opportunity allows the organizations to gain competitive advantages and enhance



the sustainability of their respective tourism activities such as festivals (Kim, Byon, & Baek, 2020).

### ***Cultural exploration***

CULEXP refers to an experience (e.g., museums, festivals, theater productions, cultural cuisine) in which individuals explore different cultures during a trip or participate in an event. CULEXP includes meeting different people and becoming familiar with other cultures, customs, and traditions. Further, it allows visitors to try a variety of local, traditional, and modern cuisine, make friends and build relationships with people from different backgrounds (Crompton & McKay, 1997). Cultural factors are compelling push factors that stimulate people to travel or participate in an event. Usually, individuals seek opportunities to learn about other cultures and experience something different when participating in various events (Pechlaner et al., 2012). Pechlaner et al. (2012) identified CULEXP as the most significant reason for attending a multicultural festival.

### ***Behavioral intention***

BI is defined as an indicator of individuals' willingness to perform a particular behavior (Zeithaml, Berry, & Parasuraman, 1996). Xu and Cheung (2020) suggested that BI refers to individuals' subjective probability of engaging in a given behavior. From the marketing perspective, customer BIs are very important because retaining existing customers seems to have more financial benefits than attracting new customers in the competitive business landscape. Moreover, Kim, Duncan, and Chung (2015) claimed that measuring customer intent should be one of the main goals of any organization looking to maximize its profit potential by stimulating consumer behavior. BI can be divided into two categories in the tourism context: revisit intention and WOM (or intention to recommend to others) (Zeithaml, Berry, & Parasuraman, 1996).

## 199 *Theoretical framework*

200       The term "Experience Economy" has been introduced into the strategic management  
 201 topic and is evolving (Okumus, Altinay, Chathoth, & Köseoglu, 2019); therefore, this  
 202 significant construct and its outcomes should be theoretically framed and presented more  
 203 clearly to promote concrete evaluation and optimization of them in practice. In this regard, we  
 204 came to the point that we need a new theoretical framework to measure and evaluate visitors'  
 205 value perception and BIs based on festival experiences and push and pull factors involving  
 206 among possible visitors and the festival. Therefore, expectation confirmation theory and the  
 207 push and pull framework together have chosen to make an appropriate theoretical framework  
 208 to explain the interrelationship between the current study constructs in the festival context.  
 209 Accordingly, based on the given theoretical framework, the proposed research model (Figure  
 210 1) portrays the causal relationships between EXPECO, PV, BI, and CULEXP.

## 211 *Expectation confirmation theory*

212       The expectation confirmation theory (ECT) (Oliver, 1977) applied to explain the  
 213 mediating role of PV between the relationship of EXPECO and BIs among food festival  
 214 visitors. ECT is a cognitive theory that interprets buyers' post-purchase satisfaction due to  
 215 expectancies, perceived performance, and disconfirmation of opinions. When products and  
 216 services perform better than individuals initially expected, the disconfirmation will be positive,  
 217 enhancing post-purchase or post-adoption satisfaction. According to the ECT, an individual's  
 218 satisfaction is directly influenced by the disconfirmation of opinions and perceptions of  
 219 performance. Further, individuals' satisfaction is indirectly affected by their expectations and  
 220 perceptions of performance via the disconfirmation of beliefs (Lai et al., 2020). According to  
 221 the ECT, a positive causal relationship exists between the satisfaction and BIs of customers  
 222 (Boo & Busser, 2018; Li, et al., 2020). Boo and Busser (2018) believe that expectation  
 223 confirmation plays a pivotal role in stimulating purchasing behavior and triggering BI. In

addition, Cho, Tan and Chiu (2020) asserted that confirmation of expectation and PV can significantly influence visitors' BIs. In summary, previous ECT studies' findings have shown that the relationship between customer experiences, expectations, satisfaction, and BIs has great explanatory power (e.g., Chen, Wang, & Morrison, 2021; Botti, Grimaldi, Tommasetti, Troisi, & Vesci, 2015).

We assumed that when tourists or excursionists visit a place or attend an event for the first time, their BI is based on the expectations created by the brand, the popularity of the event, packaging designs, facilities, or previous experiences of a similar event. In the context of the present study, based on this theory, it is suggested that EXPECO creates visitors' expectation confirmation, enhances their PV and willingness to revisit a destination or event, and spreads positive WOM.

#### *The push and pull framework*

The travel destination choice and decision-making process strongly depend on travel motivations and can be explained by the concept of push and pull factors (Dann, 1977). However, the factors that motivate or desire to travel or visit a place, and the final decision of the visitor, result from their previous (prior) need to travel (Dann, 1977; Yoo, Lee, & Lee, 2015). According to these factors, individuals travel because they are pushed and pulled by different forces. These forces determine how an individual is pushed by internal factors (i.e., intrinsic desire) and pulled by external factors (i.e., destinations' attraction) (Crompton & McKay, 1997). Push motivating forces have been helpful in explaining travel desire, while pull motivating forces help consumers make destination choices (Dann, 1977). Push factors comprise cognitive procedures and socio-psychological motivating forces that predispose individuals to travel. In contrast, pull factors attract and cause individuals to choose a particular destination. Almost all push factors arise from intangible or intrinsic desires, such as escape, looking for a new experience, novelty, or adventure, CULEXP, self-discovery, dream

fulfillment, family togetherness, challenge, relaxation, health and fitness, status and prestige, and socializing (Botha, Crompton, & Kim, 1999).

