

PROPOSING A MODEL TO EXAMINE THE EFFECT OF EXPERIENTIAL
MARKETING AND PERCEIVED VALUES ON SATISFACTION AND
BEHAVIORAL INTENTIONS OF TURKISH DRAGON FEST PARTICIPANTS

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ABSTRACT

PROPOSING A MODEL TO EXAMINE THE EFFECT OF EXPERIENTIAL MARKETING AND PERCEIVED VALUES ON SATISFACTION AND BEHAVIORAL INTENTIONS OF TURKISH DRAGON FEST PARTICIPANTS

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The aim of the present study was to investigate the predictors of behavioral intentions within a model including experience, value, and satisfaction components among Turkish participants of Dragon Fest 2013. Specifically, the present study examined to what extent the various variables; esthetic experience, escapist experience, entertainment experience, education experience; hedonic and utilitarian values and festival satisfaction components predict behavioral intentions and how combination of these variables operated to lead to engage in positive future behaviors. Using an experiential marketing approach, a model was tested in which perceived experiences and perceived values were proposed to interact with festival satisfaction to predict future behavioral intentions. The hypothesized model was tested by using path analysis and the result of the analysis revealed that hypothesized relationships was well supported by the data derived from 410 (131 Female, 279 Male) festival participants. As a conclusion the findings derived from the present study both statistically and theoretically supported the importance of experiential marketing and perceived values on satisfaction and future behavioral intentions.

Keywords: Experiential Marketing, Perceived Values, Satisfaction, Behavioral Intentions

ÖZ

DENEYİMSEL PAZARLAMANIN VE ALGILANAN DEĞERLERİN TÜRKİYE’DEKİ DRAGON FESTİVALİ KATILIMCILARININ MEMNUNİYETLERİNE VE DAVRANIŞSAL NİYETLERİNE ETKİSİNİ İNCELENMEYE YÖNELİK BİR MODEL ÖNERİSİ

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Bu çalışmanın amacı deneyim, değer ve memnuniyet unsurları içeren bir model içerisinde davranışsal niyetlere etki eden faktörleri 2013 Dragon Festivaline katılan Türk katılımcılar üzerinde araştırmaktır. Bu çalışmada algılanan deneyim ve algılanan değer boyutlarının festival memnuniyetine doğrudan etkileri ve memnuniyet yoluyla davranışsal niyetlere dolaylı etkileri önerilen bir model kapsamında araştırıldı. Özellikle; eğitim deneyimi, kaçış deneyimi, eğlence deneyimi, estetik deneyim; zevksel ve faydacı değerler ve festival memnuniyeti unsurlarının davranışsal niyetleri ne ölçüde açıkladığı ve gelecekte pozitif davranışlar göstermek için bu değişkenlerin birleşimlerinin nasıl işlev gösterdiği araştırıldı. Önerilen model yol analizi kullanılarak test edildi ve analiz sonuçları varsayılan ilişkilerin 410 (131 Bayan, 279 Erkek) festival katılımcısından elde edilen veriyle desteklendiğini açığa çıkardı. Bu çalışmadan elde edilen bulgular deneyimsel pazarlamanın ve algılanan değerlerin memnuniyet ve davranışsal niyetler üzerindeki önemini hem istatistiksel hem teorik olarak desteklemektedir.

Anahtar Kelimeler: Deneyimsel Pazarlama, Algılanan Değer, Memnuniyet, Davranışsal Niyet

To my family

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CHAPTER 1

INTRODUCTION

This chapter includes four sections. First, the background of the study is presented followed by a statement of the problem. Third, the significance of the study is explained and finally the definition of the terms as used in this study are provided.

1.1. Background of the Study

This section describes emergence and improvement of the experiential perspective in the marketing field. For decades, consumer research has focused on rational model of buying behavior to products and services. Consumer choice is seen to be purposive planned and conscious. However later researchers criticize that cognitive models are inadequate in explaining consumer behavior. Because cognitive models fails to recognize that the consumer is a psychological creature. Traditional research has ignored peoples' emotional and imaginative reactions to products and services. Nowadays traditional marketing approaches that focus on functional attributes and quality are inadequate instead, "*consumer are in search of experiences that dazzle their senses, touch their hearts, simulate their minds and engage them personally*" (Schmitt, 1999).

Approximately 40 years ago, Alvin Toffler (1970) pointed a shift which would deeply affect goods and services in the future and lead to the economy's next forward movement. He called the strange new sector as "experience industries" (Knutson, Beck, Kim, & Cha, 2007; Walls, 2013).

Starting from the 1980's, the issue of the rational consumer was questioned by theorists. Many scholars presumed that consumers were engaged in both cognitive and emotional processing (Zajonc, 1980; Zajonc & Markus, 1982). Researchers made a distinction between consumer behavior which was based on utilitarian values and consumer behavior which was based on hedonic values (Lofman, 1991). Holbrook and Hirschman (1982) come up with experiential perspective that posited hedonic consumer behavior as an alternative to the cognitive purchase decision making process. Accordingly new framework emerged that covered value, cognition, emotion, and holistic-intuitive consciousness dimensions in consumer experiences (Walls, 2013). Holbrook and Hirschman (1982) presented experiential aspect of consumption as an alternative to the information-processing perspective. According to those authors, successful consumption requires Fantasies, Feelings, and Fun (3Fs) and these are the goals and criteria for successful consumption in the experiential view. In other words, the rational and goal-directed customer of the information-processing model turned to a pleasure-directed individual that continuously looks for enjoyment, amusement, and "sensory-emotive" stimulation in the experiential consumption (Holbrook & Hirschman, 1982; Shobeiri, Laroche, & Mazaheri, 2013).

In 1982 Holbrook and Hirschman clarify only experiential point of view, but experiential marketing conception was still not using. These researchers tried to clarify consumer behaviour with experiential point of view (Grundey, 2008). The experiential aspects of consumption started to develop at the end of 90s when Pine and Gilmore (1998, 1999) pointed to the appearance of experience economy. According to Pine II and Gilmore (1998), the type of economy has changed over the years and can be categorized into four stages. The first was agriculture, followed by manufactured goods, then services, and finally experiences. Each change from commodities, products and services to experiences performed a step up in economic value. For these authors point of view, "experience" can be seen as a new and distinct economic offering which should be consistent in theme and engage the customer in five senses. Experiences has to be personal, unique, memorable and sustainable over time (Ferreira & Teixeira, 2013). The difference between these commodities, goods, services and experiences is: commodities (fungible), goods (tangible), services (intangible) and

experiences (memorable). (Garg, Rahman, Qureshi, & Kumar, 2012). According to Pine and Gilmore consumers are labelled as *user* for goods, *clients* for services and *guests* for experiences (Gelter, 2008).

For those authors, an experience occurs “when a company intentionally uses services as the ‘stage’ to engage individual customers in a way that creates a memorable event” (Pine & Gilmore 1998, p.98). When a customer buys an experience, he would like to enjoy “a series of memorable events that a company stages - as in a theatrical play – to engage him in a personal way” (Pine & Gilmore 1999, p.2).

Schmitt (1999) also mentioned a shift from traditional marketing to experiential marketing. B. Schmitt totally divided traditional and experiential marketing. (1999, p.55-58) in Figure 1.1., Figure 1.2. Although traditional marketing predominantly deals with designing features and benefits, experiential marketing focuses on the creation of holistic consumer experiences through considering both rational and sensory-emotive consumption motivations (Schmitt, 1999; Shobeiri et al., 2013). This standpoint provide an experiential approach to the study of consumption behaviour which notices the importance of variables that have been previously neglected: “the roles of emotions in behaviour; the fact that; *consumers are feelers as well as thinkers and doers*” (Grundey, 2008) Experiential marketing can be seen as a marketing tactic designed by a business to stage the entire physical environment and the operational processes for its customers to experience. Schmitt (1999) further defined experiential marketing from the customers’ perspective as “customers developing recognition and purchasing goods or services of a company or a brand after they get experiences from attending activities and perceiving stimulations”. Experiential marketing emphasizes entire experience that a company creates for its customers. Compared with traditional marketing, experiential marketing is focused more on the customers’ experience creation processes (Schmitt, 1999; Yuan & Wu, 2008).

As a conclusion, there is a shared belief among scientists that the post-modern or “millennial consumer” is not what the rational model of marketing wanted her/him to be (Grundey, 2008).

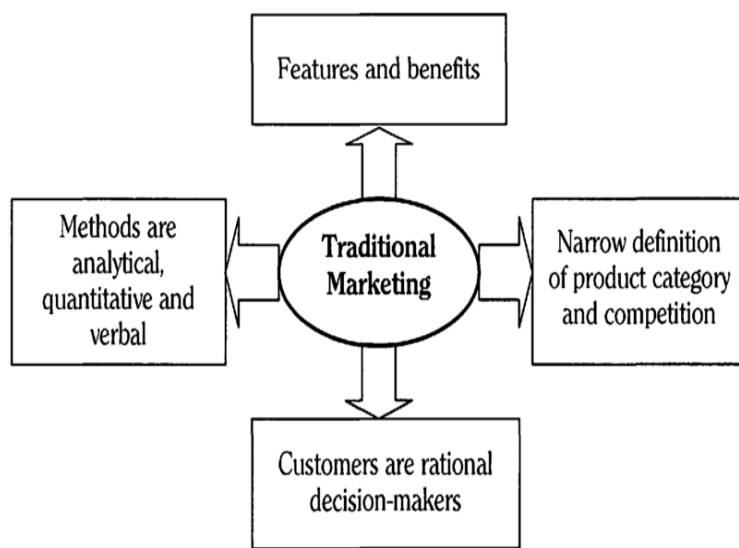


Figure 1.1. Characteristics of Traditional Marketing (Schmitt, 1999)

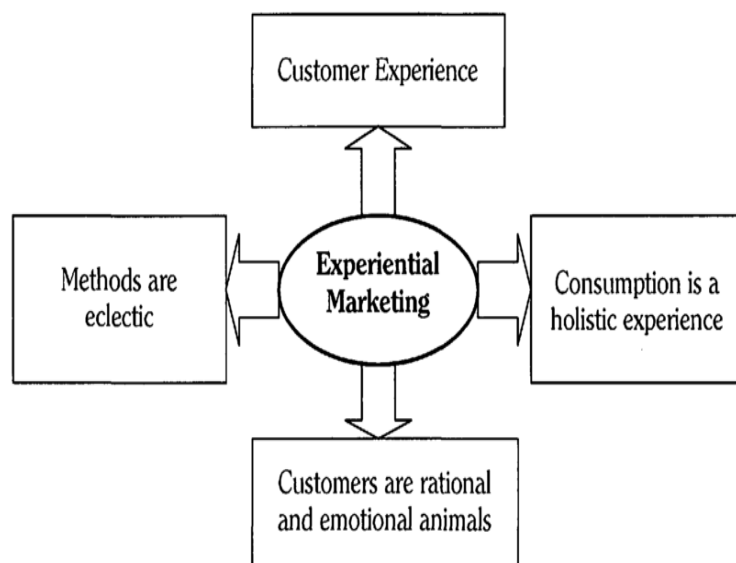


Figure 1.2. Characteristics of Experiential Marketing (Schmitt, 1999)

Pine and Gilmore who are the pioneers of experiential marketing claim that in order to be successful, business should provide unforgettable, satisfactory experiences to their

customers by adding value to their offerings which differentiates traditional marketing from the experiential marketing. *Experience* is the main component of experiential marketing. Businesses usually create special and unique stages for their customers to experience through different stimulations, including environments, atmospheres, and layouts. As a result of experiencing, customers have different perceptions and reactions to these stimulations (Yuan & Wu, 2008).

While consumers' needs and wants differ, gaining some positive or negative experiences is an inevitable consequence of consuming the products or services. Consumption experience, refers to "the total outcome to the customer from the combination of environment, goods, and services purchased" (Lewis & Chambers, 1999; Yuan & Wu, 2008)

Parallelly, Carbone and Haeckel (2000) ; Oh, Fiore and Jeoung (2007) claimed that consumer encounters, good or bad, short or long always consist of experiences. However, some economic offerings tend to be more experience oriented (e.g., concerts, movies, festivals), and some tend to be less experience-oriented (e.g., fast food) (Walls, 2013).

As a consequence, it is almost impossible to escape from creating an experience on every occasion in which a company interacts with its customers. Such events suggest that a customer could have a single experience or a range of experiences as a result of the service that a customer is buying or receiving, which could be good, bad or indifferent (Berry, Carbone, & Haeckel, 2002; Ferreira & Teixeira, 2013; Johnston & Kong, 2011)

Based on the existing marketing literature, scholars are on the agreement that, marketers have to learn how to design, create, deliver and manage experiences that customers are ready to pay for, in order to achieve corporate reputation, competitive advantage and differentiate themselves from competitors, to create value and be difficult to imitate (Chang & Horng, 2010; Ferreira & Teixeira, 2013; Gilmore & Pine, 1999; Pullman & Gross, 2004).

In this sense, it is expected that companies which offer memorable experiences that invoke emotions will get higher levels of loyalty. Moreover, according to Lemke et al. (2011), an effective management of the customer experience across all touch points is the key to shaping customer commitment, retention, and sustained financial success (Lemke, Clark, & Wilson, 2011). Thus, customer experience innovation has arrived as a hot topic within the literature on customer experience management, (Ferreira & Teixeira, 2013)

Customers' perceptions should be the outcome of marketing efforts that businesses have made (Yuan & Wu, 2008). For this reason, in this research, participants' perceptions was evaluated in order to measure performance of experiential marketing

The importance of experiential outcomes of leisure activities and understanding consumers' leisure behavior for planning and managing leisure services have been progressively verified by authors. Similar to consumer behavior, In leisure and recreation behavior individuals can become very habitual in site and activities, become very committed and loyal to certain sites and activities, and be reluctant to use alternatives respectively (Lin, Chang, Lin, Tseng, & Lan, 2009). For this purpose, this study aimed to propose a conceptual model in order to examine variables that were likely to drive leisure participants' loyalty behavior

In recent times, there has been increasing interest in creating "experience" for customers and especially this is viable in the service sector. Along with these lines, a number of researchers claimed that the service economy has been convert into an attention economy (Davenport & Beck, 2001), entertainment economy (Wolf, 1999), a dream society (Jensen, 1999), emotion economy (Gobe, 2010), or an experience economy (Pine & Gilmore, 1998, 1999; Schmitt, 1999).

With rising competition, service providers try to find out ways to develop loyalty by progressively designing, innovating and managing their consumer experiences (Pullman & Gross, 2004). For this reasons, recent studies with regard to experience are given much attention in the field of marketing. For instance, Schmitt (1999)

claimed that experiential marketing differs from traditional marketing because experiential marketing provides value involving sensory, emotional, cognitive and relation which lead to customers to sense, feel, think, act, and relate instead of concentrating on functional features and benefits marketing. Furthermore some experience designs authors argued that well designed experiences build loyalty (Davenport & Beck, 2001; Gilmore & Pine, 1999; Schmitt, 1999).

Additionally, Holbrook and Hirschman (1982) claimed that consumer value is an experience and that value arises not in the product purchased, not in the brand chosen, not in the object possessed, but rather in the consumption experience. In this sense, all marketing is seen as service marketing and the role of experience becomes at a central position in the creation of consumer value. Perceived value has been characterized as the essential consequence of marketing efforts. What is more, an overall evaluation of satisfaction is vital and attention to guests' experiences with accommodation is important for identifying guest satisfaction and the personal benefits that guests derive from their experiences (Lin et al., 2009).

Accordingly, this study intends to understand festival participants' perceptions of experiential marketing and their perception of utilitarian and hedonic values for their leisure experience in Dragon Fest and in turn understand whether perceived experiences and values influences satisfaction as well as participants' behavioral intentions. These concerns were the primary motivation of this research study.

Marketing strategies today are focused on securing and improving customer loyalty. Past research has represented that it is six times less expensive to plan marketing strategies for retaining customers, than it is to attract new customers (Rosenberg & Czepiel, 1984). From these point of views, it is essential for marketers to investigate the variables that may have an effect on behavioral intentions and consumer satisfaction.

Depending on the literature on the relationship between customer satisfaction and customer loyalty, many researchers point out that customer satisfaction leads to greater

customer loyalty (Anderson & Sullivan, 1993; Bolton & Drew, 1991; Lin et al., 2009). Increasing satisfaction provides customer loyalty assure future revenues, decreases the cost of future transactions, spread positive word-of-mouth, manifest brand loyalty or increased intentions to repurchase/revisit (Lin, 2006). In addition, it has been represented that customer satisfaction has been conceptualized as a key linking variable in the relationship between perceived value and customer loyalty (Haemoon Oh, 1999). For example, the structural equation models of the ACSI (American Customer Satisfaction Index) and the ECSI (European Customer Satisfaction Index, 1998) stated that there is casual relation among variables of perceived value, customer satisfaction and customer loyalty, and perceived value is regarded as the antecedent of customer satisfaction and customer loyalty is seen to be the outcome of customer satisfaction. In a similar manner, Haemoon Oh & Parks, (1997) also provided a review which back up a positive relationship among perceived value, satisfaction, revisit/repurchase intention and positive word of mouth communication intention.

