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Exploring the Factors Affecting the Behavioral Intention of Visitors in Wine Festival: The Case of China Dalian International Wine and Dine Festival

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Abstract

Wine-related festivals and events have emerged as a unique tourism product bringing not only economic value but also enhancing the brand image of a destination. China being the third largest wine-consuming country in the world has been organizing wine and food focused festivals which are participated by the residents as well as international visitors. Considering the size and scope of these events in China, this study explores the motivation behind participation in the wine festivals and investigates the influence of motivation factors on the perception of festivalscape, satisfaction, and behavioral intentions. The constructs of the study were framed after a thorough review of the literature. The findings of the study revealed that while primary and secondary motivations have a positive effect on the perception of food and wine, generic features, and fun; only primary motivation has a positive effect on satisfaction, whereas secondary motivation has a negative effect on satisfaction. It was also found that the perception of wine & food and fun has a positive impact on satisfaction, while the perception of generic features has no effect on satisfaction. The behavioral intentions were also found to be positively affected by satisfaction.

Keywords

Wine tourism, wine festivals, food, motivation, festivalscape, satisfaction, behavioral intention, China, perception

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Introduction

The wine industry has grown globally due to the wine consumption culture gaining popularity. The phenomenon has proliferated with the rise in income levels and the aspirations of people. A recent forecast of Vinexpo's market survey revealed that while overall wine consumption worldwide would grow by 1.4% between 2015 and 2019, the consumption of sparkling wines, would grow at 7.4% (IWSR, 2018). With the emergence and development of the new geographic and demographic wine markets, the overall structure of the wine industry is also changing globally. Although France, Italy, and Spain still dominate the global wine market, they are gradually losing their crown as the world vineyard. Due to an increase in income, changes in lifestyle, and perception about the wine consumption, China is set to overtake Britain and France to become the world's second-largest wine consumer by 2020 (IWSR, 2018). The country has also shown a huge development potential for the wineries all over the world and is expected to become the world's second most valuable market by 2020, representing 72% of worldwide wine imports growth as revealed by the CEO of Vinexpo (Wang, 2017).

Given these favorable patterns and upward growth of wine customers, other events related to wine tourism too have gained significant attention in many countries. The concept of wine tourism has grown from merely educating and selling wine to the consumers to a broader perspective including many aspects, namely, consumer behavior, a destination development strategy, wine-related attractions, and destination image (Getz & Brown, 2006). From the perspective of the wine industry, tourism could bring additional consumers, through cellar door sales, and wine classes, enhancing the awareness of the product and the wine region and eventually building a long-term relationship with visitors (Charters & Ali-Knight, 2002). Additionally, these events and festivals also bring vital market information for wine producers (Szivas, 1999). The events also enable small wineries to sell directly to the visitors at the tasting room, contributing to the increased volume of sales and enhancing business success (Hall et al., 2009). Thus, some countries in the world use variety of ways to enthusiastically develop and promote wine tourism, making the wine (and food) festivals/events as one of the most notable components in the wine and tourism industry. A wine festival, as a form of festivals and special events, allows attendees to engage their interests in wine and enjoy in other leisure activities (Yuan et al., 2005). Hosting events and festivals have contributed significantly not only to the wine tourism experience (Charters & Ali-Knight, 2002), but they are also considered to be important marketing tools for regions or destinations for providing opportunities for wine merchants or regions to publicize products and attractions (Getz, 2000), to create brand awareness and loyalty for regions and destinations (Hoffman & Turley, 2002), and to motivate more tourists to visit regions or destination (Hall & Macionis, 1998).

China as a wine consumption market is not only drawing the attention of the wineries all over the world but also catching the attention of researchers to explore this market from different facets. Researchers in the past have studied the factors attributing to the surge in wine demand in China. In addition to rising per capita disposable income by 5.6% (urban) and 6.6% (rural) in 2018 (Xinhua, 2019), the changing lifestyles of younger generations from the middle class who are influenced by the western lifestyle (Chan & He, 2012; Jourdan, 2013; Zhou et al., 2015); and changing perceptions about wine as good for health (Pettigrew & Charters, 2010; Rabobank International, 2010) have catalyzed the increase in wine demand. Although China has a long history of liquor consumption, wine culture gained popularity in the last two decades due to the Chinese Government's initiatives such as reduced traffic on bottles wine in 2001, rolling out 12th Five Year Plan for the wine industry in 2012 and opening up of the Chinese wine market to foreign players. All these developments have led to wine and food festivals now regularly being organized at the local and national levels in China (Kruger & Viljoen, 2019; Yabin & Li, 2019).