From the push factors perspective, cultural learning/discovery (Su, Johnson, & O'Mahony, 2020) is considered as one of the main motivational factors in the tourism context. Cultural motivations are explained as individuals' actions, desires, and needs to learn about and engage with culture-based incentives, which are significant in pushing possible visitors to travel and discover new historical and cultural experiences (Yan & Halpenny, 2019). On the other hand, from the pull factors perspective, destination culture and history, and local cuisine are considered some important motivational factors to impact possible visitors' decision-making (Su et al., 2020). Undoubtedly, food and its related rituals and traditions are an inseparable part of any destination's intangible cultural heritage, which can be promoted in different ways (i.e., food festivals). From the other side, cultural exploration as a push factor significantly engages visitors with culture-based destinations and plays a crucial role in the generation of visitors' arrival to cultural tourism destinations. Altogether, we believe the push and pull framework is the best theoretical support to explain the possible role of CULEX as a push factor to attend a food festival.

## **Hypothesis development**

### ***Mediating effect***

This study explains the mediating effect of PV on the relationship between EXPECO and BI by applying the ECT. According to the ECT, customers' expectations, positive perceptions of performance, and confirmation lead to higher levels of PV and consequently to positive BI. If a product, service, or experience is better than expected (positive confirmation), customers' PV and satisfaction increase (Kotler et al., 2017; Oliver, 1977).

One critical challenge service provider and marketers' faces is identifying essential variables that determine customer PV (Dowell, Garrod, & Turner, 2019). Previous studies have

found predictors of PV to include attendees' involvement (Kim et al., 2015), past visits (Yuan et al., 2020), and product quality (Yoon et al., 2010). Moreover, Meeprom and Silanoi (2020) and Kim et al. (2015) showed that customers' repeat purchase intentions are affected by the PV stemming from the products and services they consumed. Huang, Zhang, and Quan (2019) showed that positive WOM is affected by memorable experiences and consequential desirable attitudes. They showed that greater value perception results in a higher likelihood of repeat intentions. Culha (2020) asserted that the more benefits and advantages derived from products or services, the more satisfied customers are, leading to positive behaviors. Accordingly, we propose that the more EXPECO, the more PV, resulting in more positive BI.

When studying tourism experiences in-depth, many researchers (e.g., Aşan et al., 2020; Lai, Liu, & Lu, 2021; Zhang, Liu, Li, & Tan, 2021) have successfully used Pine and Gilmore's (1999) EXPECO concept and its four dimensions (i.e., entertainment, education, escape, and aesthetic). Previous research has shown that visitors have experienced these four realms of EXPECO during their visits or whenever they participate in an activity (e.g., Aşan et al., 2020; Zhang et al., 2021). Moreover, some studies have shown that these four different domains result in different PV types (Lai et al., 2021). Consequently, PV further affects visitors' satisfaction and memory (Lai et al., 2021; Olya, Jung, Dieck, & Ryu, 2020) and BIs (Lai et al., 2021; Lee, Jeong, & Qu, 2020). The above research findings may reinforce the hypothesis that visitors can have different authentic food experiences at a food festival. Depending on the festival, these experiences may be related to quality, participation, education and learning, entertainment, space, and design, contributing to PV. All in all, a visitor may have a good perception of the festival as a complete experience package. Ultimately, this experience package (EXPECO), through creating a perception value, may stimulate the visitors' willingness to return to the destination or likelihood to share the experience with others. However, there is a dearth of studies that empirically studied the interrelationships among EXPECO, PV, CULEXP, and BI

in the context of food festivals. This paper addresses this void in prior literature by examining how EXPECO leads to BI through PV and CULEXP, referring to a food festival context.

Food festivals have always been a rich and diverse source of entertainment for attendees (Beckman, Shu, & Pan, 2020). Kim et al. (2015) stated that there are many opportunities for fun, entertainment, personal involvement, and experiences in the festival industry. This entertainment may include performing arts such as local dance, live music bands, and singing. The diverse activities in a food festival provide entertainment for all attendees due to the tight connection between people's daily life and foods (Hu, 2010; Kim et al., 2015). Popescu and Cobras (2012) asserted that, as an honoring of customs, civilizations, cultures, and values, festivals are a vital source of entertainment to satisfy a community's desires. The authors indicated that if festival entertainment schedules are carefully designed to appeal to attendees from different cultures, this will result in higher levels of satisfaction and positive BI through the PV. Therefore, it is hypothesized that:

*H1: Entertainment experience is positively related to attendees' behavioral intention via perceived value.*

