

The Effect of Celebration Marketing and Its Correlation Model

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Received: April 12, 2018

Accepted: May 2, 2018

Online Published: May 20, 2018

doi:10.5430/jms.v9n2p69

URL: <https://doi.org/10.5430/jms.v9n2p69>

Abstract

This study explores the effects of Celebration activities, Celebration merchandises, surroundings, and history and culture on the experience attractiveness perceived by tourists, as well as tourists' attitude and behavioral intention. Tourists who have taken part in any kind of Celebrations were treated as the sample population. The questionnaires were distributed in person upon convenience sampling, and 562 effective samples were retrieved. The results showed that Celebration activities, Celebration merchandises, surroundings, and history and culture have significant positive effects on the experience attractiveness perceived by tourists. Celebrations and culture also have a significant positive effect on tourists' attitude. However, Celebration merchandises and surroundings have no significant effect on tourists' attitude. Experience attractiveness has a significant positive effect on attitude and behavioral intention, suggesting that when Celebrations are more attractive to tourists, they feel more delighted, and have stronger behavioral intention.

Keywords: celebration marketing, experience attractiveness, attitude, intention

1. Introduction

Due to the diversity of cultures in different countries, there are various types of Celebrations and celebrations, which become the first and foremost impression of visitors toward those countries or regions. Therefore, many countries and local business have vigorously advocated Celebrations as marketing campaigns, hoping to attract tourists with local cultures and folklores, thereby enhancing regional popularity and tourism development (Black, 2016). Therefore, Celebration marketing has become an effective strategy for developing regional tourism. In Taiwan, the well-known Celebrations include the Yilan International Children's Folklore & Folkgame Celebration, Taipei 101 New Year Fireworks, the Pingxi Sky Lantern Celebration in New Taipei City, the Goddess Matsu Celebration in Taichung City, etc. There are numerous Celebration marketing campaigns, which makes difficult for tourists to choose from. What factors are considered by tourists when choosing to participate in a Celebration? What is the tourist development effectiveness after the enormous investment of labor and budget? These are the issues worthy of further discussion.

The organization of Celebrations should consider certain conditions. For instance, how to use the relevant resources and integration of local cultural background to highlight the characteristics of the Celebrations, to accent exotic activities and increase local visibility, in order to attract tourists, is particularly significant (Liang, Wang, Tsaur, Yen, & Tu, 2016). In addition to the planning of Celebrations, the merchandise market and environmental factors, as well as the integration of historical and cultural implications, are critical. These are also aspects that the local government and the businesses should focus on.

Victor (1989) suggested that "attraction" is the basic motivation for tourists or leisure travellers to visit the destinations, and is also the foundation of attitude formation. The main objective of Celebrations is to attract people to participate, so it is important to create attractiveness. Whether it is the Celebration activity, merchandise, surrounding, or history and culture, it is necessary to enhance its attractiveness through the tourists' experience. Therefore, in the process of tourism experience, the Celebration activities should be combined with local activities, merchandises, surroundings, and history and culture, and meet the needs of tourists, so as to enhance tourists' impressions and values, and strengthen their attitude and behavioral intention (Liang et al., 2016).

Based on the above, this study aims to explore the effects of Celebration activities, activity merchandises, surroundings, and history and culture on experience attractiveness perceived by tourists, their attitude and behavioral

intention. Although previous studies have discussed several dimensions of this topic, there still lacks multi-facet discussions. This study treated the Celebrations held in northern, southern, eastern Taiwan, and offshore islands as the target. Survey was conducted on tourists who had participated in any kind of Celebrations, in order to analyze the value and effect perceived by tourists. Based on the results, suggestions were proposed from the point of view of tourists as practical reference for future study on Celebration marketing.

2. Literature Review

2.1 Celebration Activities

Celebration is a special, carefully planned and designed activity that is closely related to the local historical background and folk customs. The purpose is to bring people happy experience and good memories or even nostalgia. Celebration activities are a series of events belonging to a special holiday (Jackson, 1997). Celebration activities are also Celebration-themed marketing campaigns, which may be a one-time or regular event. The purpose of Celebrations is to spur a key incentive for tourists to patronize, which becomes the driving force of travelling, and to involve tourists in other local consumption activities (Veres, Clark & Golbourne; 2008). Therefore, local Celebrations in a unique way could promote local image and reinforce its history and culture, which is conducive to shaping the image of the region and promoting tourism development (Wu, 2016A; Liang et al., 2016). Celebrations have basic elements such as the characteristics of special events, marketing features and imagery content.