Considering the diversity in wine consumption culture and the consequent diversity of response toward wine festivals, there seems to be a scarcity of research around this phenomenon. Although researches were conducted in the field of wine tourism, most of them are in the European context where the concept of wine tourism has been thriving for a relatively long time. Barring a few studies, little research has focused on the Chinese visitors' wine festival motivations and ignored the role of motivational variables on the festival's experience. The current study explores visitors' wine festival motivations for the 2017 edition of Dalian International Wine and Dine Festival in China. Dalian is the second largest city in Liaoning province and fourth most populous city in Northeast China. With continuous double-digit percentage in an increase in GDP since 1992 (China Briefing Media, 2006), Dalian is a major financial, shipping and logistics center for Northeast Asia. The purpose of this article is to construct an innovative theoretical model by adding the motivational variable within the wine festival experience and to investigate the relationship between visitor motivation, festivalscape, satisfaction, and behavioral intention. The result of the study would be beneficial for the organizers as well as the breweries to design the festival themes on the basis of the motivations, which bring the visitors to these festivals. The study uses the quantitative research methodology with survey method and structural equation modeling as a statistical tool to answer the research questions and achieve the objectives of the study.

Theoretical Framework

Many studies on festivals and special events have focused on economic benefits (Jackson et al., 2005), destination branding and image (Lee & Arcodia, 2011), and consumer behavior (Lee et al., 2004; Yang et al., 2011; Yuan & Jang, 2008). Previous researches have also analyzed the nature of wine tourist from various dimensions such as wine tourists' motivations (Alant & Bruwer, 2004; George, 2006; Park et al., 2008), wine tourists' experiences (Carmichael, 2005; Cohen & Ben-Nun, 2009), wine tourists' classification (Charters & Ali-Knight, 2002; Houghton, 2008) and wine tourists' behavioral intentions (Barber et al., 2010; Sparks, 2007; Yuan, 2008). The current study builds on the theoretical framework which is derived from the previous work on "primary and secondary motivations" for wine festivals (Bruwer, 2002). The study, however, is conducted in a different context, which is Dalian International Wine and Dine Festival, China 2017. The study becomes unique as it adds dimensions of "festivalscape" as an antecedent variable to examine the relationship with visitors' satisfaction, and behavioral intention (Bitner, 1992). In the next section, a review of literature is presented in the context of the nature of constructs of "festivalscape," visitor satisfaction, behavioral intention, and visitor motivation, based on which the conceptual model for the study and hypothesis is proposed.

Motivation

Understanding participants' motivation is a critical issue; motivation being a fundamental factor behind all behaviors (Crompton, 1979; Saji et al., 2015, p. 99). Comparing visitors' motivations with respect to the festivals, Scott (1995) summarized six motivational items: nature appreciation, event excitement, sociability, family togetherness, curiosity, and escape. In the context of wine festivals, Alant and Bruwer (2004) list 15 main motives to taste wine, to have a nice tasting experience, to buy wine, to enjoy different wines, to find interesting and special wines, to experience the atmosphere at the winery, to find

information on the winery's products, to have a relaxing day out, for socializing, to learn more about wines, for the rural setting, to eat at the cellar door restaurant, to meet the winemaker, have fun, go on a winery tour. Bruwer (2002) developed "primary motivation" of wine tourists as tasting and buying wine and "secondary motivation" including socializing, learning about wine, entertainment, and so one. Thus, it can be said that consumers will evaluate the festivals on the basis of their motivation to participate; and their positive evaluation can result in overall satisfaction. Furthermore, Ross and Iso-Ahola (1991) have indicated that the similarity between motivation and satisfaction dimensions leads to high overall tourist satisfaction. Based on the motivational factors following hypothesis has been formulated:

- H1.** Primary motivation has an impact on the perception of food.
- H2.** Secondary motivation has an impact on the perception of food.
- H3.** Primary motivation has an impact on the perception of generic features.
- H4.** Secondary motivation has an impact on the perception of generic features.
- H5.** Primary motivation has an impact on the perception of fun.
- H6.** Secondary motivation has an impact on the perception of fun.
- H7.** Primary motivation has a positive impact on satisfaction.
- H8.** Secondary motivation has a positive impact on satisfaction.

Festivalscape

According to a list of reviewed literature (Anil, 2012; Lee et al., 2008; Mason & Paggiaro, 2012; Yang et al., 2011), the concept of "festivalscape" derives from Bitner (1992). The term festivalscape was defined as the general atmosphere experienced by festival patrons (Lee et al., 2008). Like the retail atmosphere, mix of tangible and intangible environmental cues aid in creating the way in which visitors perceive the festival with functional and affective keys (Darden & Babin, 1994). The festivalscape can be explored by three dimensions: ambient conditions (temperature, air quality, noise, music, odors, and such), space and facilities (layout, equipment, furnishing, and such), and signs, symbols, and artefacts (signage and such) (Brady & Cronin, 2001; Hightower et al., 2002; Lin, 2004). Lee et al. (2008) constructed a holistic pattern to measure how the perception of festivalscape affects festival visitors' experience and put forward seven environmental dimensions including event program, staff, information, convenience, facility, souvenirs, and food. Moreover, it is also useful to mention the concept of festival quality. Applying the pattern of SERVQUAL, early festival studies have presented five dimensions to assess the quality: reliability, tangibility, responsiveness, assurance, and empathy. Baker and Crompton (2000) developed four dimensions to assess the festival quality: generic feature, specific entertainment, information sources, and comfort amenities, and confirmed the perception of festival quality has a positive effect on the satisfaction of festival. Thus, it could be interpreted that the favorable perception of festival can result in greater satisfaction of the visitors. Based on the various dimensions of the festivalscape, following hypothesis has been formulated:

- H9.** A perception of food has a positive impact on satisfaction.
- H10.** A perception of generic features has a positive impact on satisfaction.
- H11.** A perception of fun has a positive impact on satisfaction.

Satisfaction

Satisfaction is described as “a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment, including levels of under or over fulfilment” (Oliver, 2014, p.3). In festival impact studies, the performance-only measurement is the most reliable and valid measure of festival satisfaction (Baker & Crompton, 2000), which refers to visitors’ or customers’ perception of the performance of a festival. The approach has better predictive and explanatory power and has stronger indicators of customer satisfaction and intention. Furthermore, McDowall (2011) defined festival satisfaction as attendees’ overall experiences in the festival, and Yoon et al. (2010) described festival satisfaction as the overall value of the festival evaluated by the complexity of quality dimensions. Higher the involvement of visitors in the festival, higher the level of satisfaction, and intention to participate (Lee & Beeler, 2007). The positive effect of customer satisfaction on behavioral intentions has been widely examined in the domain of tourism and marketing (Appiah-Adu et al., 2000; Lee et al., 2005). Customer satisfaction contributes toward building a long-term relationship with customers and clients to win repeat visitation. Following hypothesis has been formulated to explore the effect of overall satisfaction on behavioral intention:

H12. Festival visitors’ overall satisfaction has a positive influence on visitors’ behavioral intention.

Behavioral Intention

Behavioral intention has been defined as the customers’ subjective probability of performing a specified behavioral act (Fishbein & Ajzen, 1975). Saha and Theingi (2009) listed three behaviors associated with profitability and the market share: word-of-mouth, repurchase intention, and feedback to the service provider. In the context of the intention to revisit the festival, Cole and Illum (2006) described behavioral intention as the likelihood of visiting local wineries and generates positive word-of-mouth. Bruwer et al. (2012) contended overall satisfaction had a stronger impact on buying behaviors than individual service quality, and repeat visitors had a higher likelihood of wine buying. Mason and Paggiaro (2012) confirmed festivalscape and emotion had a direct impact on satisfaction, in turn, which had a significant effect on repeat visitation. In other words, festival attendees are highly inclined to spread positive word-of-mouth, to recommend the festival to friends, relatives, and others, and to repeat visitation. In the Vintage Indiana Wine and Food Festival, the attendees’ perception of the festival attributes affects customer satisfaction, which leads to repeat visitation (Yuan & Jang, 2008). According to Cole and Chancellor (2009), satisfied festival attendees may become loyal customers and provide positive word-of-mouth to families and friends, which lead to attracting more new visitors and increase revenue.

Based on the literature review, the study proposes a preliminary conceptual model for examining the relationship among visitor motivation, festivalscape, visitor satisfaction, and behavioral intention (Figure 1).

Methodology

The study was undertaken at the 2017 China Dalian International Wine & Dine Festival held from July 28 to 31, 2017. China Dalian International Wine & Dine Festival is sponsored by Dalian Municipal Government and cosponsored by Chamber of Commerce and Industry of Bordeaux and Dalian Haichang group. The target population was visitors to the Dalian Wine & Dine Festival and quantitative data was

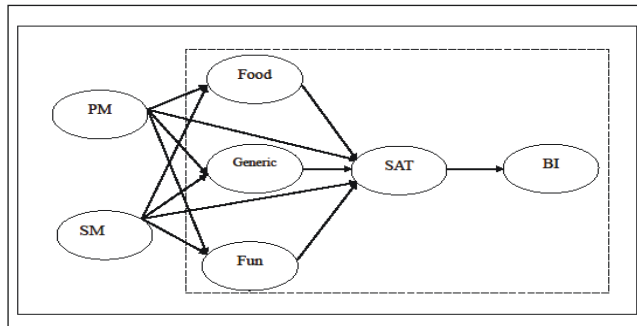


Figure 1. Preliminary Conceptual Model.

Source: The authors.

Table 1. Construct and Their Measurement Scales (Based on Previous Studies by Various Researchers).