Another realm of EXPECO is esthetics, which refers to tangible aspects of the environment (festival). Examples of tangible aspects of festival include information availability, program content, souvenirs, transportation, convenient parking facilities, rest areas, toilet facilities (washing and hygiene), and waste and recycling facilities. If these tangible aspects of a festival meet attendees' expectations, the festival value is favorably assessed, leading to higher levels of customer satisfaction. Several studies have recognized the role of esthetics in consumer behavior, loyalty, satisfaction, decision-making, and service evaluations (e.g., Culha, 2020; Mehmetoglu and Engen, 2011). In the tourism literature, Vesci and Botti (2019) noted that the physical environment of a festival plays a vital role in determining visitors' attitudes, future patronage intentions, and willingness to recommend. In the case of the Ice Music Festival (Geilo, Southern Norway), for example, it was specifically

shown that the aesthetic dimension affects visitors' level of satisfaction (Mehmetoglu & Engen, 2011). Therefore, it is assumed that:

*H2: Esthetic experience is positively related to attendees' behavioral intention via perceived value.*

Pine and Gilmore's framework (1999) demonstrates that education, referring to learning something new and different, is another realm of EXPECO. They characterized the educational experience as a combination of active participation and absorption. Usually, consumers gain knowledge and improve their skills when involved in an educational experience. In addition, it makes them feel that they can continue to learn after the educational experience, thereby increasing their demand for the learning experience (Lai et al., 2020). In particular, tourists' desire for self-learning has been recognized as a critical motivating factor in festival attendance (Prentice, 2004; Prentice & Andersen, 2003). Consequently, education has been reported as a cognitive benefit that allows attendees to learn something new (Lai et al., 2020), thus enriching their skills (Xu & Cheung, 2020; Lee, Sung, Suh, & Zhao, 2017). Similarly, Song et al. (2015) suggested that the major driving factor regarding travel is the visitors' desire for self-learning. They emphasized that the educational experience creates a high functional value for a travel product. This leads to the following hypothesis:

*H3: Educational experience is positively related to attendees' behavioral intention via perceived value.*

Cohen's (1979) central theory explains tourists' experiences based on their mode and behavior. In the diversionary mode, tourists seek diversion or escape from a routine and monotonous life (Cohen, 1979). Escapism (as one of the active dimensions of EXPECO) involves the active participation of tourists.

Food festivals have the potential to offer appropriate venues for people interested in food and beverages; they can also provide a variety of visitor experiences, including an escape from daily routine (Park, Reisinger, & Kang, 2008). In a study to assess participants'

motivations to attend a wine and food festival, Parker et al. (2008) referred to the “change” dimension, which stresses the significance of changing the pace of routine life, relieving fatigue, “running away from” everyday life and enjoying days out. Numerous festival and adventure tourism studies have shown a direct correlation between tourists’ escape experiences and their overall satisfaction and BI concerning food and wine festivals (Lee et al., 2017), local food experience escape (Piramanayagam et al., 2020), and sea-based adventure experiences (Triantafyllidou & Petala, 2016). It has been suggested that the more benefits derived from an escape experience, the greater the PV and the more satisfied attendees are, leading to positive behavioral intentions (e.g., Piramanayagam et al., 2020; Lee et al., 2017). Therefore, it is assumed that:

*H4: Escape experience is positively related to attendees’ behavioral intention via perceived value.*

#### ***Moderating effect***

Dann (1977) posited that pull factors (external forces of a destination’s attributes) and push factors (motivational influences and internal/ psychological forces) could be used to explain tourists’ travel decisions and choice behavior. Moreover, he stated that, despite the significant role of the pull factor, the actual decision to visit a destination is a consequence of individuals’ prior need for travel, referring to the push factor. If an individual has a more elementary need than a specific reason for selecting a travel destination, his or her internal desire becomes involved. Together, these push factors stimulate tourists’ travel decisions (Dann, 1977).

Festivals typically allow attendees to explore new experiences, people, and cultures (Pan, Xu, Lu, & Gursoy, 2021). Stylianou-Lambert (2011) asserted that “cultural attractions can be museums, galleries, *festivals*, architecture, heritage sites, artistic performances, as well as attractions related to *food*, dress, language, and religion” (p.405). Particularly, food and



culinary events can enhance visitors' experience and are significant elements in experiencing local cultures (Henderson, 2009).

Recent studies have shown that culinary attractions and events such as food festivals or excursions act as pull factors and positively relate to memorable experiences and BIs (e.g., Henderson, 2009; Hu, 2010). When attendees experience authentic food from indigenous cultures at festivals, it allows them to learn about and experience a community other than their own (Hu, 2010). In a comprehensive study concerning the determinants of accepting insects as food, Tan et al. (2015) found a significant role of cultural exposure and individual experiences in stimulating tourists' food consumption behavior. Tan et al. (2015) suggested that cultural differences and motives provide the context in which people follow their interests and accumulate their experiences regarding different foods. Chen and Rahman (2018) stated that CULEXP is significantly related to higher knowledge acquisition and memorable experiences, leading to positive BI. A study by Kim, Choe, and Kim (2022) on a sample of 1,274 tourists who tasted local foods in Hong Kong showed that differences in food culture had a moderating effect on the relationship between novelty/quality of food and dining satisfaction. They believe that eating local food in a destination is a cultural experience and satisfies visitors who are seeking cultural exploration when choosing local food at a destination. Further, the study by Chen et al. (2021) based on ECT showed that travel motivations strongly influenced visitors' revisit and WOM intentions via satisfaction and experiences. Some examples of the measured motivational factors in their study were to understand other cultures, gain knowledge, experience something new and different, get away from every day, and visit a place related to personal interests. Su et al. (2020) believe that potential food visitors are motivated and satisfied not only by local, new, and special food consumption but also by cultural experiences associated with foods. These visitors seek food destination experiences as a combination of food and food-related culture.