2.2 Activity Merchandises

Merchandises sold at Celebrations are related to the Celebration content, representing the local life culture and the core of Celebrations. It is the souvenir marking that the tourists have been involved in the Celebration, also represents the experience of the trip (Kinnunen, & Haahti, 2015). The Celebration-themed merchandise markets should not only emphasize on high profit margins, but should create a venue that manifests human touch and exchanges traditional goods. Moreover, tourists can find unique historical, cultural, and creative merchandises, and even directly communicate with the artists. On the other hand, it is a venue for artists to promote their new works or to inspire new ideas. Through the display of the works, the merchandise market fosters the relationship between the artists and consumers, introduces art into daily life, and accumulates the energy of artistic creation. When a Celebration is held, the merchandise bazaar is an indispensable item. The types of merchandises often include cultural and creative merchandises, entertainment merchandises, and daily necessities.

2.3 Surroundings

The surroundings of the Celebration determine its success or failure, and affect the tourists' satisfaction with the activity and the willingness to revisit in the future (Harrell, Hutt & Anderson, 1980). If the overall impression of the surrounding environment and the Celebration activities conforms to the tourists' anticipation, they would generate satisfaction, and vice versa (Jochen & John, 1999). As a result, tourists would consider the surrounding environment and atmosphere as the key factor of participating in the Celebrations. Bitner (1992) mentioned that environmental attributes include: natural environment, humanistic environment, and social environment. Beerli & Martin (2004) developed 5 dimensions of cognitive imagery of tourism areas, including (1) natural and cultural resources; (2) public recreation and facilities; (3) atmosphere; (4) safe environment; (5) sightseeing resources. They work together to shape people's overall environmental perceptions, and thus affect the mood of tourists (Wu, 2016a). This study combines the views of the above scholars to divide the surrounding environment of Celebrations into natural landscape, recreational facilities and transportation for measurement.

2.4 History and Culture

Celebrations manifest the local history and culture. In addition that the activity itself bears the task of cultural inheritance, it also must be moving, and trigger empathy among tourists. Therefore, it is very important to integrate history and culture into the connotation of Celebrations and to trigger emotional reactions (Winkle & Bueddefeld, 2016). Taiwan's Council for Cultural Affairs has been promoting the reuse of vacant spaces with historical and cultural significance, so that those historical buildings, spaces and environments could be reactivated and integrated into local customs and Celebrations. Those places are not only venues for cultural merchandise selling and performing arts, but also bases of local culture promotion (Wu, 2016A; George, 2015). In addition, the creative use of historical buildings, such as art design saloons, art exhibition centers, or Celebration venues, could activate old buildings, exhibit the integration of art and life aesthetics, and facilitate the dialog between Taiwan and the world architectural design industry. In this study, the history and culture of the Celebrations is divided into three items, which are cultural monuments, Celebration folklore, and historical buildings, for measurement.

2.5 Experience Attractiveness

When an individual is attracted by a message that is intentionally or unintentionally emitted by an object, there is a drive that causes the individual to approach and act to be satisfied is the creation of “attraction” (Wu & Tian, 2017). As for the tourism industry, the regional attraction means that if a region’s sightseeing and leisure resources or local special activities are able to meet the needs of tourists, then it can arouse the interest of tourists, and stimulate the drive among tourists to experience (Gunn & Var, 2002; Swarbrooke, 2002). Therefore, attraction is the basic motivation for tourists and tourists to visit the tourist attractions. The first goal of the Celebration activities is to attract people to participate in the experience, so the creation of experience attractiveness by tourists is quite crucial (Victor, 1989).

The purpose of Celebrations is to create the experience attractiveness by tourists and to leave a good memory. To maintain good memories, the most important prerequisite is the wonderful experience (Wu, 2016b). Experience must go through personal attempt, which changes one’s behavior or thought (Carù & Cova, 2003). Mathwick, Malhotra & Rigdon (2001) divided experience value into: (1) the consumer returns on investment (CROI) (2) service excellence (3) playfulness (4) aesthetics. If tourists feel that they can obtain the above value in Celebration, they are experiencing attraction.

2.6 Attitude

An attitude is a mental state acquired by learning that reflects an individual's like or dislike toward people, matters, things, or ideas, including beliefs, feelings, reactions, and value evaluations (Hughes, 1973). Attitude is a kind of psychological tendency and evaluation, a kind of persistent preference or rejection in a certain subject after learning, and it does not change frequently in the short term (Fishbein & Ajzen, 1975; McLeod, 2009). Therefore, to understand the behavior of tourists, this study investigates the connotation and components of their attitude. The components of attitude can be divided into three elements: affective factor, behavioral factor, and cognitive factor, which have interconnected relationships (Breckler, 1984; Solomo, 2002).

Before most tourists travel to the destination, they would first collect tourism information; hence, they feel the interest after stimulated by the collected information. Some basic knowledge of the place triggers the intention to travel to the area. Tourists can only experience the place and understand the region after actual visits, thus forming an attitude is formed (Wu & Tian, 2017).