For interrelationship stated above, this study intended to understand whether or not there is a relationship between perceived experience and perceived value dimensions of Dragon Fest participants, whether participant's perceived experiential value can directly influence participant satisfaction and indirectly participants behavioral intentions and to understand whether participants' perceived experience dimensions can indirectly influence attendees behavioral intentions via perceived festival satisfaction. Owing to the complex relationships among various variables, limited efforts have been made toward examining the relationships among experiential marketing, perceived experiential value, satisfaction, and behavioral intentions. In this sense, in order to understand the complex relationships among variables, Path analysis can be used to test theoretical models using the scientific method of hypothesis of the complex relationships among variables. The aim of this study was to conduct a proposed theoretical model that can be used to verify the validity of the variables including; experiential marketing, perceived experiential value, participant satisfaction, and participant's behavioral intentions (loyalty), as well as investigate the causal relationships among variables.

1.2. Statement of the Problem

Experiential marketing plays an essential role in the process of consumption experience (Pine & Gilmore, 1998, 1999; Schmitt, 1999). Which means, it is vital for service providers to comprehend consumers' consumption reaction after receiving stimulations from experiential designs. Furthermore, a great deal of efforts has been made on deliberation of experiential marketing. What seem to be lacking so far, however, is only little attention have been made at the investigation of the relationships between the dimensions of experiential marketing and consumers' leisure behavior.

The primary objective of this study was to propose an integrated approach to comprehend theories and conceptual relationships among the constructs of experiential marketing, perceived experiential value, participants' satisfaction, and behavioral intentions as well as to construct the structural relationship model. Namely, the purpose was to develop an improved understanding of not only the constructs themselves, but also how they relate to each other to drive participant loyalty behavior. For this purpose, a model integrating key variables from the studies of experiential marketing, experiential value, participant satisfaction and behavioral intentions were proposed and empirically tested on the participants of Dragon Fest 2013.

In a conceptual model, the researcher identified participants' perceptions of experiential offerings and participants' perceived values as independent variable, guest satisfaction as mediator variable and guest loyalty (behavioral intentions) as the dependent variable of participants' leisure behavior. Moreover, participants' perceived festival satisfaction was identified as intervening variable, and guest loyalty was identified as outcome variable on the basis of causal relationship. Finally, this study also examined demographic variables of the festival participants.

1.3. Research Questions

According to review of literature, hypothesized model and structural relations represented on Figure 1.3. The model begins with direct effects of perceived experiences and perceived values to festival satisfaction and then effects of perceived values and perceived experiences to behavioral intentions indirectly via participant satisfaction. Furthermore, there is a relationship between perceived values and perceived experiences. In this study, the researcher tried to find out answers to the following questions:

1. What are the information of demographic characteristics including gender, age, level of education, previous Dragon fest participation level of participants in this study?
2. To what extent the four dimensional model (education experience, esthetic experience, entertainment experience, escapism experience) measure perception of experiential marketing?
3. To what extent the two dimensional model (utilitarian values and hedonic values) measure perceived experiential value of Dragon Fest participants?
4. To what extent attributes of overall satisfaction reflect participants' satisfaction?
5. To what extent behavioral loyalty (willingness to revisit, spread positive things about the festival to others and intentions to recommend) reflect guest loyalty?
6. Are there any existed significant relationships among variables of experiential marketing, perceived experiential value, participant satisfaction, and participants' behavioral intentions?

A number of important directional hypotheses of this research were derived from the questions above. Figure 1.3 represents the hypothesized model of the antecedents of participant loyalty behavior in Dragon Fest experience design. The first part of the model suggests that there is a relationship between participants' perceptions of key experience elements which are created and managed by the festival and perceptions

of utilitarian and hedonic values. And participants' perceptions of experience dimensions and perceptions of utilitarian and hedonic values will influence the level of satisfaction generated in the festival setting. The second phase of the model suggests that the level of festival satisfaction will mediate participants' behavioral intentions. That is, perceived experiences and perception of values can indirectly (through participant satisfaction) influence loyalty behaviors.

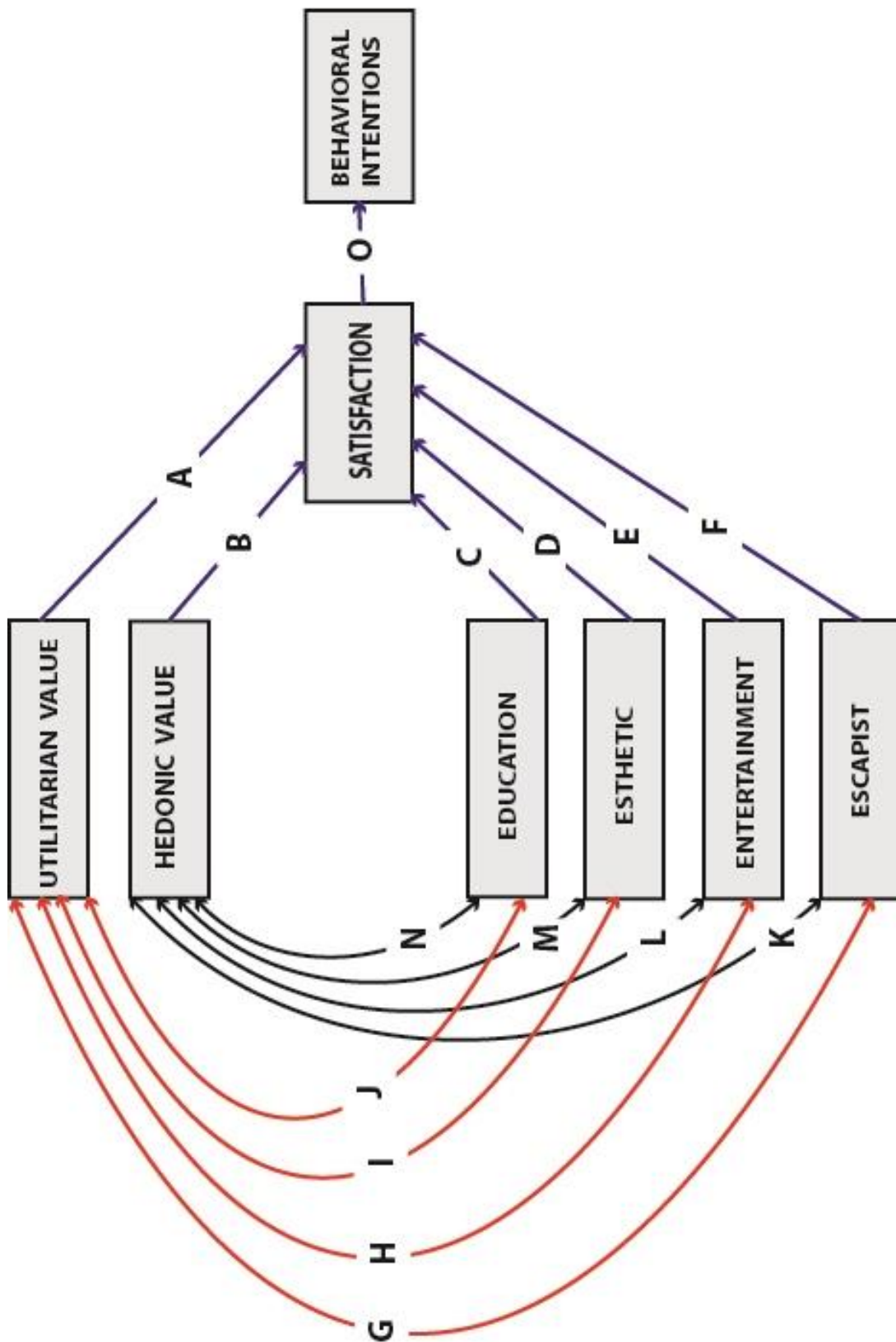


Figure 1. 3. Hypothesized Path Model

1.4 Significance of the Study

Present study tried to employ the concept of experiential marketing to better understand participants' behavioral intentions for providing service/leisure managers with referable information with regard to guest's leisure behavior. Although variables among experiential marketing, perceived value, satisfaction and behavioral intentions have been studied by researchers, there is little research and no consensus on how to conceptualize or operationalize a model of causal relationships among these variables. In order to improve this limited research, this research served to increase the understanding of relationships among variables of experiential marketing, perceived value, satisfaction, and participant behavioral intentions. The principal contribution of this study is the development and testing of a model to clarify the multidimensional concept of leisure experience. Previous studies on leisure experiences have investigated either experience dimensions or the perceived values on consumer satisfaction. However these aspects were investigated independently from each other, what is unknown is the relative collective effect of these variables (consumer experience and perceived values) on behavioral intentions. It is expected that empirical findings of this research will help to understand the multidimensional aspects of participants' leisure experiences and perceived values. For this reason, this study investigated the reliability of this multi-dimensional model by collecting data from the Turkish participants of Dragon Fest 2013.

This is the first study which investigates relationship between Pine and Gilmores' model of 4E experiences including: education, esthetic, entertainment and escapism and hedonic, utilitarian values. Also this is the first study which measures perceptions of 4E experiences and hedonic, utilitarian values in a sport specific context.

The interesting and important findings of this research could be relevant to its contributions both to leisure marketing research and festival practitioners. Viewed in this light, researchers could better comprehend the causal relationships among factors

of experiential marketing, perceived experiential value, satisfaction and behavioral intentions.

Moreover, in order to gain and sustain competitive advantage, leisure managers could benefit from understanding participants' leisure behavior toward behavioral loyalty as well as developing viable marketing strategies and which could better meet participants' needs and wants; last but not least, it was also essential to understand how to satisfy participants' leisure experience in terms of choosing effective marketing tactics (Walls, 2013).

1.5. Scope of the Study

The sample setting of this study was Dragon Fest 2013 Turkey. The highlight of the festival is the Dragon Boat Races. Dragon boat racing is an amateur water sport (team paddling sport).

Participation to festivals or sport events is a significant aspect of customer experience. Because, participants of the events seek an entertaining and memorable experiences through social interactions with friends and performances which individuals find themselves in a different space and time (Picard & Robinson, 2006). Dragon Fest is also a context which is full of activities, social interactions with physical learning activities also has rich colourful environmental features and it is a setting that can cover all four dimensions of experience which are *entertainment, education, escape, and esthetics* for these reasons the researcher choosed Dragon Fest as a research field.

1.6. Definitions of Terms

The following terms are defined operationally as used in this study,

1.6.1. Experiential Marketing

Experiential marketing: defined as; “any consumer experiences some stimulations result from direct observation and/or participation in events, in which generates motivation, cognitive consensus, and purchase behavior” (Schmitt, 1999). In this study, the researcher utilized Pine and Gilmore’s (1999) concept of experiential marketing that consists of four measurement dimensions to measure participants’ perception of experiential marketing. Four measurement dimensions are: education experience, esthetic experience, entertainment experience and escapist experience.

1.6.2. Hedonic and Utilitarian Value

“Hedonic value reflects the value received from the multisensory, fantasy and emotive aspects of the festival experience, while utilitarian value reflects the acquisition of products and/or information in an efficient manner and can be viewed as reflecting a more task oriented, cognitive, and non-emotional outcome of festival experience” (Barry J Babin, Darden, & Griffin, 1994; Holbrook & Hirschman, 1982; M. A. Jones, Reynolds, & Arnold, 2006).

This study investigated attendees’ attitudes toward festivals by utilizing a two-dimensional consumer attitude scale. The Hedonic and Utilitarian (HED/UT) Scale, developed by Voss, Spangenberg, and Grohmann (2003). Two dimensions include: utilitarian and hedonic values.

1.6.3. Participant Behavioral Intentions (Loyalty)

Participant Behavioral Intentions (Loyalty) is defined as; consumers form a specific behavior after participating events. In the present study, participant loyalty is regarded as participants’ post-purchase behavior. Whether participants are willing to spread positive things about the festival? Are they willing to revisit and recommend the festival to others after their festival experiences.

1.6.4. Participant Satisfaction

Participant Satisfaction defined as the extent to which a product/service's perceived performance meets or exceeds customer expectation (Oliver, 1980). In this study, satisfaction is measured by overall satisfaction, and it is defined as an evaluation of overall festival satisfaction with Dragon Fest's overall performance based on attributes (e.g. physical facilities, recreation experiences).

1.6.5. Path Analysis

Path analysis is simply viewed as an extension of the multiple regression models and a complementary methodology to regression analysis (Ahn, 2002; Garson, 2009). It is predominantly used to "test the likelihood of a causal connection among three or more variables" (Fraenkel & Wallen, 2006, p. 343). The aim of path analysis "is to provide estimates of the magnitude and significance of hypothesized causal connections among sets of variables displayed through the use of path diagrams which is an illustration wherein the variables are identified and arrows from variables are drawn to other variables to indicate theoretically based causal relationships" (Stage, Carter, & Nora, 2004, p.5).

1.7. Assumptions

For the present study, the researcher assumed that:

1. The instruments of participant perceived experiential marketing survey (Experience Economy Scale), perceived value survey (HED/UT Scale), Satisfaction Survey and Behavioral Intentions Survey were measured validly and reliably in this study.

2. The purposefully selected participants were assumed to provide a valid and reliable representation of the study population.
3. Participants participated in the study voluntarily.
4. Participants answered the questions honestly.

CHAPTER 2

LITERATURE REVIEW

The objective of this chapter is to define the relevant literature of the conceptual frameworks of experiential marketing, perceived value, satisfaction, and behavioral intentions which serve as the theoretical foundation for the present study. This literature review yields a comprehensive overview of variables of this study and relationships between each variable.

Economic offerings have continuously progressed over time. Pine and Gilmore (1998) provided a classification to clarify the development of economic offerings. According to this classification which is put forward by Pine and Gilmore, requiring commodities is the first stage. As a next step, companies convert these commodities into goods by further processing, which generates the second stage, the product stage. In the third stage, service stage, tangible goods and intangible services are combined. The final stage is the experience stage which occurs following the improvement of services. Finally, society moves into the “experience economy” as a consequence of this progression. On walking into the age of experience economy, customers do not only concentrate on products. But rather, they pay more attention to experiences; Thus, creating valuable experiences for customers becomes a vital challenging mission for businesses.

Classification and progression of economic offerings range from commodities and goods to services and experiences. The economic benefit is stepped up by the progression of this evolution. Businesses create values by including special experiences for their customers. Therefore, companies sell not only products but, more significantly, good memories and experiences (Yuan & Wu, 2008).

“Organisations today compete for the consumer’s attention by different means and offerings. A shopping centre offers concerts, hotels are marketed as design hotels, and meals are served in restaurants by waiters singing opera. Added value, both to the consumer’s experience and the producer’s profit, has in fact gradually been incorporated in to the experiences, both staged and consumed.” Pine and Gilmore (1999) offer a simplified picture of this process in Figure 2.1. (Mehmetoglu & Engen, 2011).