Construct	Measurement Scale
Food	
<ul style="list-style-type: none"> • Food quality • Wine quality 	(Mason & Paggiaro, 2012)
Generic feature	(Baker & Crompton, 2000; Bruwer et al., 2012; Mason & Paggiaro, 2012)
<ul style="list-style-type: none"> • Organizational order • Price of products • Overall environment • Wine stand • Seating arrangements • Cleanliness • Facilities • Parking • Accessibility • Location • Time of scheduled events 	
Fun	(Mason & Paggiaro, 2012; Wong et al., 2014; Yoon et al., 2010; Yuan et al., 2005)
<ul style="list-style-type: none"> • Tasting activities • Promotional activities • Background music • Signpost • Staff and vintners • Brochure and poster • Wine classes • Free activities 	
Motivation	(Alant & Bruwer, 2004; Bruwer, 2002; Charters & Ali Knight, 2002; Getz & Brown, 2006; Hall et al., 2000; Yuan et al., 2005)
<ul style="list-style-type: none"> • Primary motivation • Secondary motivation 	
<ul style="list-style-type: none"> • Behavioral intention 	Yuan et al. (2005)
<ul style="list-style-type: none"> • Satisfaction 	Yoon et al. (2010)

Source: The authors.

collected through a structured questionnaire. The questionnaire was adopted from the previous studies which were considered relevant for the measurement of a particular construct (Table 1).

The questionnaire was translated in Chinese and semantic equivalence was ensured through back translation. The onsite intercept survey was conducted on visitors who attended the wine festival. In order to acquire samples, the questionnaires were distributed at different exit points of the event. The data collection was administered by the head researcher and two assistants who are postgraduate students majoring tourism and have experience at the collection. To obtain more representative samples, the study was conducted in the period from 10 AM to 4 PM.

The location is suitable as respondents could evaluate their post-experiential perceptions of festival quality, festival satisfaction, and behavioral intention. The field researchers approached visitors, outlined the purpose of the research program, and inquire whether visitors are willing to participate in the survey with anonymity. After they have agreed to take part in the survey, a questionnaire with one passage explaining the purpose of the study and email address is given to the respondent. Participants are required to complete the questionnaire individually, but each researcher simultaneously checks two respondents in order to assure all questions answered. Furthermore, a similar number of respondents was contacted in order to obtain a wide distribution of respondents for 2 days. At the same time, the researchers could guarantee each unit of the sample can represent an equal portion of the whole population through systematic random sampling. Thus, every fifth visitor leaving the wine festival was invited to complete the survey. The method ensures the sample is not biased toward the gender, age of the respondent or day of attendance in data collection.

Analysis and Results

The data was collected from a total of 260 visitors of Sixth China Dalian International Wine & Dine Festival, out of which 211 were considered valid for further analysis. The analysis was done through Statistical Package for Social Science (SPSS) and Analysis of Moment Structure (AMOS). In the analysis of the data, a two-step approach was used, in which, the measurement model was tested for validity and reliability through different techniques such as Confirmatory Factor Analysis. Then the structural model was analyzed to test the hypothesis and model fit. Firstly, data were screened through exploratory factor analysis and cross-loading items were dropped from each country dataset. Convergent validity of all the three countries was assured by the values of Cronbach Alpha, which were above the cut off levels of 0.7, as presented in Table 2.

Table 2. Reliability Analysis.

All items of Constructs	Factor Loadings	Cronbach's Alpha
Primary motivation		0.812
To taste and purchase wine	0.755	
To experience wine culture	0.914	
To attend special activities, such as tasting wine	0.891	
Secondary motivation		0.606
To know new friends with same interest	0.730	
To release pressure	0.698	
To with families	0.818	

(Table 2 Continued)

(Table 2 Continued)

All items of Constructs	Factor Loadings	Cronbach's Alpha
Food		
Food quality	0.866	0.779
Wine quality	0.866	
Generic features		
Overall evaluation	0.897	0.871
Comfort	0.917	
Convenience	0.860	
Fun		
Wine-related activities	0.902	0.901
Entertainment programs	0.935	
Informational service	0.908	
Satisfaction		
Attending this festival is a satisfied experience	0.948	0.939
Attending this festival makes me happy	0.957	
Attending this festival is a right choice	0.928	
Behavioral intention		
To generate an intention to return	0.909	0.880
To purchase more related wine products	0.908	
To recommend to others	0.882	

Source: The authors.

The descriptive analysis reveals the demographic characteristics of the respondents as 56.4% female and 43.6% male. Most of the respondents were single (52.3%) and age ranged from 25 to 44 years old (59.2%). In term of respondents' level of education, occupation, origin, and monthly household income, the majority of them, graduated from the universities (78.2%), were employed (72%), had income below 5,000 RMB per month (65.4%) and were local residents (89.6) respectively. According to the results of the profile of respondents, the study found most of the visitors showing characteristics as a youth, single, highly educated, employed, middle level salaried, and local residents.