Prior literature has provided robust findings on the desire for food events and the level of attendees' satisfaction, but little attention has been paid to strengthening this relationship (Tan et al., 2015). To fill this gap, this paper, therefore, proposes that if a festival's design is based on EXPECO and, simultaneously, attendees seek a meaningful, authentic experience (i.e., CULEXP), it will significantly impact attendees' PV and BI. Accordingly, the study postulates the moderating role of CULEXP on the dimensions of the EXPECO–PV–BI. Thus, it is hypothesized that:

*H5a: Cultural exploration moderates the positive effects of entertainment economy on perceived value and BI.*

*H5b: Cultural exploration moderates the positive effects of esthetic economy on perceived value and BI.*

*H5c: Cultural exploration moderates the positive effects of educational economy on perceived value and BI.*

*H5d: Cultural exploration moderates the positive effects of escaping economy on perceived value and BI.*

## [Figure 1]

### **Methodology**

#### ***Research philosophy and development of measurements***

Multi-item measurement scales were used to measure the model constructs. CULEXP was measured by using eight items developed by Crompton and McKay (1997). Sample items included the following: "I want there to be a sense of discovery" and "I want to experience customs and cultures." Three items obtained from Kim et al. (2015) were used to evaluate PV. Sample items included the following: "Compared to the time I have spent, it is worth attending the festival" and "Compared to the effort I have made, it is worth attending the festival." EXPECO was measured by 24 items developed by Oh et al. (2007). Sample items included the following: "It is a real learning experience," "The setting is very attractive," "I really enjoy

watching what others were doing,” and “I feel like I am living in a different time or place.” Finally, three items based on the study of Zeithaml et al. (1996) were used to measure BI. Sample items included the following: “I would like to come back to this festival in the future” and “I would recommend this festival to my friends or others.” All constructs were measured using a five-point Likert scale, with extremes being 1 = strongly disagree, and 5 = strongly agree.

#### ***Data collection procedure***

A survey questionnaire was designed to explore visitors’ perceptions of the impact of EXPECO, PV, and CULEXP on BI. The research was conducted at the Slow Food Festival in Büyükkonuk, a renowned tourist destination in the Turkish Republic of Northern Cyprus. Büyükkonuk (Komi Kebir) was chosen as the festival venue as it represents a traditional Cypriot and indigenous eco-village. The festival was well-designed and -organized for both exhibitors and participants. The festival was held outdoors, including booths and local restaurants, which welcomed visitors. Turkish and Turkish Cypriot exhibitors brought their food for display and sale. Some of them started preparing food, breads, cakes, and pastries during the day in order to show the cooking recipe to the visitors. One of the authors, who personally attended the festival, started randomly distributing the questionnaire plus an envelope among visitors, asking them to fill it out, put the questionnaire in the envelope, and deliver it to one of the booths or restaurants at their convenience. End of the day, envelopes were collected from all the festival booths and local restaurants.

Of the 215 questionnaires distributed among the festival participants, 198 were completed and returned (92.1% effective response rate). The sample comprised 44.9% (n = 89) males and 55.1% (n = 109) females. About 53% (n = 104) of the respondents were married, and the remainder (n = 94) were single; in addition, 53% (n = 105) were aged between 38 and 47, with around 30% (n = 61) aged between 28 and 37. In terms of education, 53.5% (n = 106)

of respondents had completed vocational education and 14.6% (n = 29) had university degrees. Most visitors were locals (85%).

Several measures were taken to minimize potential common method bias before and during the process of data collection (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). First, the questionnaire consisted of only 30 items. Therefore, it was short enough to avoid fatigue and confusion, which could harm respondents' cognitive efforts to respond accurately. Second, the order of the measurement items was counterbalanced, reducing the risk of the respondents "guessing" the answers. Third, to avoid a negative impact on the response rate, demographic information items were placed at the end of the questionnaire, which increased the likelihood of respondents answering previous items explicitly and honestly. Fourth, the questionnaire was prepared in English and Turkish (the official language in Northern Cyprus). A bilingual language expert translated the whole questionnaire from the English language into the Turkish language to create the Turkish questionnaire. Moreover, the back-translation procedure was used to assess whether the translated version was comparable to the original version. Finally, the content and the face validity of the questionnaires for both English and Turkish versions were assessed by three subject experts and 15 potential respondents. Comments from the subject experts and potential respondents were incorporated into the final questionnaire design.

#### ***Data analysis***

All items were subjected to confirmatory factor analysis (CFA) to evaluate the convergent and discriminant validity of the study measurements using AMOS 26.0. A structural model was then applied to test the proposed hypotheses empirically.