2.7 Behavioral Intention

Behavioral intention refers to the subjective probability of an individual to take a particular action; it reflects the realization intention of individual of a certain behavior, which is the necessary process of any behavior expression. It is the driving force of the actual action (Ajzen & Driver, 1991). Behavioral intention has an important effect on the forecast consumption behavior (Bagozzi, 1982). Ajzen & Manstead (2007) suggested that behavioral intention is influenced by three factors, including personal attitude, subjective norm, and perceptual behavior control. Cronin, Brady & Hult (2000) pointed out that if customers are able to generate loyalty toward the service provider, the customers would have a positive intention to give positive comments, to refer to others, to purchase again, to purchase more, or to pay higher prices. Based on the above, this study measures behavioral intention by three factors, namely, actual participation, behavioral trend and recommendation to others.

3. Hypothesis Establishment

3.1 The Effect of Celebration on Experience Attractiveness and Attitude

Regional Celebrations are not only the most direct, specific channels of popularizing local history and culture, in which they attract tourists and energize local economic development; they also manifest local cultural characteristics, present experience and activities to attract tourists (Hinch, 1996; Liang et al., 2016). Hu & Ritchie (1993) pointed out that the attraction of a tourist destination is made up of resource elements such as sightseeing and Celebrations, leisure facilities, infrastructure, transportation facilities and catering services. Based on the above, Celebrations are one of the main attractions that trigger tourists to travel to a particular area (Saleh & Ryah, 1993).

When tourists participate in Celebrations, they feel differ establishes the image of the Celebration in their mind, which then converts into belief and identification. As a result, an attitude is produced towards the Celebration (Beerli & Martin, 2004). Positive attitude is a feeling of affection for the Celebrations (Baloglu & McCleary, 1999). If the Celebrations can achieve the desired value of tourists, more tourists would enjoy the Celebrations, feel delighted, and be willing to spend time to enjoy the Celebrations. This enjoyment and memory is a pleasant feeling, which positively affects the attitude of tourists (Pine & Gilmore, 1998).

Based on the above, this paper proposes the following hypotheses.

H1a: Appropriate Celebration activities can significantly enhance the experience attractiveness perceived by tourists towards the Celebration.

H1b: Appropriate Celebration activities can significantly enhance tourists' attitude towards the Celebration.

3.2 The Effect of Activity Merchandise on Experience Attractiveness and Attitude

The nature of Celebration merchandises should show the unique design of the Celebration tradition, so that it can attract consumers in the festive atmosphere. The atmosphere and connotation created by the merchandise bazaar and Celebration activities should attract different target customers. Therefore, the Celebration merchandise market provides an interactive platform, so that the history, culture, and Celebration folklore are combined to achieve the cluster effect of attracting the masses. Accordingly, experience attractiveness by the tourists who participate in the Celebration activities is promoted.

Calloway (2003) argued that whether the activity merchandise is valuable, whether it is worth the tourists' trust and provides a positive experience for tourists, are all factors that tourists consider when they purchase the merchandises. The tradition embedded in the activity merchandise, its craftsmanship, and the visitor's knowledge and understanding of the product deeply affect the visitor's recognition of the Celebration activities. Dodds & Monroe (1984) proposed that the activity merchandises can be combined with marketing to stimulate tourists' consumption. They can enlighten the sensory thinking and surprise; the value of goods provided affects the choice of merchandise, and directly affects the attitude of tourists (Park et al., 1986).

Based on the above, this paper proposes the following hypotheses.

H2a: Appropriate Celebration related merchandises can significantly enhance the experience attractiveness perceived by tourists towards the Celebration.

H2b: Appropriate Celebration related merchandises can significantly enhance tourists' attitude towards the Celebration.

3.3 The Effect of Surroundings on Experience Attractiveness and Attitude

Surroundings in this study refer to the physical environment surrounding the event, which mainly covers the spatial environment of tourist activities and is one of the important situational factors attracts tourists (Belk, 1975). Baker (1986) divided the physical environment into three factors, which are surrounding factor, design factor and social factor. The surrounding factor refers to the intangible background environment, which can affect the consumer's subconscious, such as: temperature, music, and lighting. Design factor refers to tangible visual stimuli, such as: architectural design, style, and layout. Social factor refers to the human element in the environment, such as: service personnel and customers. Information on the physical environment (such as natural beauty, historical monuments and recreational facilities) affects consumers' perceptions of service providers (Bitner, Barnes & ward, 1992), in turn, it affects consumer's emotion and the reaction of consumption behavior (Shostack, 1977; Lang, 1987). As a result, tourists consider the surroundings of the Celebration venue as a decision-making factor for tourism and whether the Celebration is attractive.