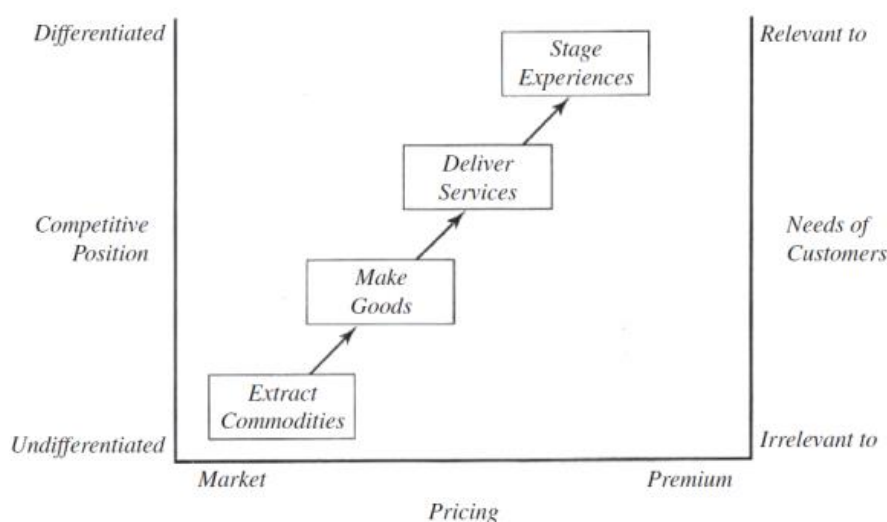


Figure 2.1. The Progression of Economic Value (Pine & Gilmore, 1999, p.22)

Besides, Pine and Gilmore (1998) argue that in order to better sell traditional offerings companies should “wrap experiences” around their offerings. Theme restaurants such as Hard Rock Cafe or Planet Hollywood charge customers mainly for the experience they will have during their visits rather than for the food they would eat. Designing a unique customer experience has been also noticed as a key to success for brands such as Starbucks (Michelli, 2007; Shobeiri et al., 2013) which is a internationally successful brand as it provide a unique atmosphere with multi-sensory rich store environments with smell of coffee so that costumers are willing to pay around 300%

extra money just to be the part of the *grande* experience and Walt Disney World amusement parks which offers a wide-range of theatrically and physically rich environments. Different attempts to stage guest experiences include Starwood Hotels and Resorts that utilize “experience engineers” whose primary purpose is to transform the service culture and to deliver consumer experiences in order to enhance customer satisfaction and loyalty. (Tynan & McKechnie, 2009) The above examples represent that offering a unique experience is becoming the main competition idea for many brands. (Shobeiri et al., 2013).

According to Pine and Gilmore’s model (1999) staging experiences constitute a new source of value creation and an experience in line with customers’ needs is crucial for differentiating oneself from competitors. According to their view “Guests obtain memorable experiences when a company intentionally uses services as the stage and goods as props to engage individual customers in an inherently personal way” (Gilmore & Pine, 2002, p. 88).

Yuan and Wu (2008) argue that experiential marketing will become a main concept and tool in the marketing field in the future as the world adopts experiential economy as a strategy, it may be the future direction of marketing. Experiential marketing can also be applied into different businesses in different industries, from Ford Motor Company to the North Hawaii Community Hospital.

Successful businesses create loyal customers by ensuring unforgettable experiences. These are memorable activities created by a business through its products and services to customers (Pine & Gilmore, 1998). Schmitt (1999) stated that experiences are formed from the interaction among different events and mental states. Prahalad and Ramaswamy (2000) further claimed that creating personal experience would be the future competitive advantage for companies.

Traditional marketing obtained valuable strategies, tools, and concepts that helped businesses to succeed in the past years. In order to respond today's much more complicated society and consumers, a features and benefits standpoint of traditional marketing may not be very convenient. Williams (2006) stated that experiential marketing is one of the best approaches providing a solution in order to meet the needs of society and customers. Experiential marketing differs from traditional marketing in four major ways including: marketing focus, product categories and competition, customer characteristics, and research method (Schmitt, 1999; Yuan & Wu, 2008)

Nowadays, more and more companies are concentrating on creating and managing "experiences" for their customers. It is not enough to offer a functional level of products and services, and offerings must be accompanied by "experiences" to differentiate themselves in the increasingly competitive business environment (Pine and Gilmore, 1999). As the economy offers more and more commoditized products and services, managers should find ways to differentiate themselves from their respective competitors. One way is focusing on the design and delivery of service experiences in an effort to increase satisfaction and loyalty. Authors have stated that the service sector has been transformed into a dream society (Jensen, 1999), entertainment economy (Wolf, 1999), attention economy (Davenport and Beck, 2002), and experience economy (Pine and Gilmore, 1998, 1999; Schmitt, 1999).

In a similar manner, different scholars have emphasized the significance of additional value instead of the tangible component alone. Ralph Jensen's book *Dream Society* take attention to a consumption environment in which intangible features and stories surrounding the products will have a significant role in people's purchasing decisions (Boswijk et al., 2005). Additionally, Michael Wolf argues in his book, *The Entertainment Economy*, that products without an entertainment component will not survive in the future (Mehmetoglu & Engen, 2011).

In the light of a marketing perspective, consumers want more than just the delivery and consumption of products and services. Instead, they search for unique consumption encounters which accompany the products and services that deliver memorable experiences. Accordingly, companies need to shift their focus from a “delivery-focused” service economy to focuses on high-quality products and services and “staged” experiences that create memorable consumer experiences (Pine and Gilmore, 1999).

From an economic and marketing perspective, Schmitt (1999) indicated that experiences are private, personal events which occur in response to some stimulation and involve the entire being as a consequence of observing or participating in an event. He assumed that in order to exert desired consumer experiences, marketers must provide the right setting and environment. Lewis and Chambers (p. 46). defined consumer experience as “the total outcome to the customer from the combination of environment, goods and services purchased” (Lewis & Chambers, 1999; Walls, Okumus, Wang, & Kwun, 2011)

2.1. Experiential Marketing

According to Kotler, there are two types of marketing: traditional marketing and modern marketing. Modern marketing has differs from traditional marketing in that its’ emphasize on the concepts of customer experience. Kotler also stated that there are morincreasing number of companies start to develop non rational image and they ask from psychologist and anthropologists to create and develop messages to make deep soul touch for their consumers (Kotler, 2003). Holbrook (2000) believed that when markets enter into the period of experiential marketing, the major focuses will change from product performance to experiences entertainment (Holbrook, 2000; Maghnati, Ling, & Nasermodeli, 2012).

Schmitt (1999) defined experiential marketing as a “marketing tactic designed by a business to stage the entire physical environment and the operational processes for its customers to experience customers’ developing recognition of and purchasing goods or services from a company or brand after they experience activities and perceive stimulations.” These experiences boost the value of offerings of a company. Nonetheless, experiential marketing does not ignore the quality and functions of products and services; rather, it enhances customers’ emotions and sense stimulation (Schmitt, 1999; Yuan & Wu, 2008).

According to Lee et al. (2011) the main point of experiential is to engage in customers in a multiple level approach. He defined experiential marketing as a memorable memory or experience that goes deep into the customers’ mind. Based on the strategic experience model, Schmitt (1999) additionally divided the types of experiential marketing into five dimensions including Sense Experience, Feel Experience, Think Experience, Act Experience and Relate Experience (Maghnati et al., 2012).

Experience is the main factor of experiential marketing. Businesses usually create special stages for customers to experience through different stimulations, including environments, atmospheres, and layouts. In consequence of experiencing, customers have different perceptions and reactions to these stimulations. When individuals walk into the stores, or close to them, they gain diverse perceptions about them. Customers’ perceptions should be the consequence of marketing attempts. The process of experiencing connects experiential marketing and customers’ perceptions. The procedure can be seen as a process of staging, experiencing, and perceiving. During or after experiencing, customers’ perception can be regarded as the outcome of experiential marketing (Yuan & Wu, 2008). For this reason, the performance of experiential marketing was investigated by measuring customers’ perception in this study.

It is important to understand the definition of perception. “In psychology and the cognitive sciences, perception is the process of acquiring, interpreting,

selecting, and organizing sensory information. Perception methods range from essentially biological or physiological approaches, through psychological approaches to the often abstract thought-experiments of mental philosophy. Perception is influenced by a variety of factors, including the intensity and physical dimensions of the stimulus; such activities of the sense organs as effects of preceding stimulation; the subject's past experience; attention factors such as readiness to respond to a stimulus; and motivation and emotional state of the subject" (Lin, 2006).

2.1.1. The Distinction of Traditional Marketing and Experiential Marketing

Schmitt (1999) claimed that traditional marketing is mainly emphasized on functional features and benefits. Consumers are seen as rational decision makers who perceive a gap between an ideal state of satisfaction need and the current state, which motivates him or her to minimize this gap; the consumer seeks information by comparing alternative product or service, judges the final choice by performing a computation that resembles a multi-attribute model, and purchases the best alternative. In addition, traditional marketing methodologies and tools are analytical, quantitative, and verbal. Besides, Schmitt (1999) claimed that experiential marketing differs from traditional marketing focusing on features and benefits in four major ways:

1. Focus on customer experiences

Experiential marketing emphasizes on customer experiences. Experiences occur as a consequence of encountering, undergoing, or living through situations. They are triggered stimulations to the senses, the heart, and the mind. As a conclusion, experiences yield sensory, emotional, cognitive, behavioral, and relational values that replace functional values.

2. Determining the consumption situation. In contrast to emphasizing on narrowly defined product categories and competition, the customer does not interpret each product as a stand-alone item by analyzing its features and benefits. Rather, the customer asks how each product fits into the overall consumption situation and the experiences provided by the consumption situation.

3. Customers are rational and emotional

For an experiential marketer, customers are emotionally as well as rationally driven. In other words, although customers frequently engage in rational choice, they are frequently driven by emotions because consumption experiences are often “directed toward the pursuit of fantasies, feelings, and fun.” In addition, it conveys an important message for today’s marketers: “do not treat customers just as rational decision makers. Customers want to be entertained, stimulated, emotionally affected, and creatively challenged.”

4. Methods and tools are eclectic

Experiential marketers’ methods and tools are varied and multifaceted. That is, experiential marketing is not depend on one methodological ideology; it is eclectic.

2.1.2. Experience Economy

The concept of experience economy is consequence of an extensive history of research into consumer experience that dates to the work of classic economists such as Adam Smith, Alfred Marshall and John Maynard Keynes. Knowledge and hypothesis from that line of inquiry were integrated using a theatre metaphor by Pine and Gilmore (1999), in *The Experience Economy: Work is Theatre and Every Business a Stage*. Pine and Gilmore (1998) divided experiences into four types according to their statuses with regard to two axes: passive/active and absorption/immersion. These experiences include: entertainment (passive/absorption), educational (active/ absorption), escapist (active/immersion), and esthetic (passive/immersion). The degree to which customers

have an impact on performance of activities determines whether individuals are engaging in passive or active participation, however absorption and immersion explains the desire with which they engage in experiences (Yuan & Wu, 2008). Absorption is “occupying a person’s attention by bringing the experiences in to the mind” and immersion is “becoming physically or virtually a part of the experience-producing event/performance itself” (Pine and Gilmore, 1999). Passive participation is “where customers do not directly affect or influence the performance” and active participation is “where customers personally affect the performance or event that yields the experience” (Pine and Gilmore, 1999, p. 30; Jeong, Fiore, Niehm, & Lorenz, 2009).

Theoretical framework of four dimensions of experience presents how experiences can be categorized depending on the two axes of customer’s participation and their connection with the environment and physical surroundings (Mehmetoglu & Engen, 2011).

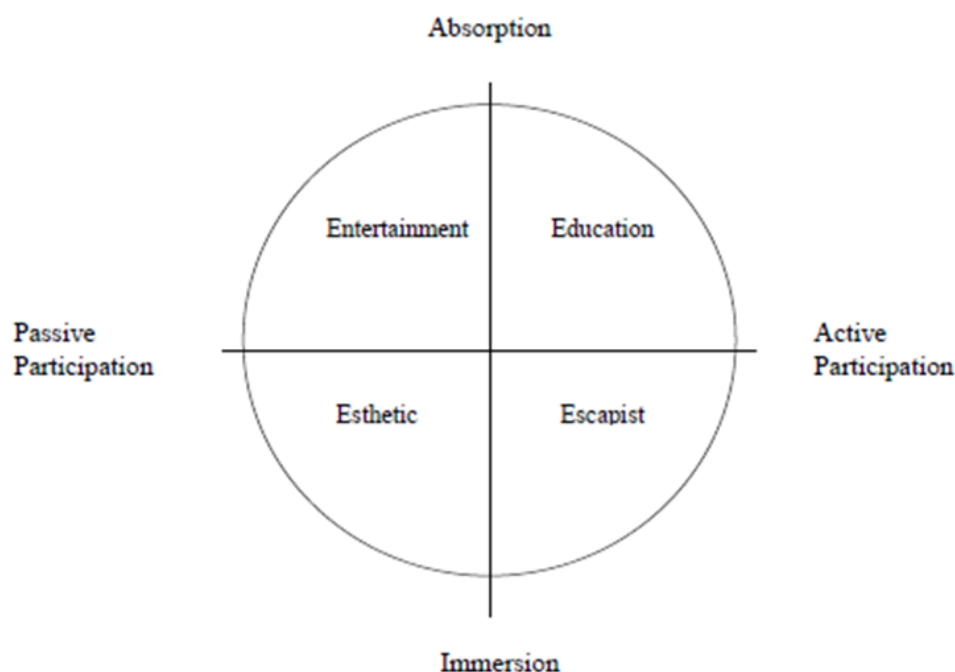


Figure 2.2. Experience Economy Realms

Pine and Gilmore (1999) suggested the experience economy as a framework to affect the purchase behavior of customers in today's society. According to these authors' view, it is no longer enough to offer high quality coffee or sell a well-made shirt. Products and services should be surrounded/accompanied by divergent experiences in order to attract and allure customers and keep them coming back. Pine and Gilmore (1999, p12) define experience as "events that engage individuals in a personal way. Experiences are personal in nature, because they are influenced by perceptions and state of mind. This aspect allows two people to be at the same event and have different experiences."

Basically, what leisure or festival participants seek and consume is engaging experiences accompanied by the products and/or services (Oh et al., 2007). Pine and Gilmore argue that staging experience is not offering one particular dimension of experience such as entertaining visitors at a film festival rather it is about engaging them. An experience may engage visitor on any number of dimensions but Pine and Gilmore propose four types of experience including; entertainment, education, escape, and estheticism. A specific destination or an event can engage in one dominant experience of the four experience dimensions but individuals may engage in experiences cross boundaries. The richest experiences contains all four experience dimensions, referred to as the "sweet spot" (Park, Oh, & Park, 2010). Tourists or festival visitors would simultaneously feel or perceive multiple dimensions of experiences in a single destination or a festival (Park et al., 2010).

Even if one experience dimension is emphasized, an experience is not merely related to one of the four dimensions. The experience will often have components of all four dimensions. When the individuals perceive that they feel, learn, and become immersed by solely being that place or doing something actively, that all the senses become involved and the experience feels meaningful or extraordinary (Boswijk, Thijssen, & Peelen, 2005; Gilmore & Pine, 1999; Mehmetoglu & Engen, 2011). and Gilmore (1999) explain this situation as the "sweet spot," and this offers the richest experiences. Some attractions, such as amusement parks, festivals and museums,

develop a product that includes different kinds of elements of experiences. These elements trigger different experiential dimensions which then verify the “sweet-spot” principle. For destinations, it is significant to offer experiences that include and touch all four dimensions. By this way destinations may meet the widest diversity of needs and wishes as possible (Mehmetoglu & Engen, 2011).

Entertainment and educational experiences include absorption instead of immersion. Entertainment experiences take place when consumers passively “absorb” events through their senses, such as passively observing a performance.

In educational experiences, consumers absorb the events however, they are engaged in active participation (Pine and Gilmore, 1999) to truly increase knowledge or skills of consumers, they should actively engage their mind for knowledge development or their body for physical training. Escapist and esthetic experiences require immersion rather than absorption. In escapist experiences customers place in the middle of the excitement, which requires that the individual becomes an actor or participant who affects the event in a virtual environment. Esthetic experiences engage consumers in a passive but immersive manner, By this way leaves the environment indeed untouched (Pine and Gilmore, 1999). Consumers within entertainment experiences “sense”, within educational experiences “learn”, within escapist experiences “do”, and those within esthetic experiences just want to “be” in an attractive environment. These experiences may interconnect, such as “edutainment”, which crosses education and entertainment (Jeong et al., 2009). An example of entertainment experience may be concerts and theatre performances. The esthetic examples of experience may be a visit to a museum or experiencing the breathtaking scenery of Niagara Falls. Educational experience may be ski schools and diving. Rafting may be an example of the final dimension which is escapism (Mehmetoglu & Engen, 2011).

Individuals in esthetic experiences, enjoy *being* in the destination environment without affecting or altering the nature of the environment offered to them. They passively appreciate, or they are affected by the way the destination appeals to their senses. Such

experiences let individuals just *be* there. Many sightseeing tourist activities involve esthetic experiences (Bitner, 1992; H. Oh et al., 2007). that is, individuals behavioral intentions is highly affected by the environmental characteristics of the physical setting and service. For this reason, the esthetic experience is likely to be an essential factor of destination assessments and the overall experience (Oh et al., 2007).

Entertainment experience is one of the oldest mentioned forms of experience and it is one of the most improved and wide spread in modern business environment (Pine and Gilmore, 1999). Alike with the esthetic dimension, entertainment necessitates that the offerings catch and occupy individuals' attention and readiness. Predominantly, the entertainment experience take places when tourists passively observe activities and/or performances of others, including listening to music and reading for pleasures at destinations. Watching and listening a music festival or watching a clown ride a tall unicycle at an amusement park are some examples of the entertainment experience. Entertainment experience has been measured as an outcome of an activity, as reflected in such measurement items as "fun" (Oh et al., 2007).