## **Results**

### ***Measurement model testing***

A series of CFAs have been conducted to test the factorial validity of the measures via maximum likelihood estimation. First, the seven-factor base model (M0) was identified, where (F1) entertainment, (F2) esthetic, (F3) education, (F4) escape, (F5) PV, (F6) CULEXP, and (F7) BI were considered as separate factors. The proposed model (M0) was then compared with the substitute model (M2). A set of fit indices was used to evaluate the structural model. The results in Table 1 demonstrated that the hypothesized seven-factor model, ( $\chi^2 = 483.21$ ,  $df = 384$ ;  $\chi^2 / df = 1.26$ ; comparative fit index (CFI) = 0.869; Tucker Lewis index (TLI) = 0.958; Goodness Fit Index (GFI) = 0.869; Root Mean square Residual (RMR) = 0.055, Root Mean Square Error of Approximation (RMSEA) = 0.036) had an acceptable fit to the data.

### [Table 1]

#### *Constructs' validity and reliability*

In the next step, the validity and reliability of the constructs were tested (Table 2). The factor loadings of all items in each construct were satisfactory; and ranged from 0.528 to 0.957, exceeding the threshold of 0.5. The Cronbach's alpha values ranged from 0.852 to 0.927 and were above the commonly accepted threshold of 0.7. All composite reliability values were above 0.7, exceeding the acceptable value of 0.6 set by Hair, Black, Babin, and Anderson (2010). The average variance extracted (AVE) values ranged from 0.519 to 0.705, above the acceptable value of 0.50. These results support the convergent validity of the constructs (Fornell & Larcker, 1981). The square root of the AVE for each construct was larger than its inter-construct correlations (from 0.720 to 0.840), which supports the discriminant validity of all variables (Fornell & Larcker, 1981; Hair et al., 2010).

### [Table 2]

### *Descriptive analysis*

Table 3 displays the means, standard deviations, and correlations among study constructs. As indicated in Table 3, BI is positively correlated with educational experience ( $r = 0.524, p < 0.001$ ), esthetic experience ( $r = 0.516, p < 0.001$ ), entertainment experience ( $r = 0.519, p < 0.001$ ), escape experience ( $r = 0.290, p < 0.001$ ), PV ( $r = 0.662, p < 0.001$ ), and CULEXP ( $r = 0.343, p < 0.001$ ).

### **[Table 3]**

### *Assessing the mediating effect of PV*

The results of the direct and indirect tests are displayed in Table 4. Three components of visitor's EXPECO (education, entertainment, and esthetics) were identified as significant predictors of visitors' BI. The results demonstrate that education ( $\beta = 0.317, p < 0.001$ ), entertainment ( $\beta = 0.290, p < 0.001$ ), esthetics ( $\beta = 0.307, p < 0.001$ ), and escape ( $\beta = -0.044, p = \text{n.s.}$ ) are positively related to BI. Next, PV was entered as the mediator between the components of EXPECO and BI. The findings indicate that PV partially mediates the effect of education ( $\beta = 0.282, p < 0.001$ ), entertainment ( $\beta = 0.278, p < .001$ ), and esthetics ( $\beta = 0.265, p < 0.001$ ) on BI, supporting H1, H2, H3. However, the results do not show a mediating effect of PV in the causal relationship between escape and BI ( $\beta = 0.081, p = \text{n.s.}$ ), not supporting H4.

In addition, Sobel test was applied to measure the statistical significance of intermediary impact of PV between EXPECO's dimensions and BI. The result of Sobel test also showed that PV significantly mediated the impact of education on BI ( $t = 3.925, p < 0.001$ ), entertainment on BI ( $t = 3.816, p < 0.001$ ), and esthetic on BI ( $t = 3.408, p < 0.001$ ). However, the results of Sobel test also did not support the mediating impact of PV between escape experience and BI ( $t = 1.180, \text{n.s.}$ ).

**[Table 4]**

*Assessing the moderating effect*

The results of the direct and interaction tests are displayed in Table 5. In the direct test, CULEXP was identified as a significant antecedent of PV ( $\beta = 0.389$ ,  $p < 0.001$ ) and visitors' BI ( $\beta = 0.434$ ,  $p < 0.001$ ). Interaction effects of the independent variables and moderator on PV and BI were tested. The findings demonstrate significant positive interaction effects of education  $\times$  CULEXP ( $\beta = 0.483$ ,  $p < 0.001$ ), entertainment  $\times$  CULEXP ( $\beta = 0.497$ ,  $p < 0.001$ ), esthetics  $\times$  CULEXP ( $\beta = 0.494$ ,  $p < 0.001$ ), and escape  $\times$  CULEXP ( $\beta = 0.354$ ,  $p < 0.001$ ) on visitors' PV and BI.

In addition, we plotted the EXPECO's dimensions  $\times$  CULEXP interaction at two levels of CULEXP (e.g., +1 SD, -1 SD; Bauer and Curran, 2005) and conducted a simple slope test to re-examine the nature of the constructs' interaction. The interactions are graphically displayed in Figure 2. Panel A, indicates that CULEXP strengthens the positive relationship between educational experience and PV-BI. Panel B indicates that CULEXP strengthens the positive relationship between entertainment experience and PV-BI. Panel C indicates that CULEXP strengthens the positive relationship between esthetic experience and PV-BI. In addition, Panel D indicates that CULEXP dampens the negative relationship between escape experience and PV-BI.