When tourists are lingering in a pleasant space, they often lengthen their stay, increase unplanned spending, and are more willing to interact with others (Donovan, Rossiter, Marcolyn & Nesdale, 1994). Therefore, the perfect surrounding environment can help tourists to establish a positive mood for the event, and enhance their willingness to interact with others (Mowen & Minor, 2001). Good surroundings can bring a good mood for consumers, enhance their value feeling, and can further foster the positive attitude (Babin et al., 1994); it can also affect consumers' perception and behavior (Baker et al., 2002). Therefore, the natural beauty, historical monuments, local characteristics and other environmental factors affect the mood and attitude of tourists (Bitner, 1992).

Based on the above, this paper proposes the following hypotheses.

H3a: Appropriate surroundings can significantly enhance the experience attractiveness perceived by tourists towards the Celebration.

H3b: Appropriate surroundings can significantly enhance tourists' attitude towards the Celebration.

3.4 The Effect of History and Culture on Experience Attractiveness and Attitude

The attractions of sightseeing spots and activities include: history and culture, archaeological relics, art and architecture, all of which are important elements to attract tourists and participate in experience activities (Winkle & Bueddefeld, 2016). The motive of cultural education in the theory of tourism motivation is that after seeing historical

relics and museums, visitors can acquire more culture-related knowledge, so as to promote people's motivation to participate and enhance attraction (Foster, 1985). For example, the Council for Cultural Affairs in Taiwan keeps a number of unused historical buildings intact. Using historical monuments as a culture and creative park and organizing various activities have attract numerous visitors. Therefore, it can be inferred that the historical and cultural factors have a significant effect on the experience attractiveness by tourist in Celebrations.

The Song Jiang Array in Neimen District, Kaohsiung, and Dajia Mazu Cultural Celebration in Taichung, are folk and cultural activities with the marketing appeal of history and culture. Education and culture are one of the purposes of the Celebrations (Crompton & McKay, 1997). When tourists can learn the meaning and cultural values of the Celebrations, they can imagine and experience the education and meaning brought about by the Celebrations. They are able to generate belief and identification from the Celebration activities, hence promoting positive attitude.

Based on the above, this paper proposes the following hypotheses.

H4a: Appropriate history and culture can significantly enhance the experience attractiveness perceived by tourists towards the Celebration.

H4b: Appropriate history and culture can significantly enhance tourists' attitude towards the Celebration.

3.5 The Effect of Experience Attractiveness on Attitude

The attraction of a tourist destination is highly correlated with the desired cognitive interest that the visitor wants, and affects the final decision of the visitor (Mayo & Jarvis, 1981). The attraction of the destination is the result of a comparison between the relative importance of the individual's desired benefits and the benefits that destination would provide perceived by the individual. The attraction of the Celebration activities reinforces the impression and perception of the event (Hu & Ritchie, 1993). The more attractive the tourist attractions are, the more positive the tourists will be.

Based on the above, this paper proposes the following hypothesis.

H5: The experience attractiveness of the Celebration activities can significantly enhance the tourists' attitude towards the Celebration.

3.6 The Effect of Experience Attractiveness on Behavioral Intention

The attraction of tourist areas is the main reason why tourists travel to the destinations (Chi et al., 2013). In other words, the attraction of the tourist area promotes the behavioral intention and the actual action that people travel to the area. Therefore, the attraction of tourist areas is of great importance to attract tourists. When people feel the attraction of a certain area, they are more likely to travel to the area. The suitability of the goods and services provided by the tourism area is also an important element to increase the attraction of the area, thus increasing the perceived value among tourists and create the subsequent travel behavior (Wu & Tian, 2017). It can be seen that the destination's attraction affects the tourists' behavioral intention and actual tourism behavior.

Based on the above, this paper proposes the following hypothesis.

H6: The experience attractiveness of the Celebration activities can significantly enhance the tourists' behavioral intention to participate in the Celebration.

3.7 The Effect of Attitude on Behavioral Intention

Lutz (1991) pointed out that attitude is composed of three elements, which are emotion, behavior, and cognition. Lutz (1991) emphasized that the three elements have mutually influencing relationship. Baker & Crompton (2000) pointed out that if tourists can form a positive attitude by receiving information, the travelling intention of tourists would increase, as well as loyalty and willingness of revisiting. Consumers do not have a special preference towards product brands, relatively, they often base on limited resources to form a primitive cognitive evaluation. After the actual purchase or use of products, feelings of preference are generated (Solomon, 2002). This pattern of behavior is similar to those participating in the Celebrations, as the average person often participates in the experience by receiving information about the Celebrations, and tends to feel like or dislike after the experience and form an attitude that in turn affects its future behavioral intentions.

Based on the above, this paper proposes the following hypothesis.