The escapist experience requires greater immersion and active participation. (Pine and Gilmore, 1999). Escapist experience necessitates that the individual influence actual performances or occurrences in the virtual environment. In general, festivals offers a way for people to escape from their daily life and return to the routine after experiencing the extraordinary. The escapist experience may be one of the most predominantly listed or presumed motive in leisure activities. According to Cohen (1979), a fundamental reason for taking a trip was the search for a meaningful life and/or for to escape from their daily life. According to Gross (1961), tourists' escape from their daily life is seen as a "time- out" leisure activity that is a requirement for healthy functioning of their life and society (Oh et al., 2007).

Although many experiences predominantly engage in one of the four dimensions, most experiences engage individuals in cross boundaries, combining elements from all four

dimensions the key is to find the best balance among these type of experience. Pine and Gilmore suggested using the experiential framework as a guide to help marketers creatively discover the aspects of each dimension which might enhance the particular experience a marketer want to to stage. When designing an experience, they suggest to take into consideration these questions:

What can be done to improve the esthetics of the experience? The esthetics are what make guests want to come in, sit down, and hang out. They recommend to think about what can be done to make the environment more inviting, interesting, or comfortable in order to create an atmosphere in which guests feel free “to be.”

The escapist aspect of an experience draws guests further, immersing in activities. Pine and Gilmore suggest an emphasis on what can be done to encourage guests “to do” if they are to become active participants in the experience.

- The educational dimension of an experience is also active. Learning requires the full participation of the learner. Pine and Gilmore suggest to consider What do manager want his guests’ “to learn” from the experience? What information or activities will help to engage them in the exploration of knowledge and skills?

- Entertainment is a passive dimension of an experience. When guests are entertained, they’re not trully doing anything but responding to. Such as enjoying, laughing at the experience. Professional speakers lace their speeches with jokes to hold the attention of their audience, to get them to listen to the ideas. Marketers should consider what can be done by way of entertainment to get guests “to stay”? How can be made the experience more fun and more enjoyable? (McLellan, 2000)

2.2. Customer Value and Experiential Value

Blattberg (1998) indicate that customers are the most critical asset for businesses, so businesses should emphasize on long-term management of customer value and attract,

improve, and maintain their relationships with their customers. Exploring what factors create customer value is an evidently essential question in the marketing field.

In order to sustain a competitive advantage, creating special and innovative customer value is necessary. There are divergent definitions of customer value. Monroe (1991) defined value as the comparison between recognized benefits and sacrifices; however, Strauss and Frost (2002) recommended that it is a combination of customers' belief, attitude, and experience of a product or service. Regardless of divergent perspectives, the main concepts of customer value are that it is subjective to customers, perceived after an evaluation process, and developed by a balance between benefits and sacrifices (Yuan & Wu, 2008).

Functional value can be seen a basic value delivered to customers (Schmitt, 1999). Does the coffee taste good? Does the hotel provide a clean room and comfortable bed? Such questions can be examples of functional value. However, emotional value refers to the feeling or emotional reaction that customers provide during and after experiencing (Schmitt, 1999). For example, does the waiter or server of the restaurant really care about customers? Does the tour guide have a passion to help people learn something? (Yuan & Wu, 2008).

Schmitt (1999) recommended that experiential marketing should deliver emotional and functional value and positive customer satisfaction. Customers can also get positive values through special experience. An experience can bring emotional and functional values to customers. Besides, many researchers have claimed, that different environmental factors have led to participants to create different responses. These factors were: music color, smell, and level of crowding. In addition color, brightness, music volume, and participants' emotions affect customer satisfaction and time perception.(Yuan & Wu, 2008)

Marketing researchers have investigated perceived value as an antecedent of satisfaction (Barry J Babin et al., 1994; Ha & Jang, 2010; Jones et al., 2006; McDougall & Levesque, 2000).

In particular, researchers identified a strong relationship between hedonic/utilitarian values and satisfaction, suggesting that both values have a positive influence on customer satisfaction (Barry J Babin et al., 1994; Ha & Jang, 2010; Jones et al., 2006)

2.2.1. Hedonic and Utilitarian Values

According to literature two value dimensions appear to be most universal including utilitarian value and hedonic value (Barry J Babin et al., 1994; Overby & Lee, 2006). According to Batra and Ahtola (1990, p.159), “consumers purchase goods and services and perform consumption behavior for two basic reasons: (1) consummatory affective (hedonic) gratification (from sensory attributes), and (2) instrumental, utilitarian reasons” (Ha & Jang, 2010).

Hedonic value indicates the value received from the multisensory, fantasy and emotive aspects of the experience, however utilitarian value reflects the acquisition of products and/or information in an efficient manner and can be seen as reflecting a more task-oriented, cognitive, and non-emotional consequence of experience (Babin et al., 1994; Holbrook and Hirschman, 1982). In sum, utilitarian value reflects the task related value of an experience but hedonic value reflects the value found in the experience itself independent of task-related activities (Jones et al., 2006).

Utilitarian and hedonic values for an experience can be positively correlated. “When a price conscious consumer finds a good deal, his or her key utilitarian value is met since less financial resources are needed to fulfill a given need. However, this

experience also strengthens one's self concept as a price conscious consumer, therefore, the excitement associated with saving money becomes gratifying and produces the hedonic value" (Babin, et al., 2007, p. 904 ; Sindhav & Adidam, 2008).

According to Sindhav and Adidam (2008) although consumers relate certain products more readily with hedonic or utilitarian values than others, they are likely to derive both kinds of values from a consumption experience. "When consumers rate a consumption experience positive on one dimension but negative on other, cognitive inconsistency may exist. Individuals perceive shopping or consumption as a holistic experience and cognitive inconsistency in evaluating it differently is intrinsically disturbing and demanding of resolution. Therefore, it is likely that the evaluation in one area would affect the evaluation in the other area. Then, the correlation between the utilitarian and hedonic values is likely to be positive and significant."

Even though every product or service does not provide both hedonic and utilitarian values, previous research recommend that hospitality and tourism products such as vacation resorts and amusement parks are likely to be high in both hedonic and utilitarian attributes (Gursoy, Spangenberg, & Rutherford, 2006; Voss, Spangenberg, & Grohmann, 2003). The nature of festivals and special events also suggests both utilitarian (functional) and hedonic (experiential) attributes as well. Festivals are likely to provide utilitarian attributes (functional utility) through satisfying physical needs and hedonic (experiential) attributes through responses emerged during interpersonal or social and personal experiences. For this reason, participants' evaluations about festival depending on their perceptions are likely to be formed based on their evaluations of tangible and intangible factors as well as the emotional costs and benefits. Thus, it is a requirement to indentify both hedonic and utilitarian attitudes of participants toward festivals in order to better explore their attitudes and to organize and/or develop festivals that are likely to satisfy both hedonic and utilitarian needs of participants. The hedonic dimension results from sensations derived from the experience of attending a festival whereas the utilitarian dimension is a consequence of functions accomplished by doing activities (Gursoy et al., 2006).

Accordingly, in this study the festival participants preceptions of values were investigated on two dimensions including hedonic and utilitarian.

2.3. Satisfaction

The generally accepted and predominantly applied method for conceptualizing consumer satisfaction is Oliver's Expectancy-Disconfirmation model (1980). The model states that "attitudes about a purchase experience, product or service lead form expectations in the mind of the consumer. After the consumer purchases and/or uses the product or service, they assess the purchase experience and the performance of the product or service relative to their initial expectations. The outcome of this evaluation is an attitude, a decision to be satisfied or dissatisfied. If the evaluation and subsequent attitude confirms the consumer's expectations of the purchase experience, product or service, a state of satisfaction occurs. This state of satisfaction leads to a positive attitude toward the purchase experience, product and/or service, and can positively influence future purchase intentions." However, if the assessment and subsequent attitude disconfirms the consumer's expectations, a state of dissatisfaction occurs; therefore, future purchase intentions could be negatively affected (Carpenter, 2008).

Whether satisfaction should be viewed as a process or an outcome ia a controversial issue among scientists (Yi, 1990). Many authors recommend that satisfaction should be viewed as an evaluation process or a response to an evaluation process (Carpenter, 2008; Fornell, 1992; Howard & Sheth, 1969).

According to Jones and Sasser (1995) up till now customer satisfaction has been helpful to marketers for identifying three types of customer: (a) customers whose expectations are not met are dissatisfied customers (b) customers whose expectations are met or slightly exceeded are solely satisfied customers, and (c) customers whose expectations substantially exceeded are highly satisfied or delighted customers. Authors claimed that dissatisfied customers are more likely

to actively search for alternative suppliers and leave the exchange relationship. Solely satisfied customers are likely to maintain the relationship but they are not committed and they will lean to another competitor if an alternative offering appears to more attractive and provide superior value. Delighted individuals are become loyal customers; for this reason, they are less sensitive to competitors' offers and they are most likely to continue to repurchase (Jones & Sasser, 1995; Lin 2006).

As a result, becoming aware of these three types of customer satisfaction is vital to recreation marketers because revisit motivation differs for each type of individuals.

Employing consumer satisfaction to evaluate service performance is reasonable because, consumer satisfaction is experiential and unique to the consumer; in other words, consumer satisfaction depends on the customer's subjective and unique perception and evaluation of service performance rather than the organization's objective standards of quality (Oliver, 1993). That is, it is essential to emphasis on consumer satisfaction that provide to understanding the consumer when making marketing decisions. For this reason, the examination of overall consumer satisfaction has important managerial implications (Lin, 2006).

Previous research of satisfaction have been viewed satisfaction as a cognitive evaluation. It is not surprising, then, that prior efforts of the research on satisfaction were based on ratings of product attributes, the cognitive processes of confirmation of expectations and inequity judgments, or causal attributions. (e.g., Oliver and Swan 1989). However, nowadays several studies have documented robust interrelationships between product satisfaction and product-elicited emotions, indicating that considerable overlap exists in the processes that highlight consumption emotion and satisfaction (Mano & Oliver, 1993).

Hence, it seems that, satisfaction judgments are thought to be consist of both affective and cognitive components. Theoretically, this idea is embodied in the “two-appraisal” model of satisfaction evaluation (Oliver, 1989; Weiner, 1986), which assumes that affective responses arise from evaluation of the outcomes of product/service usage, followed by a cognitive interpretation and related processes such as expectancy-disconfirmation that lead to satisfaction (Jones et al., 2006).

However, theory and the nature of the experience indicate that satisfaction should be more strongly related to hedonic rather than utilitarian value. Because satisfaction processes are thought to be dependent on the context of consumption, and research has found out close linkages between emotional responses and satisfaction in hedonically designed contexts (Dawson, Bloch, & Ridgway, 1990; Jones et al., 2006; Wakefield & Baker, 1998).

Research has suggest that, affect is a key driver of satisfaction in experiential contexts. For example, Price, Arnould, and Tierney (1995) examined satisfaction drivers on white water rafters who are affectively charged service encounters and found that positive affect was highly correlated with satisfaction while overall performance was not correlated at all. In a similar vein, Oliver, Rust and Varki (1997) present a model of delight and satisfaction which is functioned very differently in a wildlife park versus a symphony, indicating that the context of consumption is a very critical factor in estimating responses to the service experience (Jones et al., 2006).

In a similar manner, depending on the performance based point of view, many scholars have claimed that customer satisfaction covers cognitive judgments and affective reactions during consumption (Mano & Oliver, 1993; Westbrook & Oliver, 1991). Westbrook (1987) claimed that satisfaction is a process which requires an evaluation of the consumption emotions elicited by product/service usage. Oliver (2010) also defined customer satisfaction as “the consumer’s fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant.” Which represents that

satisfaction reflects the influence of the performance on a customer's emotional state (Ha & Jang, 2010; Oliver, 2010).

To better understand customer satisfaction, previous studies have researched both antecedents and consequences of satisfaction. Marketing researchers have investigated perceived value as an antecedent of satisfaction (Babin et al., 1994; Jones et al., 2006; McDougall and Levesque, 2000). These authors determined a strong linkage between hedonic and utilitarian values and satisfaction, indicating that both types of values have a positive effect on customer satisfaction (Babin et al., 1994; Jones et al., 2006).

In addition, previous research has also represented that customer satisfaction significantly influences future behavioral intentions (Oliver, 1980; Jones et al., 2006).

If the role of satisfaction is investigated in conjunction with both its antecedents and consequences, we can come to a conclusion that satisfaction is produced in a consumer's mind through positive perceptions of value with regard to products or services. Besides, satisfaction leads to positive future behavioral intentions, such as repurchase intention, positive word-of-mouth intention, and/or willingness to recommend (Ha & Jang, 2010). Hence, this study considered hedonic and utilitarian values and perceived experiences as antecedents of satisfaction, as well as future behavioral intentions as a consequence of satisfaction in festival setting

2.4. Behavioral Intentions

How to attract people to revisit and recommend the destination to others is vital for the success of event organization development. Behavioral intention is the participants' judgment regarding the likelihood to revisit the same destination or willingness to recommend the destination to others. (Chen & Tsai, 2007)

Oliver (1996) mentioned behavioral intentions as “an affirmed likelihood to engage in a certain behavior” (Ryu, Han, & Jang, 2010). Depending on this definition, as specific forms of behavioral intentions this study emphasized on revisit intentions, word-of-mouth, and willingness to recommend.

During the past three decades, a huge body of research has emphasized on the consumer behavioral intentions in the areas of marketing, and recreation as the loyal customers are the backbone of every company.

Research on behavioral intentions/loyalty indicated that it is up to six times as expensive to recruit new customers as it is to retain existing customers (Rosenberg & Czepiel, 1984). Moreover, loyal customers are supposed to be less price sensitive and the presence of loyal customers provides the firm with valuable time to respond to competitive actions (Lin, 2006).

In the marketing literature behavioral intentions and loyalty have been used interchangeably. loyalty is viewed as willingness to purchase the same service or product again, and repeat business with a company (Sanders & Sanders, 1995). Loyalty has been a vital objective of service managersk because the high retention level of customers or a low defection rate provides longterm profit levels. Loyalty or behavioral intention has been examined by (1) positive word-of-mouth, (2) recommendation to others, (3) repurchase intention, and (4) high tolerance for price premium (Yoon, Lee, & Lee, 2010).

Pullman and Gross (2004) stated that “effective experiential design creates loyalty when the service provider relies on its employees and customers to enact a shared identity and emotional connection during the customer’s experience” (p. 556). (Yuan & Wu, 2008; Walls, 2013)

CHAPTER III

METHOD

This chapter presents the method used while conducting this research study. The present study was designed to investigate the relationship between the concept of 4E experiences (*entertainment, education, escape, and esthetics*) and participants' perceived value conceptualisation (*hedonic and utilitarian values*) and their influencing role on behavioral intentions through festival satisfaction. The hypothesized model was shown on the Figure 1.3. In this respect, this chapter delineates the methodology of the study, research design, research questions, participants' demographic information, and instruments utilized to collect data and data collection procedures. The last section introduces the data analysis used in this study.

3.1. Research Design

This study was builded on to investigate relationships between Dragon Fest participants' perceived experiences, perceived values, general festival satisfaction and behavioral intentions; therefore, this study is an associational research. In associational research, relationships among two or more variables are studied without manipulating variables and numerical representation is possible to display the relationship between variables (Fraenkel & Norman, 1993).

For both the pilot study and the main study data were gathered quantitatively via adopted surveys. The quantitative method often gathers large amounts of numerical data through the use of statistics or survey instruments with closed ended questions, which provides researchers with extensive documentation that can be representative for the investigated population, hence results can be generalized (Punch, 2005).

Survey approach was employed as it is an efficient “process designed to collect data, or facts about a situation and if “properly designed, a sampled survey can be quite precise and cost effective” (Anderson, Sweeney, & Williams, 2005, p. 773).

In order to measure Dragon Fest participants’ perceived experiences, perceived values, festival satisfaction and behavioral intentions all scales were translated into Turkish. Necessary permissions to administer the instruments were taken from the authors of the scales and from the METU Human Subjects Ethics Committee (HSEC). Data for the pilot study were collected from 358 Dragon Fest participants; while, 410 participants were included in the main study for the data analysis.

3.1.1 Research Question

The purpose of the present research mainly three fold including: (1) Generating a model based on relevant theories of experiential marketing (2) Adopting selected measurement instruments into Turkish which are proved as valid and reliable. The questionnaires aimed to explore (a) festival attendees’ perceived experiences on four dimensions: entertainment, education, escape, and esthetics. (b) perceived values on two dimensions: Hedonic and Utilitarian (c) festival satisfaction and (d) behavioral intentions (3) Empirically testing the hypothesized model. As such, two research questions have been proposed:

RQ1: Is there any significant relationship between Dragon Fest participants’ perceived experience dimensions (education, esthetics, entertainment, escapism) and perceived values (hedonic and utilitarian).