In the term of visitation characteristics of respondents, most of the respondents (72.1%) are first to attend the Dalian Wine Festival, whereas more than half of respondents (53.6%) had visited other wine theme-related festivals previously. Nearly (51.2%) of respondents decided to attend the Dalian wine festival within a week. Although most of the respondents (53.6%) did not incur any expense, some of the visitors preferred to purchase wine (34.1%) and food (12.2%), respectively. In spreading and collection information, respondents mainly depend on the means of the Internet (26.7%), newspaper and magazine (26.2%), and recommendation from other people (22.1%).

Based on the statistic of wine consumption behavior, the study reveals although (56.4%) of respondents drink wine about 1–3 times per month, most of the respondents (58.3%) have little knowledge about wine. Visitors prefer to obtain wine knowledge from wine club (21.7%), wine book (23.8%), and relevant TV programs (20.2%). The respondents who choose to buy wine in the supermarket (34.7%) and the ones from a franchise store (31.3%). As per the standards of purchasing wine, respondents pay more attention to attributes such as brand, year, and origin, with fewer concerns about label and

packaging; the price of purchasing a bottle of wine falling in between 101 RMB and 300 RMB (51.2%). Drinking wine on their own and sharing wine with friends becomes the main purpose of purchasing wine.

The structural model was applied to test the hypothesis and the results reveal that visitor motivation has a positive relationship with the perception of “festivalscape.” Specifically, secondary motivation has a stronger positive effect on the perception of food and wine, generic feature, and fun rather than the primary motivation. Moreover, festival attributes except generic features positively affect visitor satisfaction, particular to the attribute of food and wine, whereas the dimension of generic feature has no effect on the satisfaction. In addition, satisfaction also has a positive impact on behavioral intention. The model fit values were as GFI¹ 0.807, RMSEA² 0.099, CFI³ 0.881, NFI⁴ 0.834, which were above the cut-off level.

The study also analyzed total effect, direct and indirect among the variables as shown in Table 3. The indirect effect is the product of direct effects’ representing the influence of one variable on another variable through an intermediate variable. The total effect is the summation of the direct and indirect effect. In general, based on the results of the parameter estimate of the Revised Structural Model, motivation has a direct impact on the perception of festivalscape, and has an indirect impact on behavioral intention. It also has a direct and indirect effect on satisfaction. In addition, the perception of festivalscape has a direct influence on satisfaction, whereas it indirectly influences the behavioral intention. Specifically, Table 2 shows that primary motivation has the strongest direct impact on the perception of fun, followed by generic features, food, and wine. Moreover, primary motivation also indirectly affects all items of festivalscape, of which the attribute of Fun2 (Entertainment programs) is the most affected, followed by Fun3 (wine-related activities), GF3 (convenience), and GF2 (comfort). In addition, primary motivation shows a stronger indirect impact than direct impact. As per the results of the study, primary motivation has an indirect impact on behavioral intention. As shown in Table 2, although both secondary and primary motivation similarly influence the perception of festivalscape, satisfaction, and behavioral intention, yet there are some differences in their effect on the respective items of festivalscape, satisfaction, and behavioral intention. Secondary motivation has the greatest impact on the perception of generic features, followed by fun and food. GF2 (comfort) and GF3 (convenience) are the most affected by secondary motivation. Secondary motivation has a more indirect impact on satisfaction in the influence of food and wine, and fun. Compared with primary motivation, secondary motivation has a stronger indirect effect on behavioral intention.

Table 3. Direct, Indirect, and Total Effect.

Primary Motivation			
	Direct Effect	Indirect Effect	Total Effect
Food	0.040	–	0.040
F1	–	0.027	0.027
F2	–	0.033	0.033
Generic features	0.289	–	0.289
GF1	–	0.054	0.054
GF2	–	0.227	0.227
GF3	–	0.241	0.241
Fun	0.320	–	0.320
Fun1	–	0.262	0.262
Fun 2	–	0.280	0.280

(Table 3 Continued)

(Table 3 Continued)

Primary Motivation			
	Direct Effect	Indirect Effect	Total Effect
Fun 3	–	0.273	0.273
Satisfaction	0.036	0.356	0.392
Behavioral intention	–	0.354	0.354
Secondary Motivation			
	Direct Effect	Indirect Effect	Total Effect
Food	0.915	–	0.915
F1	–	0.631	0.631
F2	–	0.751	0.751
Generic features	0.967	–	0.967
GF1	–	0.182	0.182
GF2	–	0.759	0.759
GF3	–	0.808	0.808
Fun	0.887	–	0.887
Fun 1	–	0.727	0.727
Fun 2	–	0.775	0.775
Fun 3	–	0.756	0.756
Satisfaction	-1.277	1.750	0.473
Behavioral intention	–	0.426	0.426
Food			
	Direct Effect	Indirect Effect	Total Effect
Satisfaction	0.908	–	0.908
Sat1	–	0.821	0.821
Sat2	–	0.841	0.841
Sat3	–	0.810	0.810
Behavioral intention	–	0.819	0.819
BI1	–	0.730	0.730
BI2	–	0.682	0.682
BI3	–	0.635	0.635
Generic Features			
	Direct Effect	Indirect Effect	Total Effect
Behavioral intention	–	0.165	0.165
BI1	–	0.147	0.147
BI2	–	0.138	0.138
BI3	–	0.128	0.128
Fun			