**[Table 5]**

**[Figure 2]**

The findings of path analysis (direct, mediating, and moderating) are graphically displayed in Figure 3. Interaction effects are indicated as bold lines and non-significant effects

showed as dotted lines. The beta coefficient ( $\beta$ ) values are significant at the level of  $*p < 0.001$  (2-tailed).

### [Figure 3]

## **Conclusion**

## ***Discussion***

This paper empirically examined interrelationships among experiential food festival attributes, perceived value, cultural exploration, and behavioral intention to visit food festivals by referring to a sample of visitors attending the SLOW food festival. The findings indicate that PV mediates the impact of EXPECO on BI. The results are consistent with those of other studies that BI is affected by positive and memorable experiences, the consequential desirable attitude, and more significant value perceptions (Huang et al., 2019; Kumar, Panda, & Adhikari, 2022; Moon & Han, 2019). Moreover, customers' PV not only results in customer satisfaction but also impacts repurchase intention and loyalty (Alrawadieh, Prayag, Alrawadieh, & Alsalameen, 2019; Moon & Han, 2019). Visitors encounter unique experiences during their participation in the festival, which affects their evaluation and satisfaction with the features and facilities of the festival. They are more likely to be satisfied when realize the value of a unique experience, and this perception of value and satisfaction will affect their BIs. These results also are in line with and support the ECT. The findings reveal that food festivals with high experiential food festival attributes meet and exceed customers' expectations, enhance their PV, and lead to positive BIs (e.g., willingness to revisit intention and positive WOM).

Among the four dimensions of EXPECO, educational experience showed the most substantial direct and indirect influence on BI via PV. Pine and Gilmore (1999) assert that through educational experiences, visitors absorb the events at a destination while actively participating through mind-and-body interactions. They believe that educational dimension



reflects active participation. visitors who actively participates in an event's activities directly affects the performance or event becomes part of their experiences. For example, displaying a variety of foods, especially local foods, at festivals, showing visitors how to prepare them, and providing an opportunity to allow them to try and learn new knowledge along with engaging in interactions with local people are pieces of evidence of absorption and active participation of attendees. In the case of the current study, with educational experiences, visitors absorbed the food festival attributes at a destination and actively participated via the interactive engagement at the food festival. The researched Slow Food Festival allowed participants to take a closer look at how different dishes are cooked and even allowed them to try the cooking process themselves. According to the results, participants' knowledge, information, and skills—both general and specific—increased through educational experiences at the Slow Food Festival. In addition, education has been repeatedly found to be a stimulator for food festival visitors (Culha, 2020; Lai et al., 2020) and significantly related to their levels of satisfaction and future decision-making. These results are in line with Lai et al. (2020) study findings about ethnic cuisine, which show that educational experience has significant direct effects on visitors' satisfaction and their memory and indirectly on their WOM. We believe that visitors have satisfying educational experiences only if the event activities with specific and different contents trigger their active participation in acquiring knowledge or skills. The results demonstrated that the Slow food festival could provide an opportunity to enable visitors to enjoy the foods more by learning about its ingredients, processes, and history, through which also enhances their value perception and BI of the event.

Regarding the second dimension of EXPECO, the results show that entertainment experience is positively related to visitors' BI via PV. Entertainment experience commonly occurs when a consumer passively observes the activities, and their participation in destination activities will not directly impact the event activities; however, they typically absorb

entertaining offerings by the event. (Oh, Fiore, & Jeoung, 2007; Pine & Gilmore, 1999). Entertainment is generally an inseparable part of famous food festivals in the world. Through side activities and entertainments like competitions, singing, acrobats, etc., food festival policymakers try to take attendees' attention to the festival. They believe that visitors become excited and absorbed when they are amazed by the entertainment held at the festival. Even such entertainment can consider a festival's competitive strategy and enhance attendees' perceived festival values. In line with previous studies (Culha, 2020; Ding & Lee, 2017; Manthiou, Lee, Tang, & Chiang, 2014), the findings revealed that the entertainment experience is an antecedent of visitors' festival overall experiences, satisfaction, and positive behavioral intention. Visitors to the Slow food festival in Büyükkonuk had the chance to enjoy performing arts such as folk music and local dances, which was planned by the festival's policymakers. Festival planners had invited famous local traditional singing and dancing groups to perform various programs for the attendees in several sessions during the day of the festival. Visitors also had the opportunity to visit festival booths and see how traditional dishes and different types of local bread are prepared and cooked, which, in turn, has been a form of entertainment for them. Overall, the findings revealed that the Slow food festival successfully provided unique programs to entertain and absorb visitors, enhancing their satisfaction, perceived value and positive BIs of the event.