RQ2: How well do perceived experience dimensions (education, esthetics, entertainment, escapism) and perceived values (hedonic and utilitarian) predict behavioral intentions through mediation of festival satisfaction.

Independent variable for this research question is: Perceived experience dimensions (education, esthetics, entertainment, escapism) and perceived values (hedonic and utilitarian). Mediator variable is festival satisfaction. Dependent variable is: behavioral intentions.

As a conclusion the current study intends to analyze the positive relationship between independent variables (perceived experiences and perceived values), mediator variable (festival satisfaction) and dependent variable (behavioral intentions)

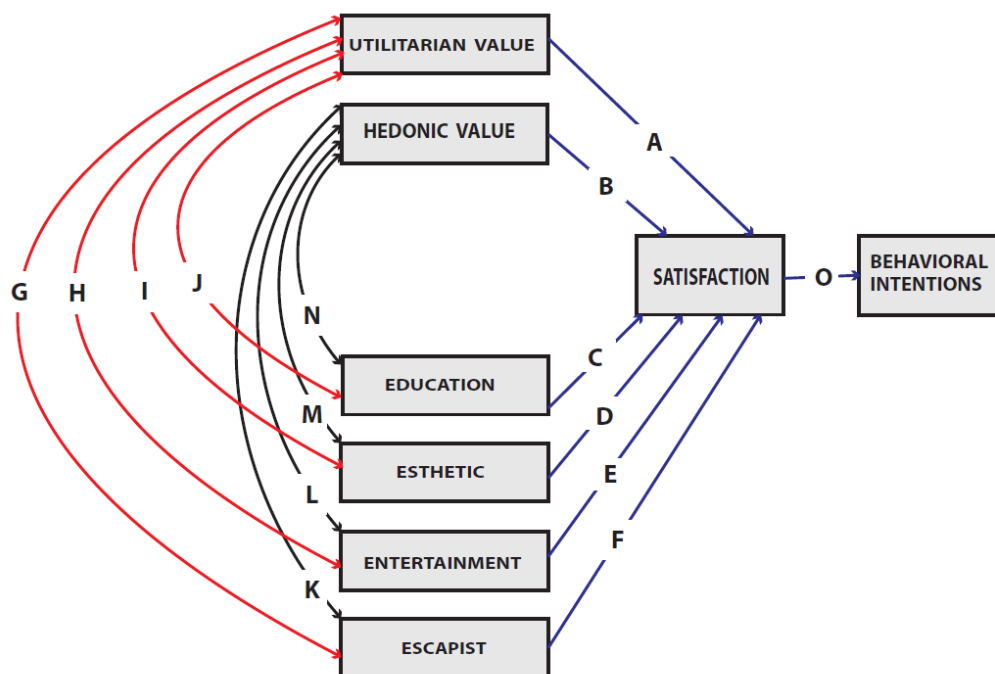


Figure 3.1. Hypothesized Model

3.1.2. The Hypothesized Paths

The following hypothesis including direct and indirect effects will be tested throughout the present study:

3.1.2.1. The Indirect Effects

Hypothesis 1: Utilitarian value will be related to behavioral intentions indirectly through festival satisfaction (Path A & O), suggesting that participants who have higher level of perceived utilitarian values will develop higher level of festival satisfaction and will have higher level of behavioral intentions.

Hypothesis 2: Hedonic value will be related to behavioral intentions indirectly through festival satisfaction (Path B & O), suggesting that participants who have higher level of perceived hedonic values will develop higher level of festival satisfaction and will have higher level of behavioral intentions (loyalty).

Hypothesis 3: Education experience will be related to behavioral intentions indirectly through festival satisfaction (Path C & O), suggesting that participants who have higher level of perceived education experience will develop higher level of festival satisfaction and will have higher level of behavioral intentions.

Hypothesis 4: Esthetic experience will be related to behavioral intentions indirectly through festival satisfaction (Path D & O), suggesting that participants who have higher level of perceived esthetic experience will develop higher level of festival satisfaction and will have higher level of behavioral intentions.

Hypothesis 5: Entertainment experience will be related to behavioral intentions indirectly through festival satisfaction (Path E & O), suggesting that participants who have higher level of perceived entertainment experience will develop higher level of festival satisfaction and will have higher level of behavioral intentions.

Hypothesis 6: Escapist experience will be related to behavioral intentions indirectly through festival satisfaction (Path F & O), suggesting that participants who have higher level of perceived escapist experience will develop higher level of festival satisfaction and will have higher level of behavioral intentions.

3.1.2.2. The Relationships of the Path Model

Hypothesis 7: Utilitarian value and escapist experience will be positively correlated; suggesting that participants who have higher level of perceived utilitarian values will have higher level of perceived escapist experience (Path G)

Hypothesis 8: Utilitarian value and entertainment experience will be positively correlated; suggesting that participants who have higher level of perceived utilitarian values will have higher level of perceived entertainment experience (Path H)

Hypothesis 9: Utilitarian value and esthetic experience will be positively correlated; suggesting that participants who have higher level of perceived utilitarian values will have higher level of perceived esthetic experience (Path I)

Hypothesis 10: Utilitarian value and education experience will be positively correlated; suggesting that participants who have higher level of perceived utilitarian values will have higher level of perceived education experience (Path J)

Hypothesis 11: Hedonic value and escapist experience will be positively correlated; suggesting that participants who have higher level of perceived hedonic values will have higher level of perceived escapist experience (Path K)

Hypothesis 12: Hedonic value and entertainment experience will be positively correlated; suggesting that participants who have higher level of perceived hedonic values will have higher level of perceived entertainment experience (Path L)

Hypothesis 13: Hedonic value and esthetic experience will be positively correlated; Suggesting that participants who have higher level of perceived hedonic values will have higher level of perceived esthetic experience (Path M)

Hypothesis 14: Hedonic value and education experience will be positively correlated; suggesting that participants who have higher level of perceived hedonic values will have higher level of perceived education experience (Path N)

Hypothesis 15: Festival satisfaction will be positively related to behavioral intentions (loyalty) (Path O). Suggesting that participants who have higher level of perceived festival satisfaction will develop higher level of behavioral intentions.

Thus far, a conceptual model is hypothesized that forms the basis of the theoretical model. Based on relevant theories, relationships between the constructs are proposed and a model that contains hypothesized relationships between constructs are identified.

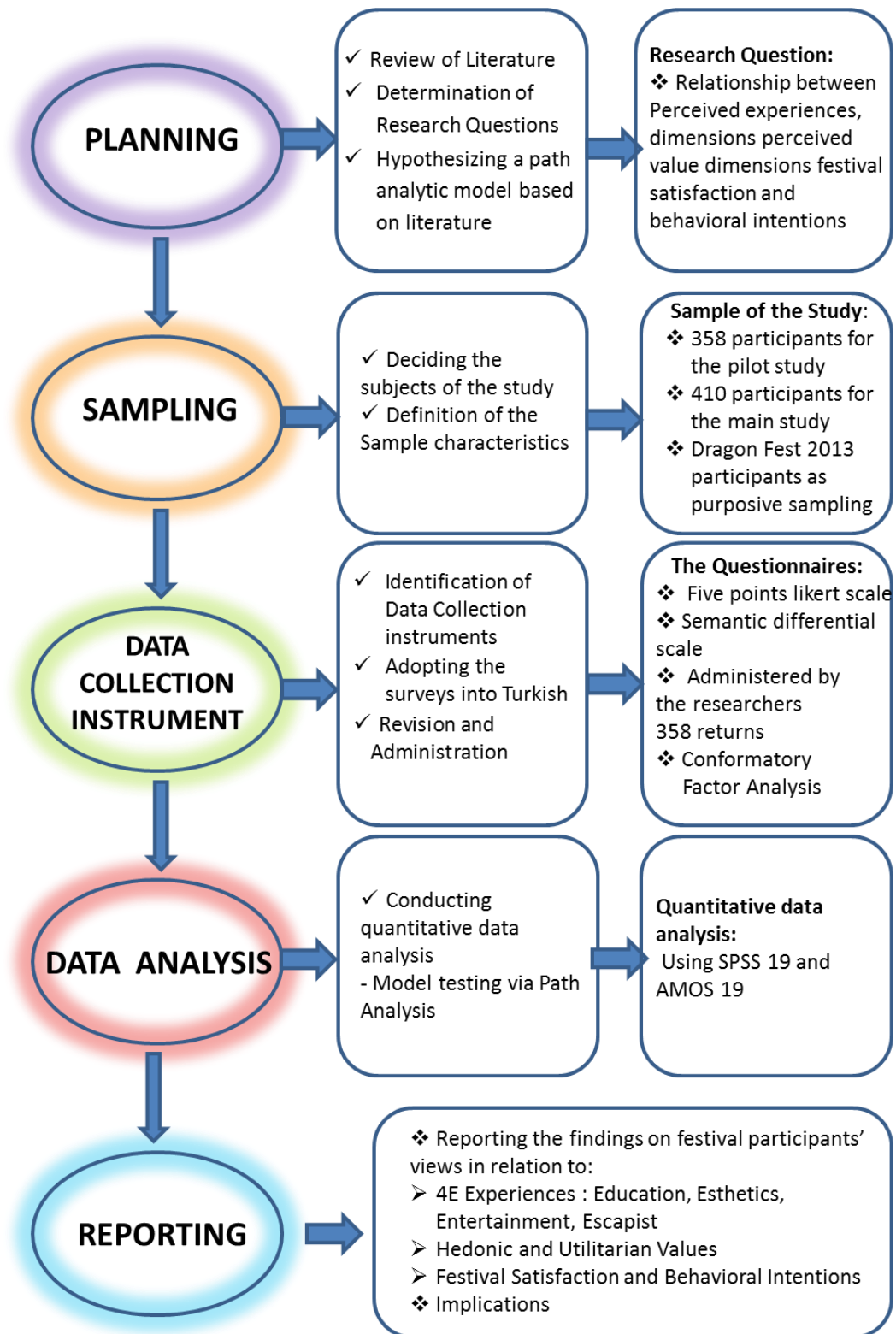


Figure 3.2. Research Design

3.2. Research Sample and Procedures

The sample setting of this study was Dragon Fest. The highlight of the festival is the Dragon Boat Races. *Dragon boat racing* is an amateur water sport (team paddling sport) which has its roots in an ancient folk rituals of China (For more details,https://en.wikipedia.org/wiki/Dragon_boat.) In Dragon boat races vibrant colored boats filled with 16 paddlers and a drummer, working as one, racing to cross the finish line first. <http://www.milwaukeeedragonboatfest.org/> Boats are named as Dragon because the front and tail of the boat is in a shape of traditional Chinese dragon. A team of amateur people paddle together in order to reach the destination before the other teams. One team member sits at the front of the boat beating a drum in order to maintain morale and ensure that the rowers keep in time with one another. (For more details,<http://www.travelchinaguide.com/essential/holidays/dragon-boat.htm>.)

Participation to festivals or sport events is a significant aspect of customer experience. Because, participants of the events seek an enjoyable and memorable experiences through social interactions with friends and performances as they find themselves in a different space and time (Picard and Robinson, 2006). Dragon Fest is also a context which is full of activities, social interactions with learning activities also has rich colourful environmental features and it is a setting that can cover all four dimensions of experience which are *entertainment, education, escape, and esthetics* for these reasons the researcher choosed Dragonfest as a research field.

In Turkey, dragon fest competitions are held among institutional groups. People are attending Dragon boat competitions and other physical activities during the day on the festival area. There are costume contest where crazy ideas are competing. Dance performances such as samba, tango and zumba also dance competitions and music performances.

In terms of the sampling strategy, purposive technique was employed in the present study. As the study's interest is to examine the concept of 4E experiences (*entertainment, education, escape, and esthetics*) and their role in influencing guest's

perceived value conceptualisation (*hedonic and utilitarian values*) and festival satisfaction, data was collected in Dragon Fest by using purposive sampling.

On the other hand, the extent to which the results of a study can be generalized determines the *external validity* (Fraenkel & Wallen, 2003). When regarding this study, the sample selected from the population should be representative in the best way to make generalization from sample to population. In this study Dragon Fest was selected. As the aim of the study was to explore the views of the festival participants.

The sample is comprised of people participating in Dragon Fest 2013. Sample characteristics for the main study were presented in table1 below. A total of 432 questionnaires were distributed and 410 usable questionnaires were collected resulting in a return rate of 95 percent after excluding those with insufficient responses or excessive missing data. Data were collected after competitions during festival days by researchers. In order to ensure uniformity, researchers were informed how to deliver the scales and how to make explanation about scales. The questionnaires were answered by respondents in the researchers' presence. For groups of respondents who needed further explanations in filling out the questionnaires, the researcher helped the respondents to fill out the questionnaire.

Table 3.1. Demographic Profile of Respondents for the Main study

Variable	Frequency	%
Gender		
Male	279	69
Female	131	31
Age		
15-19 years and younger	49	12
20~25	84	21
26~30	134	33
31~35	83	20
36 and older	56	14
Education		
High School	78	19
Associate Degree	34	8
Graduate Degree	231	57
Master	45	11
Doctorate	18	4
Previous Festival Attendance		
First time	239	59
Second time	78	19
Third time	47	12
Forth time or more	42	10

3.3. Data Collection Instruments

By use of existing literature and the previous studies published within the field of the experience marketing, the data collection instruments of the study, which are questionnaires, were chosen and translated and adapted by the researcher to evaluate respondents views on the selected dimensions.

As the sample size was relatively large as mentioned above and the number of variables relatively small, using a questionnaire was considered to be reasonable (Crowl, 1996).

Data were collected with an instrument composing of four sections: The first section was composed of the demographic information and other three questionnaires were adopted to Turkish. The questionnaires aimed to explore (1) festival attendees' perceived experiences on four dimensions: entertainment, education, escape, and esthetics (2) perceived values on two dimensions: Hedonic and Utilitarian and (3) festival satisfaction and behavioral intentions.

The first part of the questionnaire was the demographic information part, which included items asking for age, gender, education level of the participants and frequency of previous participation in Dragon Fest. Because of confidentiality issue, this part did not include any item revealing festival attendees' identity. The other parts of the questionnaire was consisting of Likert-scales ranging from "strongly agree" to "strongly disagree" and a semantic differential scale for value dimensions.

In sum, four scales; namely, Experience Economy Scale (4E), Hedonic and Utilitarian Value Scale (HED/UT) Satisfaction and Behavioral intentions Scales were utilized to collect data for the purpose of the present study. As the original versions of the scales were English, the researcher followed the procedure to translate and adapt the scale into Turkish. The details of the original versions of the scales and Turkish adaptation process are presented as on the following part of the present chapter.

3.3.1. Translation and Adaptation Process of the Scales

For the adaptation study, the above mentioned Experience Economy, HED/UT and satisfaction scales were translated into Turkish using a standard protocol. Firstly, two translators translated the survey from English to Turkish. After the translations were compared and the differences were detected, a final Turkish version was prepared by obtaining the consensus between the translators. Then, the Turkish version was translated back into English by another translator. It was seen that the back-translated items and the original English items reflected to each other. Then the Turkish version was modified for the festival setting by a physical education expert. In order to understand whether the modified survey measured what it is supposed to measure, face validity was checked by conducting the survey to 15 students before administering the survey. The feedbacks from the participants showed that the surveys were appropriate to use in Turkish samples.

3.3.1.1 Experience Economy Scale

The experience dimensions were measured using Oh, Fiore and Jeoung's (2007) experience economy scale that was founded on Pine and Gilmore's experience economy framework (1999). The scale, consisting of four dimensions: entertainment, education, escape, and esthetics, was found to be valid and reliable.

In quantitative research reliability means that a measurement does not vary because of characteristics of how you measured or the instrument itself. The method or instrument used should be consistent and dependable. Hence, another researcher should be able to replicate your data collection and get the same results (Neuman, 2009). Validity suggests truthfulness and indicates how well your mental picture of an idea fits with what you did to measure it in empirical reality (Newman, 2009). Hence how well you link a concept to empirical measures. This is also referred to as measurement validity and is the fit between operational and conceptual definitions. Absolute measurement

validity is difficult to achieve as it links abstract ideas with specific empirical observations (Newman, 2009).