(Table 3 Continued)

(Table 3 Continued)

Primary Motivation			
Direct Effect	Indirect Effect	Total Effect	
Satisfaction	0.836	–	0.836
Sat1	–	0.756	0.756
Sat2	–	0.774	0.774
Sat3	–	0.746	0.746
Behavioral intention	–	0.754	0.754
BI1	–	0.672	0.672
BI2	–	0.627	0.627
BI3	–	0.585	0.585
Satisfaction			
Direct Effect	Indirect Effect	Total Effect	
Behavioral intention	0.902		0.902
BI1	–	0.804	0.804
BI2	–	0.751	0.751
BI3	–	0.700	0.700

Source: The authors.

Note: The bold values signify the direct, indirect and total effect of the intention factors. Bold values denote statistical significance at the $p < 0.05$ level.

As presented in Table 4, perceptions of food and fun have a positive impact on satisfaction and behavioral intention, whereas the dimension of generic features has no impacts on satisfaction. In comparison, food has a stronger direct effect on satisfaction and an indirect impact on behavioral intention than the factor of fun. In the influence of food and wine and fun, visitors easily have a joyful feeling (Sat2), and are more likely to revisit (BI1). At the same time, even though generic features have no impacts on satisfaction, they also indirectly influence behavioral intention, particularly BI1. Satisfaction positively affects visitor's behavioral intention as shown in Table 4 BI1 (to revisit this festival) being the most affected by satisfaction, followed by BI2 (to buy more wine) and BI3 (to recommend to others). Hence, satisfied visitors are more willing to attend this festival, to purchase more wine, and to have positive word-of-mouth.

Table 4. Hypothesis Testing.

Parameter	Standard Error	Standardized Estimate	Critical Ratio (t Value)
Primary motivation food (H ₁)	–	0.040	–
Secondary motivation food (H ₂)	0.114	0.915	9.603***
Primary motivation generic features (H ₃)	–	0.289	–
Secondary motivation generic features (H ₄)	0.059	0.967	2.690**
Primary motivation fun (H ₅)	3.168	0.320	2.411**
Secondary motivation fun (H ₆)	–	0.887	–
Primary motivation satisfaction (H ₇)	–	0.036	–
Secondary motivation satisfaction (H ₈)	0.422	–1.277	–3.976***

(Table 4 Continued)

(Table 4 Continued)

Parameter	Standard Error	Standardized Estimate	Critical Ratio (t Value)
Food satisfaction (H_9)	–	0.908	–
Generic features satisfaction (H_{10})	4.894	0.183	0.764
Fun satisfaction (H_{11})	0.505	0.836	1.926*
Satisfaction behavioral intention (H_{12})	0.054	0.902	15.960***
Food F1	–	0.689	–
Food F2	0.098	0.820	10.047***
Generic features GF1	–	0.188	–
Generic features GF2	2.181	0.785	2.691**
Generic features GF3	2.095	0.835	2.700**
Fun Fun1	0.065	0.820	15.376***
Fun Fun2	–	0.874	–
Fun Fun3	0.055	0.852	16.471***
Satisfaction Sat1	–	0.904	–
Satisfaction Sat2	0.044	0.927	21.844***
Satisfaction Sat3	0.046	0.892	19.922***
Behavioral intention BI1	–	0.891	–
Behavioral intention BI2	0.059	0.832	15.740***
Behavioral intention BI3	0.074	0.776	13.968***
Primary motivation PM1	11.929	0.759	2.176*
Primary motivation PM2	10.507	0.682	2.164*
Primary motivation PM3	–	0.027	–
Secondary motivation SM1	–	0.474	–
Secondary motivation SM2	0.138	0.425	6.678**
Secondary motivation SM3	0.161	0.394	5.597***

Source: The authors.

Note: *, **, *** Significance indicates $p < .05$, $p < .01$, $p < .001$.

Conclusion and Discussion

The study identified the dimensions of motivation and the perception of festivalscape. Visitor motivation is a major factor in researching visitor behaviors. Previous studies concentrated on the motivation of event tourism, but they ignored the types of events and the nature of events. Therefore, combining the nature of wine festival with the motivations of wine tourism, the current research studied two visitor motivations: primary motivation and secondary motivation. The study shows that customers considered the core product of the wine festival, such as tasting and purchasing wine, attending special activities, and experiencing wine culture, as primary motivating factors to attend wine festivals. At the same time, customers showed secondary motivation with respect to other purposes, such as socializing, family togetherness, escape, and excitement. The result of this study supported the earlier research related to the motivation of wine tourism and wine festivals (Bruwer, 2002; Hall et al., 2009; Park et al., 2008; Yuan et al., 2005).