H7: The tourist's attitude towards the Celebration activities can positively enhance their behavioral intention to participate in the Celebration.

4. Research Design

4.1 Research Framework

Based on the above literature review, this study established research hypotheses and research framework. After the qualitative research, questionnaire design, sampling and quantitative of questionnaire and analysis to verify the hypothesis and the proposed concept model, the research framework is shown in Figure 1.

4.2 Questionnaire Design

Based on the relevant theories and literatures, this study established the research framework and designed the first draft of the questionnaire, and then used the questionnaire to collect the primary data and analyzed it. The questionnaire contains eight sections: The first section is the Celebration activities with a total of 6 questions; the second section is activity merchandise with a total of 6 question; the third section is surroundings with a total of 6 questions; the 4th section is history and culture with a total of 6 questions; the 5th section is experience attractiveness, with a total of 8 questions; the 6th section is attitude with a total of 3 questions; the 7th section is behavioral intention, with a total of 5 questions. The measurement is based on the Likert 7-point scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The eighth section is respondents' background information, with a total of 9 questions measured by the nominal scale.

4.3 Pretest and Pilot

Before the formal questionnaire was issued, the questionnaire was revised in two stages, namely, pretest and pilot. In the pretest section, convenient sampling was used to select 45 individuals who have participated in any kind of the Celebrations to conduct in-depth interviews and to revise some of the ambiguous questions. In the pilot section, the revised questionnaire was used to perform convenient sampling on 100 interviewees and to carry out the reliability and validity analysis. The results show that the Cronbach α value of each measurement dimensions was in accordance with the standard of being greater than 0.7 (Nunnally, 1978), and the correlation coefficients of the items towards the total were greater than 0.5 (Kerlinger, 1978), which indicates that the reliability of each dimension is good. The results of explanatory factor analysis (EFA) showed that the eigenvalue of each dimension was greater than 1, the cumulative explained variation was greater than 0.5, and the factor loading of each variable was greater than 0.5, which indicates the convergent validity of each dimension (Kaiser, 1958). Therefore, this questionnaire is adopted for the formal investigation.

5. Data Analysis

5.1 Sample Structure

The subjects were tourists who participated in any kind of Celebrations, and the questionnaire survey was conducted by means of convenience sampling. A total of 600 questionnaires were distributed, and after eliminating invalid samples, there were 562 effective questionnaires is 562, with an effective recovery rate of 93.67%. Through the analysis of the sample, it was found that male respondents accounted for 43.4%, and female respondents accounted for 56.6%. The age group 15~24 was the largest, accounting for 26.7%, followed by age group 35-44, accounting for 26.3%. In terms of living place, north Taiwan accounted for 37.9%, which was the largest, and the second was central Taiwan with 32.7%. In terms of the level of education, university/college accounted for 63.9%, which was the largest, followed by high school (vocational school), accounting for 23.8%. In terms of occupation, service industry was the largest, accounting for more than 26.2%, followed by students, accounting for 20.6%. As for average monthly income, NTD 20,001-40,000 accounted for 38.6%, which was the largest, followed by NTD 20,000 and below, which accounted for 35.9%.

5.2 Reliability and Validity Analysis

The reliability and validity of 562 effective questionnaires were analyzed. According to Nunnally (1978), the Cronbach α value should be greater than 0.7, and according to Kerlinger (1978), the correlation coefficients of the items towards the total should be greater than 0.5. The Cronbach α value and correlation coefficients of each measurement dimension in this study all meet the standards, so the overall reliability of this questionnaire is good (as shown in Table 1). According to the standards by Kaiser (1958), in explanatory factor analysis (EFA) the eigenvalue of each variable should be greater than 1, while the factor loading of each variable should be greater than 0.5; the cumulative explained variation should be greater than 0.5. As seen, the questionnaire convergent validity is good (as shown in Table 1).

The questionnaire also referred to domestic and foreign related literatures and scales to come up with first draft of questionnaire. Furthermore, after discussion with experts, the pretest version of questionnaire was formed. Finally,

the formal scale of the questionnaire was decided after pretest and pilot stages, meaning the questionnaire has content validity. This study refers to the theory and practice of previous literature as the development basis of the research framework and model. Thus, it has relative nomological validity.