Each experiential dimension was measured with multiple items operationalized on a 5-point scale. Respondents were asked to indicate their levels of agreement with a five-point Likert-type scale, where 1 = *extremely disagree* and 5 = *extremely agree*. There are 16 experience items on the scale, 4 items for each of the experience dimensions. Oh et al.'s instrument was translated into Turkish to fit the study setting and, where necessary, slight modifications were added with the permission of the author. Oh et al (2007) developed this scale to capture tourism experiences. Oh, Fiore, and Jeoung claim that the measurement items are general enough for applications to other than tourism experience situations, and the dimensional structure found in this study is likely to be stable across different subjects and settings (Oh et al., 2007)

3.3.1.2. Turkish Version of Experience Economy Scale

A series of preliminary analyses were performed before conducting reliability and validity studies of Experience Economy Scale. Frequency analysis was first examined for the distribution of responses across the rating scale for each item. Screening of the data was also performed by considering the analysis including the normality of each variable (skewness and curtosis), outlier and missing data analysis. Normality of each data was ensured with the accepted level (± 3.29) of skewness and curtosis values. Thereafter, a reliability analysis with 16 Experience Economy Scale items was performed. Corrected item-total correlations were also computed to highlight those items with poor reliability. The corrected item-total correlation score higher than .25 was accepted as the criterion for excluding item from the analysis. Any item lower than .25 was detected.

The confirmatory factor analysis was conducted employing the maximum likelihood method by using the AMOS 19 program (Arbuckle, 1999). The model was the four factor-*sixteen*-item model derived from original theory of the scale. The adequacy of

the competing models was evaluated using five different fit indices: (1) the model chi-square, a measure of overall fit, with non-significant χ^2 indicating good fit; (2) the χ^2 divided by the degrees of freedom, with a ratio of between two and three suggesting a good fit; (3) the comparative fit index (CFI; Bentler, 1990), with values above .90 indicating a good fit; (4) the root mean square of approximation (RMSEA; Browne & Cudeck, 1993), with value over 0.10 leading to reject of the model; (5) the Tucker-Lewis Index (TLI; Tucker & Lewis, 1973) , which takes into account the degree of parsimony, with scores of above 0.90 regarded as a reasonable fit.

The results of the confirmatory factor analysis tested for the model showed that the chi-square test was significant indicating poor fit. Because the χ^2 statistic is easily influenced by the sample size, multiple goodness of fit indices was used to evaluate the fit between the model and the sample data (P. M. Bentler & Bonett, 1980). The indices interpreted in the present study were the goodness-of-fit index (GFI) the comparative fit index (CFI), and the root mean square error approximation (RMSEA). GFI and CFI values above .90 and RMSEA values smaller than .10 are suggested as criteria for acceptable fit (Browne & Cudeck, 1993; Schumacker & Lomax, 1996).

Moreover, in the recent literature, it has been indicated that in confirmatory factor analysis and structural equation modeling, item parceling are preferred over single items since they indicate the latent construct of several important reason. First, they are more probably distributed normally than normal items. Second, ‘the resulting reduction in the complexity of measurement models should lead to more parameter estimates’ (p. 730). Finally, since the parcels reduce the number of indicators in the modeling, researchers can use more realistic models (Nasser & Wisenbaker, 2003). In the light of the information above, item parceling was used to obtain better result for the model.

Parceling the items resulted in a significant improvement in the model fit ($\chi^2 = 39.27$, $df = 14$, $\chi^2 / df = 2.81$; GFI = 0.96, CFI = 0.98; RMSEA = 0.08); thus this model was retained as the final model (See Figure 1 for the illustration of the final model specification).

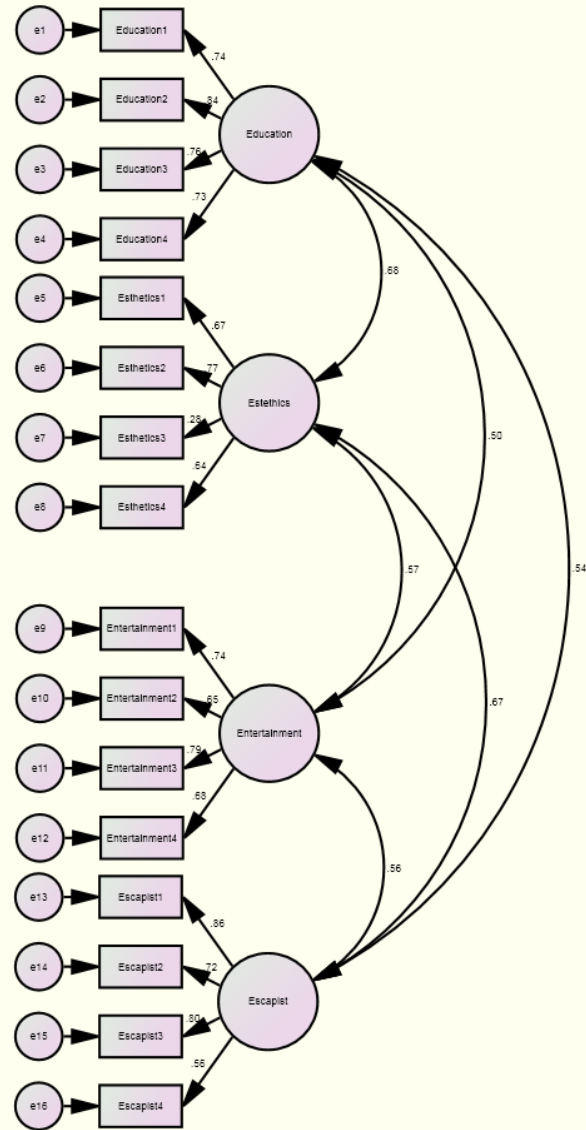


Figure 3.3. Model specification of Turkish version of Experience Economy Scale (4E)

To provide further evidence for the validity of the Experience Economy Scale, validities were established by calculating a Pearson correlation coefficient between the participants' Consumption Satisfaction (CS) scores, scores from Hedonic and

Utilitarian Value (HED/UT) scores. In this study there was a positive correlation between 4E and HED/UT ($r = .47, p < .01$) suggesting participants with a high experience score tended to obtain high scores on the HED/UT. Similarly, a positive correlation between 4E and Satisfaction ($r = .79, p < .01$) suggesting participants with a high experience feel high Satisfaction. The relationship between the subscales of 4E and CS were also found. Specifically, the results of the analyses showed that there was a high and positive correlation between the SC scores and Education ($r = .62$); Esthetic ($r = .60$), Entertainment ($r = .59$) and Escapist ($r = .67$) subscales. Likewise, there were also correlations between the 4E subscale scores and HED/UT found. The results showed that the HES/UT scores was correlated with Education ($r = .36$), Esthetics subscale ($r = .35$), Entertainment ($r = .32$), and correlated with Escapist subscale ($r = .43$).

In order to provide evidence for the reliability of the scale, internal consistency estimation of the Experience Economy Scale was computed. It was revealed that the scale had good internal consistency ($\alpha = .89$). The results of the reliability analyses showed that the subscales had also adequate internal consistency. Specifically, Cronbach Alpha estimation was found to be .85 for the Education subscale, the items total correlation ranged from .65 to .76. Cronbach Alpha was .72 for the Esthetic subscale and the item-total correlation ranged from .28 to .61. Similarly, internal consistency estimation was found to be .80 for the Entertainment subscale and the item-total correlation ranged from .66 to .81. Finally, Cronbach alpha estimation was .82 for the Escapist subscale and the item-total correlation ranged from .48 to .74.

3.3.2. Hedonic and Utilitarian Value Scale (HED/UT Scale)

This study examines attendees' attitudes toward festivals by utilizing a two-dimensional consumer attitude scale, the Hedonic and Utilitarian (HED/UT) Scale, developed by Voss, Spangenberg and Grohmann (2003). The HED/UT Scale was

chosen over other scales because of the problems associated with other scales. The most commonly used Batra and Ahtola (1990) scale has proven problematic in almost all published research of its use (Voss et al., 2003). Some of the problems associated with the scale are that it does not account for relevant theoretical concepts within a nomological framework (Voss et al., 2003); items in the scale crossload with items from Zaichkowsky's (1985) measure of product category involvement, suggesting inadequate discriminant validity (Mano & Oliver, 1993); and it has been reported to be problematic in terms of its predictive validity and generalizability across product categories (Crowley, Spangenberg, & Hughes, 1992). Because of these problems, the HED/UT Scale was utilized in this study. The HED/UT Scale was developed through a rigorous testing. It has been proven to be a reliable, valid, and generalizable scale to measure the hedonic and utilitarian dimensions of consumer attitudes. This measure consists of 10 semantic differential response items, five measuring the hedonic dimension, and five measuring the utilitarian dimension of consumer attitudes. The HED/UT Scale was originally developed to measure the hedonic and utilitarian dimensions of consumer attitudes toward product categories and different brands within categories. Gursoy, Spangenberg, & Rutherford, (2006) examined the attendees' attitudes toward festivals by utilizing a two-dimensional consumer attitude scale, the Hedonic/Utilitarian (HED/UT) Scale, developed by Voss, Spangenberg, and Grohmann (2003). The study demonstrated the usefulness of the HED/UT Scale in measuring attendees' attitudes toward festivals and the impact of each dimension on attendance patterns. Findings suggested the scale has good reliability and validity and can be used successfully to measure attendees' attitudes toward festivals or other events and services. Results indicated that people attend festivals and other social events for both hedonic and utilitarian reasons (Gursoy et al., 2006).

3.3.2.1. Turkish Version of Hedonic and Utilitarian Value Scale (HED/UT Scale)

Similar to the process followed for translation and validation of Experience Economy Scale, preliminary analyses were performed. Frequency analysis for each items and screening of the data were performed by considering the analysis including the normality of each variable (skewness and kurtosis), outlier and missing data analysis.

Normality of each data was ensured with the accepted level (± 3.29) of skewness and kurtosis values. Then, a reliability analysis with 10 items of Hedonic and Utilitarian Value Scale (HED/UT) was performed. Corrected item-total correlations were also computed to highlight those items with poor reliability. Similar to 4E scale any item lower than .25 corrected item total correlation score was detected.

The confirmatory factor analysis was conducted employing the maximum likelihood method by using the AMOS 19 program (Arbuckle, 1999). The model was the two factor-*ten*-item model derived from original theory of the scale. The adequacy of the competing models was evaluated using five different fit indices: (1) the model chi-square, a measure of overall fit, with non-significant χ^2 indicating good fit; (2) the χ^2 divided by the degrees of freedom, with a ratio of between two and three suggesting a good fit; (3) the comparative fit index (CFI; Bentler, 1990), with values above .90 indicating a good fit; (4) the root mean square of approximation (RMSEA; Browne & Cudeck, 1993), with value over 0.10 leading to reject of the model; (5) the Tucker-Lewis Index (TLI; Tucker & Lewis, 1973), which takes into account the degree of parsimony, with scores of above 0.90 regarded as a reasonable fit.

As the χ^2 statistic is easily influenced by the sample size, multiple goodness of fit indices was used to evaluate the fit between the model and the sample data (P. M. Bentler & Bonett, 1980). The indices interpreted in the present study were the goodness-of-fit index (GFI) the comparative fit index (CFI), and the root mean square error approximation (RMSEA). GFI and CFI values above .90 and RMSEA values smaller than .10 are suggested as criteria for acceptable fit (Browne & Cudeck, 1993; Schumacker & Lomax, 1996).

In line with the recent literature, item parceling is preferred over single items since they indicate the latent construct of several important reasons. First, they are more probably distributed normally than normal items. Second, ‘the resulting reduction in the complexity of measurement models should lead to more parameter estimates’ (p. 730). Finally, since the parcels reduce the number of indicators in the modeling,

researchers can use more realistic models (Nasser & Wisenbaker, 2003). In the light of the information above, item parceling was used to obtain better result for the model.

Parceling the items resulted in a significant improvement in the model fit ($\chi^2 = 75.93$, $df = 29$, $\chi^2 / df = 2.61$; GFI = 0.95, CFI = 0.97; RMSEA = 0.07); thus this model was retained as the final model (See Figure 1 for the illustration of the final model specification).

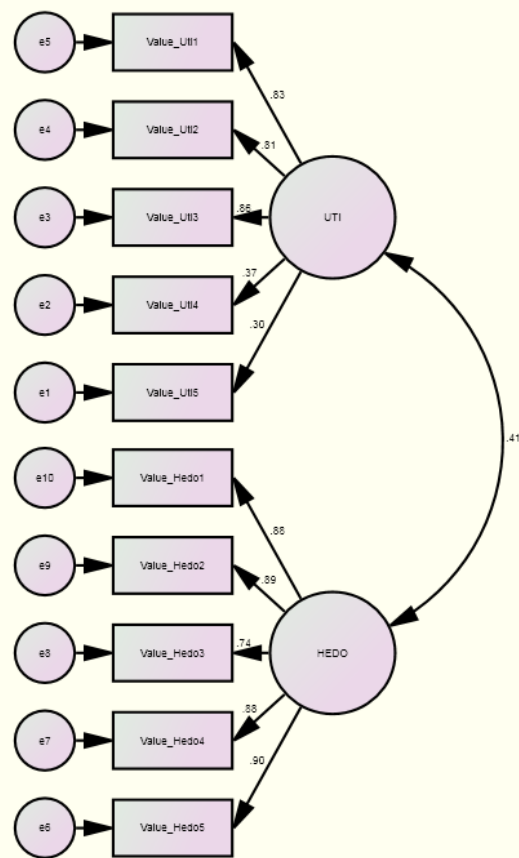


Figure 3.4. Model specification of Turkish version of Hedonic and Utilitarian Value Scale (HED/UT)

To provide further evidence for the validity of the Hedonic and Utilitarian Value Scale, validities were established by calculating a Pearson correlation coefficient between the participants' Consumption Satisfaction (CS) scores, scores from Experience Economy Scale scores. In this study there was a positive correlation between HED/UT and 4E ($r = .47, p < .01$) suggesting participants with a hedonic and utilitarian value tended to obtain high scores on the 4E. Similarly, a positive correlation between HED/UT and Satisfaction ($r = .52, p < .01$) suggesting participants with a high hedonic and utilitarian value feel high Satisfaction. The relationship between the subscales of HED/UT and CS were also found. Specifically, the results of the analyses showed that there was a high and positive correlation between the SC scores and Hedonic value ($r = .53$) and Utilitarian Value ($r = .37$) subscales. Likewise, there were also correlations between the HED/UT subscale scores and 4E found. The results showed that the 4E scores was correlated with Hedonic Value ($r = .51$), and Utilitarian Value subscale ($r = .30$).

In order to provide evidence for the reliability of the scale, internal consistency estimation of the Hedonic and Utilitarian Value (HED/UT) was computed. It was revealed that the scale had good internal consistency ($\alpha = .86$). The results of the reliability analyses showed that the subscales had also adequate internal consistency. Specifically, Cronbach Alpha estimation was found to be .93 for the Hedonic Value subscale, the items total correlation ranged from .65 to .78. Cronbach Alpha was .76 for the Utilitarian Value subscale and the item-total correlation ranged from .28 to .69.

3.3.3. Consumption Satisfaction Scale

In order to measure festival attendees' satisfaction Olivers' (1997), consumption satisfaction scale was used as the way Williams and Soutar (2009) employed from a services marketing perspective and examined the satisfaction in an adventure tourism context. Revised form of original Olivers' (2010) satisfaction scale consisting of 12 items but Williams and Soutar (2009) used it's 4 items and they calculated the cronbach alpha reliability coefficient for the instrument. It was found to be high with

a Cronbach alpha coefficient of .92, which shows the scale has high internal consistency.

3.3.3.1. Turkish Version of Consumer Satisfaction Scale

The process to provide evidence for the reliability and validity of the scales presented above was followed for the Consumer Satisfaction Scale. Frequency analysis for each items and screening of the data were initial analyses performed for understanding the analysis including the normality of each variable (skewness and curtosis), outlier and missing data analysis. Normality of each data was ensured with the accepted level (± 3.29) of skewness and curtosis values. Then, a reliability analysis with 4 items of Consumer Satisfaction Scale was performed.

4 items of Consumer Satisfaction Scale was subjected to confirmatory factor analysis employing the maximum likelihood method by using the AMOS 19 program (Arbuckle, 1999). The adequacy of the competing models was evaluated using five different fit indices: (1) the model chi-square, a measure of overall fit, with non-significant χ^2 indicating good fit; (2) the χ^2 divided by the degrees of freedom, with a ratio of between two and three suggesting a good fit; (3) the comparative fit index (CFI; Bentler, 1990), with values above .90 indicating a good fit; (4) the root mean square of approximation (RMSEA; Browne & Cudeck, 1993), with value over 0.10 leading to reject of the model; (5) the Tucker-Lewis Index (TLI; Tucker & Lewis, 1973) , which takes into account the degree of parsimony, with scores of above 0.90 regarded as a reasonable fit.