The dimensions of motivations have a significant effect on the perception of festivalscape, satisfaction, and behavioral intention (H_1 to H_8). Primary and secondary motivation has a positive impact on the perception of food and wine, generic feature, and fun, but secondary motivation generates a stronger impact on the perception of festivalscape, which is in line with the finding of George (2006). Moreover, primary motivation has the strongest influence on the perception of fun, whereas the perception of generic features is the most affected by secondary motivation. The result of this study is partially consistent with earlier research. George and Mekoth (2004) demonstrated visitors driven by secondary motivation paid more attention to the special layout, arrangement seats, music, or the overall ambience, whereas visitors for wine sampling or buying wine is associated with the core product related to wine (George, 2006). More specially, primary and secondary motivation has indirect impacts on all items of the perception of festivalscape.

The perceptions of food, wine, and fun have a positive impact on satisfaction, which further affects behavioral intention positively. However, the perception of generic feature has no effect on satisfaction. With regards to the perception of festivalscape, both relations of interest toward satisfaction and behavioral intention are important. The dimension of food and fun show a significant contribution to the model, thus having an indirect impact on behavioral intention, mediated by satisfaction. The findings were partially consistent with the content of other research fields (Baker & Crompton, 2000; Lee et al., 2008; Wong et al., 2015). So, the results offset the gap of the experiential view applied in the field of tourism and show factors comprising of the wine festival experience. Still, compared with the attributes of fun, the perception of food and wine has a more positive influence on satisfaction resulting in having a pleasurable feeling for the visitor. In the influence of the emotion, visitors are more willing to revisit.

Recommendations for the Practitioners

The study reveals motivation and the perception of festivalscape as the key determinants of festival satisfaction and behavioral intention. Thus, festival managers and planners should have a full understanding of the aspect of visitor motivations and festival atmosphere and service quality to improve satisfaction and behavioral intention. Here, onward, the article presents some recommendations and suggestions for festival organizers and planners based on the findings of this study.

Firstly, the study identifies the demographic profile and consumption habits of the target group. Visitors showing characteristics such as high education, employment, young age, and gender, as women have been found to have more interest in wine and wine festival. Hence, it requires the festival organizers and planners to be fully aware of their visitors' behavioral characteristics, consumption habits, and also their specific needs and aspirations. In order to attract more local residents, the Internet and newspapers have given wider coverage to the wine festival within a week. In addition, recommendations by friends also play a key role in promoting. Taking advantage of Twitter, WeChat, and Circle of Friend; festival organizers and planners give rewards to visitors who recommend the wine festival or share experience in the social network in order to enhance popularity. In addition, even though visitors have less knowledge about the wine, they are highly motivated to acquire wine knowledge and experience wine culture (the mean of PM2 is more than 4.0). Hence, it is suggested that festival designers and planners should provide more ways to meet their knowledge needs through books, brochures, and wine classes. At the same time, in terms of choosing wine, visitors focused more on brand, year, and origin, and the price of purchasing a bottle of wine (ranging from 51 RMB to 300 RMB). Thus, it is recommended that festival organizers should not only enrich the types of wine but also provide the same with high quality and at competitive prices.

Secondly, the study developed two dimensions of motivation: primary motivation and secondary motivation, which has a significant effect on the perception of festivalscape, satisfaction and behavioral intention. Thus, when designing the attributes of festivalscape, festival managers, and planners should recognize the order of importance of the dimensions of festival quality based on different participant's motivation.

With regard to visitor driven by primary motivation, festival organizers should pay more attention to the factor of fun. This is further supported by the study that not only primary motivation but also secondary motivation generates a positive impact on satisfaction with respect to the attributes of food and wine, and fun. Entertainment programs being one of the most important festival attributes should represent the uniqueness of the wine festival and at the same time deliver a pleasurable and unforgettable experience. Hence, it is suggested to the festival organizers and planners to consider how to design the types of activities and to stimulate visitors' enthusiasm. For example, lucky draw and discount as marketing tools not only arouse customers' curiosities but also enhance brand image. In addition to the above, interaction with staff and vintners also contribute to improvement in festival quality. Interactive programs with vintners and festival organizers can be organized to impart the knowledge of wine and also to build a long-term relationship with customers and create festival loyalty.