The results also confirm that esthetic experience is positively related to visitors' BI via PV. Aesthetic experiences for festival attendees refer to their overall evaluation of the festival's physical environment. The esthetic experience is based on participants' assessment of the physical environment or the general atmosphere. This involves passive participation but more contemplation, attention, and reflection on what is seen or experienced. Dieck, Jung, and Rauschnabel (2018) and Aşan, Kaptangil, and Kinay (2020), believe that aesthetic experiences are a very strong type of experience and are considered as one of the important predictors of

overall experiences. According to the results, attendees had aesthetic experiences through passive participation in the food festival. Other studies (e.g., Dieck et al., 2018; Mehmetoglu and Engen, 2011; Lee et al., 2017; Oh et al., 2007), also confirmed that aesthetic experience is one of the most dominating dimensions of EXPECO. In addition, attendees perceived festival value mediates the relationship between aesthetic experiences and BI. This important type of EXPECO, which occur with attendees' immersion in the festivals, creates a positive perception of festival value, which converts into satisfaction, and ultimately positively impacts visitors' future decisions. This result is the line with findings reported by Lee et al. (2017) and Culha (2020) that esthetics is a significant element affecting visitors' future BIs (i.e., revisit intention and WOM). This study indicated that all the aesthetic attributes of the festival impact the quality of the visitors' experiences to the Büyükkonuk Slow Food Festival. Further, this study revealed that the quality of products and the beauty of other amenities have overall the significant influence on visitors' PV, their WOM and intention to revisit the Slow Food festival.

Contrary to previous studies' findings (e.g., Lee & Lee, 2019; Mehmetoglu & Engen, 2011), the current study results did not confirm hypothesis 4, that escape experience is not significantly related to visitors' BI via PV. An escape experience provides ample opportunity to escape from everyday life, relax, and enjoy one's excursion. Obviously, cultural festivals (i.e., food festivals) should be organized with different or unique content that emphasizes and creates escape experiences for attendees at the festival venue. However, cultural visitors have various motivations and seek not necessarily escape but also other types of experiences at festival sites (Lee & Lee, 2019). We believe that the main reason hypothesis 4 was not supported is related to the festival's duration: a one-day festival may not be sufficient for visitors to step out of everyday life. Perhaps the day visitors gathered at the festival was not enough to socialize with others. A brief look at other popular food festivals (i.e., St. Moritz Gourmet Festival, nine days; New Orleans Wine & Food Experience, five days) shows that

most are held over more than one day, perhaps to give attendees a chance to immerse themselves in an environment outside of everyday life and have more time to find and interact with others. In addition, as explained previously, escape experiences are so immersive that consumers feel they have become involved in another place or time. Crompton and McKay (1997) believe that one domain that should be incorporated into a festival's motivational instruments is recovery equilibrium (relaxation/escape), socialization, and external interaction/socialization. Thus, the second possible reason for the lack of support for hypothesis 4 may be that most visitors were local and indigenous, so they may not have felt they were in a different place and visit different people.

Moreover, as predicted, the findings show that higher PV and BI result from the interaction of CULEXP and EXPECO. The interaction analysis results confirm that visitors who experience high EXPECO, along with CULEXP, better understand the value of the festival such that their BI increases. The festival organizers tried to use the historical and cultural themes and provide traditional cuisines in traditional ways to develop the event attributes to attract more visitors and create a cultural image in the festival destination. The findings demonstrated that all these attempts were fruitful in creating a situation for those visitors looking for different cultures and experiences in different dimensions and enhancing their PV and BIs regarding the Slow food festival. This finding aligns with Chen and Rahman's (2018) study, which found that CULEXP is significantly related to higher knowledge acquired and memorable experience, leading to positive BI. According to the push and pull framework, people who pursue CULEXP are attracted to cultural attractions (festivals) isolated from their ordinary place of residence to gain new information and experiences to satisfy their cultural needs. The findings are also consistent with Duran and Hamarat's (2014) viewpoints, who asserted that cultural exploration is one of the significant push factors for attending events. They believe that festivals should design based on at least one cultural theme reflecting the

event and destination cultural heritage simultaneously. Festival organizers should always consider destinations' cultural identity, authenticity, and diversity to create value and attract more visitors.

### ***Theoretical contribution***

This study assessed the mediating effect of PV on the causal relationship between EXPECO and BI. Research on EXPECO is necessary for tourism contexts since there are insufficient studies in this field and the processes by which individuals transform and personalize an event into something personally meaningful at different stages of consumption (Chang, 2018). Thus, while it has been widely acknowledged that visitors' experiences are meaningful and have positive outcomes (Mair & Weber, 2019), there is little knowledge of how experiences impact visitors' BI through PV (Lai et al., 2020). Notably, despite the importance of customer value, few studies have explored the relationship between experiential festival attributes, visitors' PV, and BI in the food festival context (Huang et al., 2019; Lai et al., 2020). To fill this gap, by applying ECT, this study has proposed a research framework portraying the interrelationships among EXPECO, PV, CULEXP, and BI. Knowing about each dimension of the EXPECO and their magnitude effects on visitors' PV and BIs will significantly contribute to the prior literature as these dimensions of EXPECO directly relates to visitors' cognitive and affective psychology.

To the best of the researchers' knowledge, this is the first quantitative study to have examined the moderating role of CULEXP via a causal relationship study in the context of a food festival (Borges et al., 2020). This research fills a gap in the literature by examining the moderating role of CULEXP as a critical push factor to allow the evaluation of visitors' willingness to return and recommend to others (Xu & Cheung, 2020). Furthermore, the moderating effect by which CULEXP strengthens this process enriches knowledge regarding the power of push factors based on the push and pull framework (Borges et al., 2020). From

the push factor perspective, this paper deeply explored the multidimensional experiences generated by the EXPECO and CULEXP in the context of food festivals. The study highlights that cultural motivation has a significant and direct interaction effects on four dimensions of the EXPECO and consequently on PV and BIs, which, in turn, has a valuable theoretical contribution to the studies related to the expansion of destination tourism through cultural festivals.