As the χ^2 statistic is easily influenced by the sample size, multiple goodness of fit indices was used to evaluate the fit between the model and the sample data (P. M. Bentler & Bonett, 1980). The indices interpreted in the present study were the goodness-of-fit index (GFI) the comparative fit index (CFI), and the root mean square error approximation (RMSEA). GFI and CFI values above .90 and RMSEA values

smaller than .10 are suggested as criteria for acceptable fit (Browne & Cudeck, 1993; Schumacker & Lomax, 1996).

Results of the analysis showed the model mediocre fit to the data ($\chi^2 = 12.09$, $df = 2$; GFI = 0.98, CFI = 0.98; RMSEA = 0.10); thus this model was retained as the final model (See Figure 1 for the illustration of the final model specification).

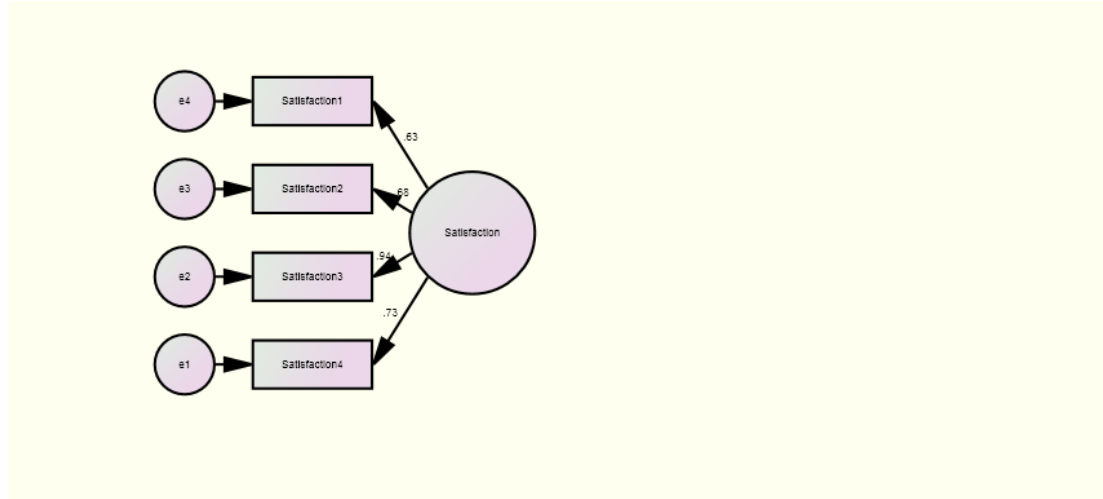


Figure 3.5. Model specification of Turkish version of Consumer Satisfaction Scale

To provide the evidence for the validity of the Consumer Satisfaction Scale, validities were established by calculating a Pearson correlation coefficient between the participants' Consumption Satisfaction (CS) scores and scores from HED/UT scale scores. A positive correlation between CS and HED/UT ($r = .52$, $p < .01$) suggesting participants with a high Consumer Satisfaction had high hedonic and utilitarian value. The relationship between the subscales of HED/UT and CS were also found. Specifically, the results of the analyses showed that there was a high and positive correlation between the Customer Satisfaction scores and Hedonic value ($r = .53$) and Utilitarian Value ($r = .37$) subscales.

In order to provide evidence for the reliability of the scale, internal consistency estimation of the Consumer Satisfaction Scale was computed. It was revealed that the scale had good internal consistency ($\alpha = .83$) and the item-total correlation ranged from .61 to .70.

3.3.4. Behavioral Intentions Scale

In order to identify festival attendees' future behavioral intentions such as revisit intention, positive word-of-mouth, and willingness to recommend; Zeithaml, Berry and Parasuramans' (1996) behavioral intention scale was used as the way Ha and Jang (2010) employed to measure future behavioral intentions regarding dining experiences in Korean restaurants. Cronbach's alpha of this 3 item version of the scale was reported as .97 by Ha and Jang (2010). It is a Likert-type scale, where 1 = *extremely disagree* and 5 = *extremely agree*.

3.3.4.1. Turkish Version of the Behavioral Intention Scale

As the three item scale is not suitable to conduct conformatory factor analysis, exploratory factor analysis was performed for the Behavioral Intention Scale's three items. In this regard, factor analysis with the principal component analysis were performed with direct oblimin rotation for the 3 items of the Behavioral Intention Scale. As expected, the results of the analysis clearly yielded single factors with Eigenvalues greater than 1.00 and explained 70.8 % of the total variance. Factor loadings and the items of the scale are presented in the Table.

Table 3.2. Factor Loadings of the Behavior Intention Scale Items

Item Numbers	Loadings
2	87
1	84
3	80

In order to assess the validity of the Behavioral Intention Scale, validities were established by calculating a Pearson correlation coefficient between the participants' Behavioral Intention Scale and scores from Experience Economy Scale scores. Positive correlations between Behavioral Intention and Experience Economy Scales's each subscales ($r = .80, p < .01$) were found. Similarly, a positive correlation between Behavioral Intention Scale and HED/UT ($r = .52, p < .01$) was found suggesting that participants with a high hedonic and utilitarian value had high behavioral intentions. The relationship between the subscales of HED/UT and Behavioral Intention Scale were also found. Specifically, the results of the analyses showed that there was a high and positive correlation between the Behavioral Intention Scale scores and Hedonic value ($r = .53$) and Utilitarian Value ($r = .37$) subscales.

In order to assess the reliability of the scale, internal consistency estimation of the Behavior Intention Scale was computed. The analysis produced good internal consistency ($\alpha = .80$) for the scale and the item-total correlation ranged from .57 to .70.

3.4. Data Collection Procedures

After completing the sample selection for the study and finalizing the draft of the questionnaires, necessary permissions were obtained from the Human Subject Ethical at Middle East Technical University (METU). The participants for the pilot study were recruited from Dragon Festival hold in Antalya. Collected data were used only in the pilot study for the reliability and validity evidence for the scales. The participants for the main study were recruited from the Dragon Fest hold in Istanbul. Both the data were collected by the researcher herself. In the pre-determined time and place, the informed consent form was given to the participants within brief explanations of the study and responded any question related to the items and the questionnaire was administered. Participants were assured about all the responds would remain anonymous and confidential. They were also informed about the right to withdraw from the study at any time. During the data collection process, the researchers observed the participants to see whether they responded the instrument independently and the researchers answered the questions of the participants to prevent missing data. Data

collection process lasted week and it took the participants 15 minutes to fill out the scales.

3.5. Data Analyses

Several steps were followed to analyze the obtained data. Firstly, the data set was controlled in terms of data entering by using frequencies, minimum and maximum scores. Then, data cleaning and screening procedure were done to identify missing values and to check the normality. Secondly, in order to describe the data, descriptive statistics were performed. In addition, Pearson product-moment correlations were computed to reveal the relationship between the variables. Series of Multivariate Analysis of Variance (MANOVA) and Analysis of Variance (ANOVA) were performed to examine the difference between female and male participants' scores in terms of their Experience, Values, Satisfaction, and Behavior. Thirdly, the proposed model was tested by means of Path Analysis via AMOS 19 software program (Arbuckle, 2009). Since each of the variables in the proposed model was measured by computed scale, the estimated parameters were best interpreted in the context of a path model. Path analysis preferred rather than regression analysis because it can help to determine the indirect effects of the variables in the model. Further, path analysis allows for the decomposition of the effects of variables into direct, indirect, and total effects (Pedhazur, 1997). A set of additional regression is added to the original regression analysis to draw out indirect effects. Because of this complexity, a path diagram is typically used to display all of the causal relationships. Accordingly, a path analysis separates direct effects and indirect effects thorough a mediator while regression analysis regards direct effect. In addition, a graphical language provides a convenient and powerful way to present complex relationships in path analysis (Ahn, 2002).

3.5.1 Path Analysis

Path analysis is roughly viewed as an extension of the multiple regression models and a complementary methodology to regression analysis (Ahn, 2002; Garson, 2008; Schumacker & Lomax, 2004). It is commonly used to “test the likelihood of a causal connection among three or more variables” (Fraenkel & Wallen, 2006, p. 343). The aim of path analysis “is to provide estimates of the magnitude and significance of hypothesized causal connections among sets of variables displayed through the use of path diagrams which is an illustration wherein the variables are identified and arrows from variables are drawn to other variables to indicate theoretically based causal relationships” (Stage, Carter, & Nora, 2004, p.5). Mainly, two types of arrows represented in path diagram which is a schematic representation of models to indicate connections between variables as “a straight that is one headed arrow represents a causal relationship between two variables, and a curved two-headed arrow represents a simple correlation between them” (Loehlin, 2004, p.2). Path analysis holds strength because it allows researcher to study direct and indirect effects simultaneously with multiple independent and dependent variables (Stage, Carter, & Nora, 2004).

In the scope the proposed model of the current study, behavioral intentions was endogenous variable where satisfaction was mediator variable; perceived experience dimensions and perceived value dimensions were exogenous variables. Explanations of the frequently used terms in path analysis were provided at below.

Exogenous variable in a path model is synonymous with independent variable with no explicit causes (no arrows going to them, other than the measurement error term). Exogenous variables cause fluctuations in the values of other latent variable in the model. If exogenous variables are correlated, this is indicated by a double-headed arrow connecting them (Byrne, 2010; Garson, 2008).

Endogenous variable is synonymous with dependent variable and influenced by the exogenous variables in the model, either directly or indirectly (Byrne, 2010).

Endogenous variables have incoming arrows. Endogenous variables include mediating causal variables and dependent variables. (Garson, 2008).

Mediator refers to a variable that accounts for the relationship between predictor variable(s) and criterion variable(s) (Baron & Kelly, 1986, p.1176).

Path coefficient / path weight is a standardized regression coefficient (beta) showing the direct effect of an independent variable on a dependent variable in the path model (Garson, 2008).

Chi square (χ^2) is the most commonly used fit indices to assess how well a model fits the observed data (Quintana & Maxwell, 1999; Weston & Gore, 2006). A significant χ^2 indicates the model does not fit the sample data. In contrast, a nonsignificant χ^2 is suggesting that the proposed model is consistent with the observed data. (Weston & Gore, 2006). Also a nonsignificant χ^2 indicates that the covariance matrix and the reproduced model-implied covariance matrix are similar (Schumacker & Lomax, 2004, p.81).

Goodness of fit index (GFI) is a measure of the relative amount of variance and covariance in sample covariance matrix (S) that is jointly explained by population covariance matrix (Σ). Values of GFI range from 0 to 1.0, with values close to 1.0 being indicative of good fit (Bryne, 2010).

Adjusted goodness of fit index (AGFI) is the adjusted GFI for the number of degrees of freedom in the specified model. Similar to GFI, the values of AGFI range from 0 to 1.0, with values close to 1.0 being indicative of good fit (Bryne, 2010).

Comparative fit index (CFI) is an example of an incremental fit index which compares the improvement of the fit of the researcher's model over a more restricted model, called an independence or null model, which specifies no relationship among variables. CFI ranges from 0 to 1.0, with values closer to 1.0 representing better fit (Weston & Gore, 2006, p. 742).

Root mean square error of approximation (RMSEA) is an index that corrects for a model's complexity. When two models explain the observed data equally well, the simpler model will have the more favorable RMSEA value (Weston & Gore, 2006). Interpretations of RMSEA value has been suggested as the following: 0 = an exact fit, < .05 = a close fit, .05 to .08 = a fair fit, .08 to .10 = a mediocre fit, and .10 > = a poor fit (MacCallum, Browne, & Sugawara, 1996).

Standardized RMR based on covariance residuals. It is a summary of how much difference exists between the observed data and the model (Weston & Gore, 2006). It ranges from 0 to 1.00; in a well fitting model, this value will be small which means .05 or less (Bryne, 2010).

CHAPTER IV

RESULTS

In this chapter, the results of the study are presented in four sections. The first section consists of preliminary analyses. The second section involves the descriptive statistics and gender differences in terms of the study variables. In the third section of this chapter, correlation analyses including inter correlations among the study variables are presented. The final, fourth, section presents the main analysis of the study, namely path analysis conducted to test the proposed causal model.

4.1. Preliminary Analyses

In order to conduct the data analysis, first preliminary analyses including missing value and outlier analysis, and normality analysis were conducted. Moreover, the assumptions of the path analysis were also checked. The preliminary analysis results are presented in detail below

4.1.1. Missing Value and Outlier Analysis

Prior to conduct the main analyses, missing data analysis were conducted for all of the study variables. Since the pattern of missing values was random for the present data, cases with missing values more than 5% were deleted (B. G. Tabachnick & Fidel, 2001). Among the total of 432 participants, 14 cases were detected with missing values more than 5% of the total endorsement and these cases were excluded. Hence, 418 data were left for the main analyses after this deletion. In order to prevent additional subject loss, cases with missing data less than 5% were replaced with mean of the given variable. Second for the preliminary analyses, outlier analyses over the data were conducted. In this respect, in order to check the univariate outlier, the data was converted into z-score and 8 problematic outlier values higher or smaller than ± 3.29

(Tabachnick & Fidel, 2001) was detected. As a result of outlier analysis 8 cases were treated as outlier and excluded from the data set. Hence, the analyses were performed with data obtained from 410 cases.

4.1.2. Test of Normality

Given that the statistical analyses that were employed in the present investigation rely on assumptions that variables have normal distribution, data were first assessed to determine the degree of distribution normality by using SPSS 19. More specifically, indices of Skewness and Kurtosis for study variables were computed. Each of the study variables was found to be normally distributed, since none of the values higher or lower than ± 3 (Stevens, 2002).

Table 4. 1 Indices of Normality for Study Variables

Variables	Skewness	Kurtosis
Behavioral Intention	-1.0	1.4
Satisfaction	-1.3	2.5
Experience		
Education	-1.26	2.4
Esthetics	-0.84	1.2
Entertainment	-0.94	1.5
Escapist	-1.3	2.5
Value		
Utilitarian	-0.7	1.3
Hedonic	-1.2	2.9

As seen in the Table 4.1., each of the study variables manifested a normal distribution, since none of the values higher or lower than ± 3 (Stevens, 2002).

4.2. Assumptions of Path Analysis

Given that the path analyses that were employed in the present investigation rely on assumptions including linearity, causal closure and unitary variable. Overall the assumption checks were conducted in the frame of preliminary analysis. In this respect, linearity assumption was controlled by conducting the correlation analysis. As suggested by Wright (1968) all relationships between variables should be linear. In order to perform a path analysis he also suggested causal closure in that all direct influences of one variable on another must be included in the path diagram. Final specific assumption for conducting path analysis includes unitary variables for which variables should not be composed of components that behave in different ways with different variables .

4.3. Descriptive Statistics

The means and standard deviations of the study variables by gender for the total sample were computed. The results of the descriptive statistics are presented in

Table 4.2. Means and Standard Deviations for the Study Variables

	Female (N = 127)		Male (N = 279)		Total (N = 406)	
Variable	M	SD	M	SD	M	SD
Behavioral Intentions	12.8	1.7	12.8	1.8	12.8	1.7
Satisfaction	16.9	2.5	17.1	2.3	17.0	2.4
Value						
Hedonic	19.8	2.9	19.2	2.9	19.9	2.8
Utilitarian	21.8	2.8	21.8	2.8	21.8	2.8
Experience						
Education	15.8	2.6	16.0	2.5	15.9	2.5
Esthetic	16.4	1.9	16.4	2.1	16.4	2.1
Entertainment	16.6	2.3	16.7	2.2	16.7	2.3
Escapist	16.7	2.4	16.7	2.5	16.8	2.5

As seen in the Table 4.1., the means obtained from behavioral intentions of the participants which was the dependent variable of the study was 12.8 for females and 12.8 for males. The scores obtained from the scale change between 6 and 15. The median score for the present sample was calculated as 13.0 for the whole group.

In terms of the other study variables, the means of the females and males obtained from satisfaction scale were found to be 16.9 for females and 17.1 for males. Their mean scores were 19.8 for females and 19.2 for males for Hedonic Values subscale and were 21.8 for females and 21.8 for males for Utilitarian Values subscale. As for the Experience levels of the participants, means of education subscale level were found to be 15.8 for females and 16.0 for males. For esthetic subscale, mean scores were 16.4 both for females and males. The means obtained from Entertainment level of the participant was 16.6 and 16.7 for females and males, respectively. Finally, their mean of Escapist subscale was 16.7 for both females and males.