Furthermore, generic features also have a significant impact on primary and secondary motivation. Thus, for festival organizers and planners, it is necessary to improve the quality of the physical environment, especially in terms of the attribute of convenience. The issue of location is an important dimension of festivalscape. Festival organizers and planner should select a location with the convenience of transportation means and easy access to the wine festival. In addition, soft music makes visitors' moods joyful and relaxed. In such a conducive and relaxed environment, visitors could taste each bite and relish delicious wine in their mind, contributing to visitors enjoying their wine festival experience and resulting in positive word-of-mouth for the wine festival. At the same time, some visitors regard the wine festival as social settings, so they pay more attention to the high quality of infrastructure of venues, such as the number of arrangement seats and cleanliness. Festival organizers and planners should provide adequately for the visitors' comfort thus enabling them to meet their social needs.

Thirdly, the results of this study identified three dimensions of festivalscape: food and wine, generic feature and fun, in which food and wine, and fun have a positive impact on satisfaction. At the same time, satisfaction positively affects behavioral intention. Hence, festival managers should focus on the quality of festival attributes and how each type of festival attributes influences visitors' satisfaction and behavioral intentions. For example, wine and food as a core product is the most important attribute for the wine festival, festival organizers and planners should provide a huge selection of wine and food and enhance the quality of wine and food. In a competitive environment, event organizers and planners should also consider providing differentiated products and service to exceed customers' expectations.

Satisfaction mediates the relationship with the perception of festivalscape and behavioral intention. Thus, festival satisfaction is an important instrument for management. In order to increase the probability of favorable behavioral intention, festival organizers and planners are recommended to monitor satisfaction toward the subjective cognition of environmental factors like food and wine and entertainment activities. Understanding the importance of festival attributes, organizers of wine and food festival are suggested to make efforts to create positive wine festival experience for participants, and thereby enhance customers' loyalty.

Limitations of the Study

The subsequent section would outline the limitations of the study, which may be overcome by further research. Firstly, the study merely focuses on one type of event- wine festival in a limited geographic area.

Thus, in order to generalize the study and improve the applicability, the model could be ratified for other types of festivals. Using themes as diverse as culture, sports, or music will necessitate branching out to other geographical regions. Furthermore, research should also attempt to explore other minor factors, which contribute to festival managers to have a full understanding of festival characteristics and visitor behaviors.

The second limitation concerns the sample. In order to maximize the representation of the population, data collection is conducted over a period of time between 10 am and 4 pm from July 28 to 31, 2017. However, the study only assesses cross-sectional data and does not use the equal distribution of first time and repeat visitors as the wine festival has only been held three times. In order to elaborately examine the model, a long-term study could be conducted to analyze the attendee data for multiple periods of time based on the opening hours. In addition, 89.6% of the respondents were local residents, which confined the research findings. In future, the scope of the study may include a larger, nonlocal and much more diverse sample.

Thirdly, the study adopted quantitative research. Additional work should be done by using a qualitative research method to explore issues not highlighted here. For example, the article will make a further exploration of the reason why the perception of generic features generates a negative impact on satisfaction. Through implementing qualitative research, the study may be extended to explain the issue of or increase in additional unpredicted variables.

Fourthly, the study mainly focuses on wine festival attendees, but ignores the importance of vintners or wine merchants. For festival organizers and planners, wine merchants are key participants as they provide direct services related to wine or wine experiences to the visitors. Based on the studies on the servicescape, some researchers have found that an increase in employee satisfaction could increase customer satisfaction. Even though wine merchants are not employees, but wine merchants spend more time in contact with the visitors in the physical setting, thus highlighting the probable effect of the physical environment on visitors' satisfaction and behavioral intentions. Hence, further studies may pay more attention to the role and influence of wine merchants.

Fifthly, the Dalian wine festival is still in its nascent stages and is lacking error-free planning, the power of influence and reputation as compared with wine festivals in other areas (e.g., Chengdu, Beijing, and Hong Kong).

The current research brings to fore the multiple perspectives of behavioral intention of visitors at a wine festival. It highlights the significant impact that wine festival packs on its target visitors, wine merchants, and festival organizers, and that its success is significant with reference to other festivals/ events being developed in the plan. However, the multiple perspectives that subsequently emerge during the course of study point toward broadening the scope of research in this area to have further understanding of festival characteristics and related visitor behaviors.

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Notes

1. **GFI:** The goodness of fit index (GFI) is a measure of fit between the hypothesized model and the observed covariance matrix.
2. **RMSEA:** RMSEA is the root mean square error of approximation (values of 0.01, 0.05 and 0.08 indicate excellent, good and mediocre fit respectively, some go up to 0.10 for mediocre)

3. **CFI:** The comparative fit index (CFI) analyzes the model fit by examining the discrepancy between the data and the hypothesized model, while adjusting for the issues of sample size inherent in the chi-squared test of model fit, and the normed fit index. CFI values range from 0 to 1, with larger values indicating better fit.
4. **NFI:** NFI is an incremental measure of goodness of fit for a statistical model, which is not affected by the number of parameters/variables in the model.

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