### ***Practical implications***

The results provide meaningful and valuable implications for policymakers, organizers, and marketers in festival management that may be applied to more effectively allocate limited resources. By creating various opportunities for visitors, festivals can increase their EXPECO, resulting in positive WOM and revisit intentions. It is vital for policymakers and organizers to understand and appreciate visitors' needs, tastes, preferences, and expected experiences at food festivals. By understanding the pivotal role of EXPECO and CULEXP, organizers can provide a wide range of services to create different experiences for participants. Festival organizers must reform their policies, plans, and tactics to create situations to promote more social, cultural, and educational opportunities and create an environment that focuses on participation, pleasure, enjoyment, and social status.

This study measured four dimensions of EXPECO, in which entertainment experience showed the most critical dimension and demonstrated the most substantial direct and indirect influence on attendees' BI via value perceptions. In the present study festival, attendees visited not only various food stands and local restaurants and got acquainted with different local food but also witnessed local dances and songs. It is argued that, there should be an opportunity for everyone to try a range of dishes plus entertainment in the food festivals. In this regards, outdoor or indoor entertainment should first meet the general festival's criteria, then be appropriate and ideal for food festivals, food fairs, and food exhibitions to provide a situation

to leave a lasting impression on attendees. Exciting and unique food-themed entertainment would be a strategy to attract visitors from different age ranges. For example, we can refer to food-themed entertainment including the roller-skating vegetables (exciting for the children and providing unique and memorable photo opportunities), the acrobatic food makers (e.g., acrobatic pizza makers), food scientists (e.g., offering foods with lab dishes), and so on. Overall, it is recommended to food festivals, policymakers consider different types of entertainment to provide more opportunities for visitors to enjoy and increase their value perceptions and positive behavioral intentions.

Physical environment quality, such as the infrastructure quality of the venue, the beauty of stands, the cleanness and sanitary of the area, and interaction quality, including the interaction with the festival exhibitors, should also be considered, as attendees' overall perceptions of aesthetic experiences, which impact on their PV and BI of visiting food festivals. Festival policymakers and presenters must consider and manage the quality of access. Festival management may also provide participants with car parking and convenient transportation to enable them to participate in the festival even if they do not have a private car, which can enhance the festival's quality and the attendees' aesthetic experiences.

From the educational perspective, the current study's findings provide a valuable guideline for food festival policymakers. Attendees' educational experience can be promoted at the food festivals by educating them on the knowledge of the local cuisine, bread, pastry, jam, and pickled vegetables and their ingredients, features, processing, and also their history and origins. Cooking and baking training and other relevant information can be provided by exhibitors, local restaurateurs, and chefs at the festival. It would be even better if some famous national and international chefs were invited to the food festival. By having more knowledge of the local foods, attendees would be more satisfied with and memorize their educational experience.

Furthermore, escape experiences can be advertised as ways to get away from typical food and routine behavior, meet new people, famous chefs, and celebrities. Moreover, festival marketers may emphasize the importance of attending such festivals for building self-confidence and fundamental changes in their physical and mental health through testing different foods, familiarity with the therapeutic properties of foods, and, most importantly, interaction with people. Also, it is recommended that the festival providers consider the festival's duration; increasing the time or number of festivals' days may also promote escape experiences. For those who are tired of their day-to-day routine and need new experiences, spending two or three days in a different environment and engaging in various activities may provoke their escape experiences.

In addition, festival policymakers must develop appropriate marketing promotional strategies to attract first-time attendees. For example, to create a good sense of the food festival for the participants, the festival management can pay more attention to validating the food festival, promoting the food festival as one of the most important destination festivals, and maintaining its credibility, which in turn leads to increasing attendees' PV, revisit intentions and positive WOM for the next food festival. In addition, to enhance visitor involvement, individuals can be drawn into the consumption phase by being allowed to test what is on offer. In this way, festival organizers can enable participants to have exciting experiences, such as tasting new and exotic foods or trying new ways of eating and drinking. In addition, inviting food celebrities to festivals may be a valuable competitive strategy to increase festival and destination credibility with visitors. Finally, familiarizing participants with ingredients and their uses, foods, and cooking may create memorable experiences for them.

### ***Limitations and future research***

Although this research investigates the interrelationships between EXPECO, PV, CULEXP, and BI, a more in-depth, qualitative study is needed to identify the precise



mechanism between these constructs. BI is considered a single concept in this paper, and future research can examine this variable as a multidimensional construct comprising revisit intention and WOM or even electronic-WOM. Further, future researchers can test different types of PV, such as quality, emotional, price, and social indicators, as mediators in the proposed framework. Third, it is recommended that researchers identify other push and pull factors other than CULEXP as moderators that increase visitors' PV and BI. Next, due to cultural and destination facilities differences, festivals may have different characteristics and provide different experiences for visitors from other destinations. Therefore, it is suggested that future research in the context of food festivals may conduct in other destinations to gain more insights related to the study constructs and generalize the study findings.

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