Table 1. Formal questionnaire, reliability and validity analysis

Factors and items	Average Value	Item's Correlation Coefficient to Total	Factor Loading	Eigen value	Cumulative Explanatory Variation%	Cronbach α
Celebration activities						
The Celebration activities have unique features.	5.2562	0.752	0.834			
The Celebration activities have rich content.	5.6886	0.816	0.880			
The Celebration activities have eye-catching advertisement.	5.4662	0.701	0.790			
The Celebration activities have good exposure.	5.6637	0.779	0.851	4.199	69.986	0.914
The Celebration activities promote local business.	5.8488	0.751	0.831			
The Celebration activities can exhibit local cultural characteristics.	6.0036	0.748	0.830			
Activity Merchandises						
The Celebration activities merchandise is innovative.	5.0053	0.823	0.883			
The Celebration activities merchandise can be used as souvenir.	5.0801	0.846	0.900			
The Celebration activities merchandise is funny.	4.9288	0.870	0.917			
The Celebration activities merchandise has entertainment features.	4.8719	0.802	0.865	4.636	77.268	0.941
The Celebration activities merchandise is practical	4.5107	0.806	0.861			
The Celebration activities merchandise is worth the money I paid.	4.3007	0.783	0.845			
Surroundings						
The Celebration activities have scenic landscapes	5.2402	0.680	0.770			
The Celebration activities have many natural views.	5.1601	0.687	0.776			
The Celebration activities have good space planning.	4.9181	0.881	0.924			
The Celebration activities have fully functional facilities.	4.8007	0.861	0.909	4.405	73.413	0.926
The Celebration activities have efficient transport system.	4.8043	0.805	0.868			
The Celebration activities are moving line arrangement is good.	4.8594	0.821	0.881			
History and Culture						
The Celebration activities have local cultural touches.	5.7011	0.831	0.889			
The Celebration activities have rich history and culture features.	5.7189	0.875	0.921	4.720	78.673	0.945

The Celebration activities can exhibit local culture.	5.6957	0.887	0.928			
The Celebration activities are a representation of local sightseeing.	5.7918	0.841	0.894			
The Celebration activities have historic sites or culture heritage.	5.5890	0.841	0.888			
The Celebration activities have famous landmarks.	5.6299	0.722	0.796			
Experience attractiveness						
Participating in the Celebration activities can generate good interaction with others.	5.4751	0.798	0.849			
Participating in the Celebration activities can provide me with quality time.	5.5178	0.820	0.867			
Participating in the Celebration activities can make me relax	5.4004	0.801	0.850			
Participating in the Celebration activities is quite unforgettable experience for me.	5.3915	0.812	0.858	5.982	74.772	0.952
The Celebration activities are full of novelty.	5.2687	0.830	0.873			
The Celebration activities have attraction.	5.3381	0.887	0.917			
The Celebration activities have an elegant design style.	5.0516	0.820	0.862			
The Celebration activities are visually pleasing.	5.2278	0.791	0.839			
Attitude						
I have positive attitude towards Celebration activities.	5.6423	0.754	0.900			
Celebration activities can provide worthwhile leisure life.	5.5409	0.731	0.888	2.301	76.704	0.848
Celebration activities are irreplaceable	5.4680	0.655	0.838			
Behavioral Intention						
I enjoy participating in Celebration activities.	5.1762	0.800	0.878			
I enjoy the merchandise I buy at Celebration activities.	4.4199	0.717	0.815			
I will treat Celebration activities as something important.	4.6263	0.846	0.905	3.698	73.959	0.912
I like the Celebration activities's atmosphere.	5.4235	0.753	0.847			
I will recommend the Celebration activities to others.	5.2562	0.760	0.852			

5.3 Confirmatory Factor Analysis

In order to verify the efficiency of the measurement dimensions, this study used AMOS software to perform confirmatory factor analysis (CFA) on 7-dimension measurement model of Celebration activities, activity merchandises, surroundings, history and culture, experience attractiveness, attitude, and behavioral intention. According to the principle of rigidity, the fitness index of the measurement model needs to conform to the chi-square value to the degree of freedom ratio should be no greater than 3 (Carmines & McIver, 1981), RMSEA should be less than 0.05, while GFI, AGFI, NFI, RFI, CFI should be greater than 0.9 (Bagozzi & Yi, 1988; Joreskog & Sorbom, 1989). The result shows that the χ^2/df value was 2.166, the RMSEA value was 0.046, the GFI value was 0.889, the AGFI value was 0.863, the NFI value was 0.940, the RFI value was 0.930, the CFI value was 0.967. The above results are consistent with or close to the standard, indicating that this measurement model can be accepted. In other words, the measurement index has constructive validity and measurement efficiency.

5.4 Structural Equation Modeling Analysis

The linear structure relation model was analyzed by AMOS Software to understand the causality and correlation

degree between variables. The results showed that the χ^2/df value was 2.262; the RMSEA value was 0.047; the GFI value was 0.884; the AGFI value was 0.859; the NFI value was 0.936; the RFI value was 0.926; the CFI value was 0.963, which conformed to or approached the criteria of a good model. Therefore, the suitability of this research structure model is good, which shows that this model can be accepted.

The results from the analysis of the relationship between the various dimensions show: Celebration activities, surroundings, and history and culture have a significant positive effect on the experience. The results support H1a, H2a, H3a, H4a, indicating that if tourists are more satisfied with the content of the Celebration activities, the related merchandise, surroundings, and local history and culture, they feel more attraction. The Celebration activities and the history and culture have a significant positive effect on attitude. The results supported H1b, H4b, indicating that if tourists have better impression on the Celebration activities and the cultural characteristics, then they are more likely to hold a positive attitude. However, there is no significant effect on attitude by activity merchandise and surroundings, which does not support H2b and H3b, indicating that the merchandise and environmental planning of the Celebrations have less effect on the tourists' attitude.

Experience attractiveness has a significant positive effect on attitude and behavioral intention. The results supported H5, H6, suggesting that the higher the attraction of Celebration activities, the more favorable it is to tourists, and the more positive effect it has on tourists' intention. The tourists' attitude towards the Celebrations has a significant positive effect on the behavioral intention. This result supported H7, indicating that the higher the positive attitude of the tourists to the Celebration activities, the higher the willingness to travel and likeliness of travelling. The pattern analysis results are shown in Figure 1.

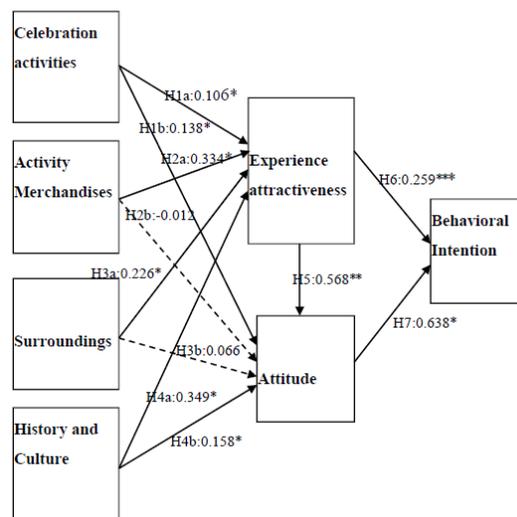


Figure 1. Structural model analysis

6. Conclusion and Suggestions

6.1 Conclusion

This study is based on the view of tourists, with the Celebration activities as the research target. It is of academic and practical value in that it explored the effect of Celebration activities, activity merchandises, surroundings, and history and culture on tourists' experience attractiveness, attitude and behavioral intention through empirical research. Based on the structural correlation pattern analysis, it is discovered that:

(1) Celebrations have a significant positive effect on the experience attractiveness perceived by and attitude of tourists. This finding is consistent with Saleh & Ryah (1993), Pine & Gilmore et al. (1998), indicating that if the connotation of Celebration activities, the characteristics of activities, marketing promotion are favored by tourists. Hence, they can induce tourists' preference and interest, attract tourists to participate, and to have an affirmative attitude towards the Celebration. Eventually the tourists have good memories. Therefore, the Celebrations have positive effect on experience attractiveness by tourists and their attitude.

(2) The activity merchandise has a significant positive effect on the experience attractiveness perceived by tourists. This finding is consistent with Calloway et al. (2003), which indicated that the merchandise sold in the Celebrations are unique and creative and can attract tourists to buy.

Activity merchandises have no significant effect on the tourists' attitude. This result is inconsistent with the hypotheses. It is speculated that most of the Celebration merchandises, although unique, innovative and able to attract tourists to visit, lack practicality or are at least inferior to their original expectations. Most of the Celebration merchandises are highly repetitive in design, and their price is not so affordable. These may be factors why merchandises fail to obtain positive evaluation from the tourists. Therefore, compared with other factors, the activity merchandise is not a key reason to improving the attitude of tourists.

(3) The surrounding environment has a significant positive effect on the experience attractiveness perceived by tourists. This finding is consistent with Baker et al (2002) and Bitner et al. (1992), indicating that good infrastructure construction, solid leisure facilities, atmosphere of activity scene, and environment arrangement, can bring tourists unique, positive value feelings. They can continue to be in a cheerful mood, with a good impression and positive evaluation for the overall environment. That is to say, when holding Celebrations, if its hardware and software facilities and surrounding environment can effectively deliver, it can give tourists positive mood, and then enhance the attraction felt by tourists.

The surroundings have no significant effect on tourists' attitude; this result is inconsistent with the hypothesis of this study. It is speculated that most tourists choose to travel on holiday or weekends. Due to the large volume of tourists, ill-operated transport facilities, undesirable public facilities, improper movement line planning, or lack of thorough preparation in the local community are prone to cause negative impression and complaint of tourists, which may even lead to an unpleasant travel memory. Therefore these unpleasant surroundings reduced tourist' recreational value, thus cannot enhance the visitor's positive attitude; this is an important discovery of the research.

(4) The history and culture have a significant positive effect on the experience attractiveness perceived by and attitude of tourists. This finding is consistent with Foster (1985), Crompton & McKay et al. (1997). The unique cultural and historical value of the Celebrations, in addition to attracting tourists, can enhance the sense of identification and cultural awareness of tourists, leaving the tourists with a good travelling experience.

(5) The experience attractiveness perceived by tourists has a significant positive effect on attitude and behavioral intention. This result is consistent with Hu & Ritchie (1993), Chi et al. (2013), suggesting that visitors can gain positive sensory emotion while participating in the Celebrations, which give tourists a pleasant mood, enhancing the attitude and behavioral intention of tourists. The attitude of tourists also has a significant positive impact on the behavioral intention, and this result is consistent with Baker and Crompton, Solomon (2002), suggesting that tourists are satisfied with the Celebrations, resulting in a sense of trust in the Celebrations. Tourists carry out positive word-of-mouth spreading, promoting the willingness of visitors to recommend to others or revisit Celebrations in the future.

6.2 Managerial Implications

Based on the empirical analysis, this study explored the degree of tourists' feelings towards the Celebrations, and probes into the effect and relevance of the tourists' experience attractiveness, attitude and behavioral intention. The results of the study can provide important reference information for organizing Celebration marketing activities in different regions. It is described as follows:

(1) The effect of history and culture is the strongest among the 4 variables, which indicates that the story and tradition of the Celebrations, and the local characteristics, attract the attention of tourists, and make them participate in the event. Therefore, the planning of Celebrations is not only the activity itself, but also the surrounding hardware and software construction, including the humanities, geography and customs. If there is a lack of local characteristic such as rich cultural and scenic attractions to support and move tourists, it is difficult to maintain the heat of a Celebration activities. It is recommended that resources be integrated in the regions, such as: natural landscapes, historical monuments, special buildings, humanity characteristics, etc. Through creative activities, Celebration marketing activities can be promoted to drive tourists to consume. The event becomes the heated topic of public concern, attracting media coverage and the participation of tourists, thereby achieving the goal of promoting local prosperity. Therefore, the Celebration activities should be combined with history and culture, so that sustainable operation can be ensured.

(2) The activity merchandise is one of the important factors to Celebration activities attractions. However, often the merchandise of the Celebration activities is too general and is too similar to those of other Celebration activities,

causing it fail to raise people's attitude. To attract consumers to buy goods, the story or folklore should be infused in the activity merchandise. Therefore, it should pay attention to its anecdote; the value of the merchandise can be enhanced through the sensibility. In addition to the practicality of general merchandise, a unique and cultural background is necessary, so that consumers get moved, identify with the merchandise, stroke it admiringly; as a result, consumption is achieved without the least awkward soliciting.

(3) The experience attractiveness by tourists is the key factor to enhancing the tourists' good evaluation and revisit intention of Celebration activities. Therefore, venue selection, moving lines, signs, performance areas, auditorium, street vendors, tourist guides, helpdesk planning, along with the surrounding parking lot, shuttle vehicles and other supporting facilities, are not only the first impression of each Celebration participants, but also closely related to tourist' stay time, consumption level and revisit willingness. By hands-on experience, tourists may enjoy the fun of activities, feel the Celebration atmosphere, and produce positive emotions, thus generating the value of identifying with the Celebration. The pleasant tourism experience left on tourists will develop a higher degree of satisfaction and trust on them, so that tourists have a higher commitment to the event.

(4) The goal of the Celebrations is to obtain the commitment of tourists. How to create a tourist's willingness to visit and recommend to others is of capital importance. The marketing characterized by personal experience and positive comments after experiencing is more potent than the traditional enterprise-led marketing strategy, and can provide potential tourist's information reference sources, thus reducing risk and uncertainty. It not only stabilizes the existing customer volume, strengthen the networking with tourists, but also create follow-up word-of-mouth behavior, which leads to more potential customers and more local opportunities.

6.3 Research Limitations and Suggestions for Future Research

The conceptual framework of this study can provide new academic arguments to serve as a reference for subsequent studies. However, because the study subjects are tourists who have participate in any kind of Celebration marketing, only some general rules were discovered. As the regional characteristics and cultural style differ, and the type of Celebration activities varies, it may not be applicable for various types of Celebrations. It is suggested that follow-up research can be conducted to explore different types of Celebration marketing activities in various regions, and carry out comparative analysis, so as to get a better understanding of the difference of tourists' feeling in different Celebrations, so as to plan the activities suitable for different regional characteristics, which would be of higher practical value.

Acknowledgement

This research was made possible through the support of the Ministry of Science and Technology of Republic of China, Taiwan, under project (MOST 106-2410-H-167-011).

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