4.3.1. Gender Difference

Gender difference was conducted as the primary analysis. The main reason of performing gender difference particularly on the dependent variable was to decide the model testing. In other words, if gender difference on the behavioral intentions was found, the model would have been tested for each gender independently. In order to see the gender difference on each measure of the participants, a series of MANOVA was employed for Experience and Value Scales. In order to assess the gender difference on the Satisfaction and Behavior level of the participants, a series of ANOVA was conducted. Results of the analyses did not revealed any significant difference between female and male participants.

4.4. Correlational Analyses

Given that the primary analysis in this investigation was path analysis, bivariate correlations were computed to depict the interrelationships among all of the study variables. In this respect, Pearson product-moment correlation coefficients were computed to assess relationships among the exogenous variables of facilitating Education, Esthetic, Entertainment, and Escapist; Utilitarian and Hedonic Values; mediator variable of Satisfaction, endogenous variables of Behavioral Intentions. The correlation matrix showing the correlations among the study variables for the entire sample is presented in the Table 4.3.

Table 4.3. Intercorrelations among Study Variables for the Entire Sample

Variable	1	2	3	4	5	6	7
1. BHV	-						
2. SAT	.95**	-					
3. EDC	.68**	.69**	-				
4. EST	.64**	.66**	.64**	-			
5. ENT	.69**	.71**	.56**	.60**	-		
6. ESC	.72**	.73**	.57**	.57**		-	
7. UTI	.63**	.63**	.44**	.41**	.55**		-
8. HEDO	.73**	.75**	.61**	.58**	.63**	.68**	-

Note. BHV = Behavioral Intentions, SAT = Satisfaction, EDC = Education, EST = Esthetic, ENT = Entertainment, ESC = Escapist, UTI = Utilitarian, HEDO = Hedonic.
 ** $p < .001$, * $p < .01$

The correlation matrix on the Table 4.3 showed the relationships among the predictors, mediator and criterion variables. As seen on the table, multicollinearity treated the validity of the analysis. Multicollinearity is a statistical phenomenon in which two or more predictor variables in a multiple regression model are highly correlated, meaning that one can be linearly predicted from the others with a non-trivial degree of accuracy. According to Tabachnick and Fidel (2002) multicollinearity does not reduce the predictive power or reliability of the model as a whole, it only affects calculations regarding individual predictors. However, in the present study, the effects of the exogenous and mediator variables on the endogenous variable were examined.

As can be seen in the Table 4.3, several patterns emerged. Theoretically expected results revealed association of dependent variables behavioral intention levels, with some other study variables such as satisfaction ($r = .94$; $p < .001$) and education ($r = .67$; $p < .001$), esthetic ($r = .64$; $p < .001$), entertainment ($r = .69$; $p < .001$), escapist ($r = .72$; $p < .001$), utilitarian ($r = .63$; $p < .001$) and hedonic ($r = .73$; $p < .001$).

Consistent with the expectations, all the variables were positively related to behavioural intentions. These results indicated that the higher the participants' perceived experience and value levels the higher their behavioral intention level.

4.5. Path Analyses for Model Testing

In order to test the proposed path model depicted in the Figure 1.1, a path analysis was employed using AMOS 19 (Byrne, 2001). Path analysis examines the whole model simultaneously by assessing both direct and indirect effects among the variables.

Within the context of the path analysis, first, AMOS 19 was used to examine the direct effects of education, esthetic, entertainment, and escapist; along with utilitarian and hedonic value on satisfaction; the direct effects of satisfaction on behavioral intentions. Moreover in the path analysis, the indirect effect of independent variables including; education, esthetic, entertainment and escapist; along with utilitarian and hedonic values on behavioral intentions were tested. This model is partially mediated since it includes direct path from independent variables to the dependent variable, and mediated paths through mediator.

The path model presented in Figure 4.1 was fit using Amos 19. A set of criteria and standards for the model fit were calculated to see if the proposed model fit the data. Specifically, chi-square (χ^2), the ration of chi-square to its degrees of freedom (χ^2 / df), root means square of approximation (RMSEA), goodness of fit index (GFI), adjusted goodness of fit index (AGFI), and normed fit index (NFI) which were explained in the data analysis section in method chapter were used as criteria for model fit. Table 4.4 is presented the criterion of fit indices.

Table 4.4. The criterion of fit indices

Fit Index	Acceptable Threshold Levels
Chi-square	Low X^2 relative to degrees of freedom with an insignificant p value ($p > 0.05$)
Chi-Square/df	$X^2/df < 3$ (Kline, 1998) $X^2/df < 2$ (Barbara G. Tabachnick & Fidell, 2007)
GFI	$0.90 < \text{GFI}$, acceptable (Maruyama, 1998; Schumacker & Lomax, 1996) $.095 \leq \text{CFI}$ (Hu & Bentler, 1999)
RMSEA	$\text{RMSEA} < 0.05$, close fit; $0.05 < \text{RMSEA} < 0.10$, mediocre fit; $\text{RMSEA} > 0.10$, poor fit (Browne & Cudeck, 1993) $\text{RMSEA} < 0.08$, adequate fit (Jaccard & Wan, 1996) $0.08 < \text{RMSEA} < 0.10$ mediocre fit; $\text{RMSEA} > 0.10$, poor fit (MacCallum, Browne, & Sugawara, 1996) $\text{RMSEA} < 0.06$ (Hu & Bentler, 1999) $\text{RMSEA} < 0.07$ (Steiger, 2007)
AGFI	0 (No fit) to 1 (Perfect Fit)
NFI (TLI)	$0.90 < \text{NNFI}$, acceptable (Maruyama, 1998; Schumacker & Lomax, 1996) $0.95 \leq \text{NNFI}$ (Hu & Bentler, 1999)

Note: RMSEA: Root mean Square Error of Approximation; GFI: Goodness of Fit Index; AGFI: Adjusted Goodness-of-Fit Index; NFI: Bentler-Bonett Normed Fit Index

After assessing overall goodness-of-fit, individual paths were tested for significance. That is, for the test of the hypothesized relationship of the variables, the emphasis moved from the model-data fit to inspection parameter estimates and decomposition of the total effects for each exogenous (independent) variable into direct and indirect effects.

4.5.1. Results of the Fit Statistics for Hypothesized Path Model

The hypothesized model (Figure 4.1) of the present study was initially tested for the data. This analysis was conducted to determine the goodness of the model fit to the data. The initial fit statistics obtained from the path analysis are summarized in Table 4.5.

Table 4. 5 Summary of Goodness of Fit Statistics for the Hypothesized Model
(n = 410)

	χ^2	<i>df</i>	χ^2 / df	RMSEA	GFI	AGFI	CFI
Hypothesized Model	16.76	5	3.35	.00	.99	.99	1.00

Note: RMSEA: Root mean Square Error of Approximation; GFI: Goodness of Fit Index; AGFI: Adjusted Goodness-of-Fit Index; CFI: Comparative Fit Index

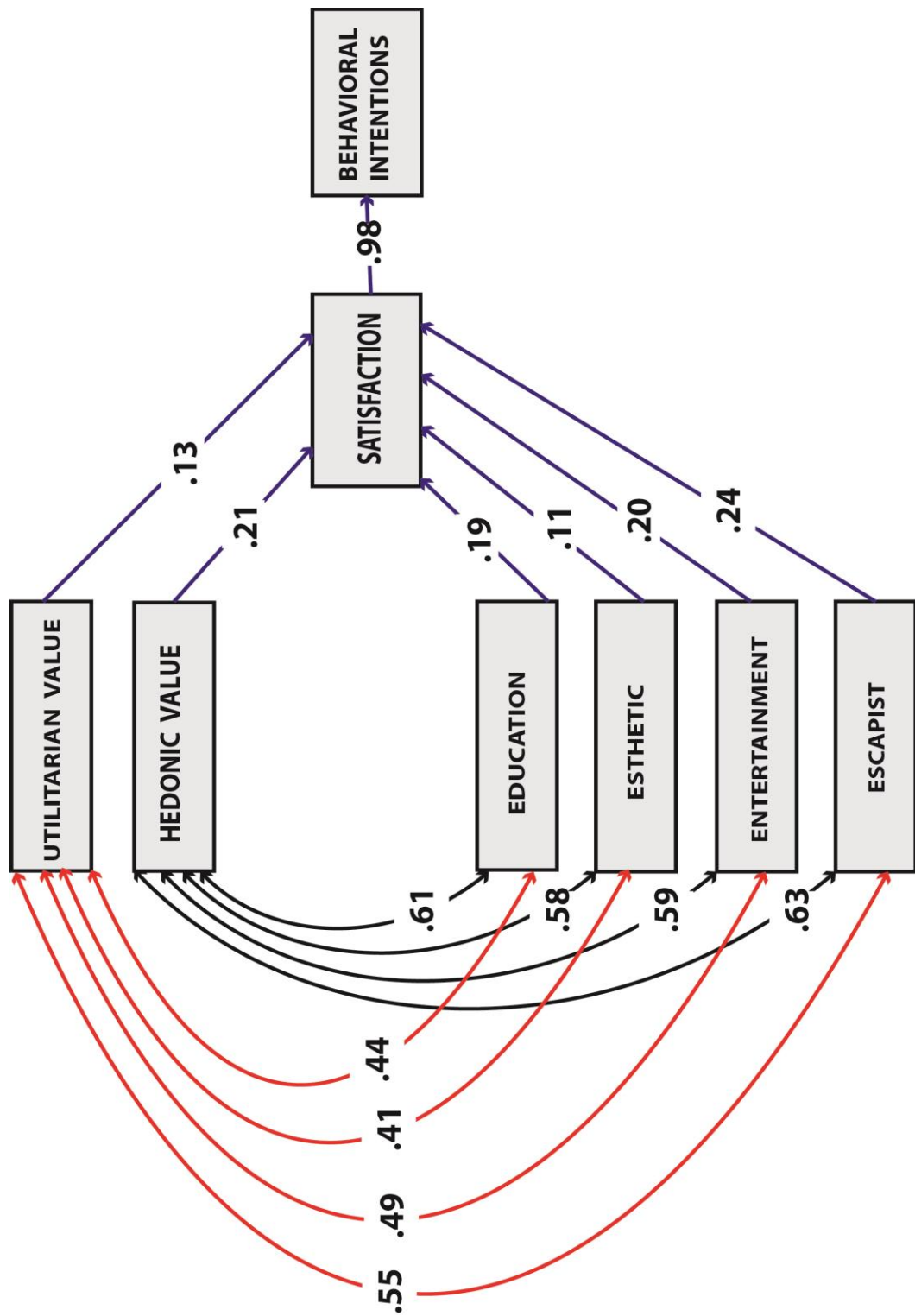


Figure 4.1. Proposed Path Model

Overall, the analysis indicated that the data fit the model. In this respect, first, the chi-square (χ^2) was calculated. Because the χ^2 statistic is easily influenced by the large sample size, multiple goodness of fit indices was used to evaluate the fit between the model and the sample data (P. M. Bentler & Bonett, 1980). The other important goodness of fit statistics that were calculated for the present study was RMSEA, GFI, AGFI, and CFI. The results of the present analysis showed that RMSEA value was .00 ($p < .05$), GFI values was .99, AGFI was .99 and CFI was found to be 1.00. These multiple indices also confirmed the adequacy of the model fit. In order to provide a good fit, ideally, the RMSEA value is expected to be less than .08; values of GFI and AGFI should be greater than .90; and value of CFI should be greater than .95. Thus, based on the acceptable interval of goodness of fit statistics, the present model cannot be rejected.

4.5.1.1. Direct and Indirect Relationships among Variables

Cohen (1992) proposed effect size index and their values for standardized path coefficient (β) as values less than .10 indicate a "small" effect; values around .30 a "medium" effect; and values of .50 or more a "large" effect. The direct and indirect paths regarding the relationships among Experience dimensions, Value dimensions, Satisfaction and Behavioral intentions with beta weights, standard errors, and p values are summarized in Table 4.6.

Boostrapping which has been frequently used and strongly recommended (Preacher & Hayes, 2008; Williams & MacKinnon, 2008) for estimation of the indirect effects specified in hypotheses was utilized by setting at 1000; along with requesting 95% confidence intervals for bias corrected bootstrap (BC). It is a statistical method providing significance of indirect effects (Kline, 2005). In this respect, the variables including Education ($\beta = .19, p < .01$), Esthetic ($\beta = .11, p < .01$), Entertainment ($\beta = .20, p < .01$), and Escapist ($\beta = .23, p < .01$) had significantly indirect effect on Behavioral Intentions. Similarly, Hedonic Value ($\beta = .21, p < .01$) and Utilitarian Value ($\beta = .13, p < .01$), had significant indirect effect on behavioral intentions. The indirect effects of Escapist Experience ($\beta = .23, p < .01$) and Hedonic value ($\beta = .20, p < .01$) were found higher level indirect effect on Behavioral Intentions.

The results of the path analysis showed that festival satisfaction significantly predicted behavioral Intentions ($\beta = .98, p < .01$), indicating that higher level of perceived festival satisfaction results in higher level of behavioral intentions (loyalty). Findings also showed that festival satisfaction as a mediator was the strongest predictor of behavioral intentions. In addition, findings also revealed that education ($\beta = .19, p < .01$), esthetics ($\beta = .11, p < .01$), entertainment ($\beta = .20, p < .01$), and escapist ($\beta = .23, p < .01$) were significantly predicted satisfaction. Similarly, utilitarian ($\beta = .13, p < .01$) and hedonic values ($\beta = .21, p < .01$) were significantly predicted satisfaction.

4.5.2 Hypothesis Testing

Hypothesis 1: *Utilitarian value will be related to behavioral intentions indirectly through festival satisfaction (Path A & O).* Hypothesis 1 was accepted as perceived utilitarian value was associated with behavioral intentions (loyalty) indirectly through festival satisfaction ($\beta = .13, p < .01$).

Hypothesis 2: *Hedonic value will be related to behavioral intentions indirectly through festival satisfaction (Path B & O).* Hypothesis 2 was accepted as perceived hedonic value was related to behavioral intentions indirectly through festival satisfaction ($\beta = .20, p < .01$).

Hypothesis 3: *Education experience will be related to behavioral intentions indirectly through festival satisfaction (Path C & O).* Hypothesis 3 was accepted as perceived education experience was related to behavioral intentions indirectly through festival satisfaction ($\beta = .19, p < .01$).

Hypothesis 4: *Esthetic experience will be related to behavioral intentions indirectly through festival satisfaction (Path D & O).* Hypothesis 4 was accepted as perceived esthetic experience was associated with behavioral intentions indirectly through festival satisfaction ($\beta = .11, p < .01$).

Hypothesis 5: *Entertainment experience will be related to behavioral intentions indirectly through festival satisfaction (Path E & O).* Hypothesis 5 was accepted as perceived entertainment experience was associated with behavioral intentions indirectly through festival satisfaction ($\beta = .20, p < .01$).

Hypothesis 6: *Escapist experience will be related to behavioral intentions indirectly through festival satisfaction (Path F & O).* Hypothesis 6 was verified as perceived escapist experience was associated with behavioral intentions indirectly through festival satisfaction ($\beta = .23, p < .01$).

4.5.2.1. The Relationships of the Path Model

Hypothesis 7: *Utilitarian value and escapist experience will be positively correlated (Path G).* The results supported the Hypothesis 7 that there was a significant and positive relationship ($r = .55, p < .05$) between utilitarian value and escapist experience

Hypothesis 8: *Utilitarian value and entertainment experience will be positively correlated (Path H)* The results confirmed the Hypothesis 8 that there was a significant and positive relationship ($r = .49, p < .01$) between utilitarian value and entertainment experience

Hypothesis 9: *Utilitarian value and esthetic experience will be positively correlated (Path I)* The results verified the Hypothesis 9 that there was a significant and positive relationship ($r = .41, p < .01$) between utilitarian value and esthetic experience

Hypothesis 10: *Utilitarian value and education experience will be positively correlated (Path J)* The results confirmed the Hypothesis 10 that there was a significant and positive relationship ($r = .44, p < .01$) between utilitarian value and education experience

Hypothesis 11: *Hedonic value and escapist experience will be positively correlated (Path K)* The results confirmed the Hypothesis 11 that there was a significant and positive relationship ($r = .63, p < .01$) between hedonic value and escapist experience.

Hypothesis 12: *Hedonic value and entertainment experience will be positively correlated* (Path L) The results supported the Hypothesis 12 that there was a significant and positive relationship ($r = .59, p < .01$) between hedonic value and entertainment experience

Hypothesis 13: *Hedonic value and esthetic experience will be positively correlated* (Path M) The results supported the Hypothesis 13 that there was a significant and positive relationship ($r = .58, p < .01$) between hedonic value and esthetic experience

Hypothesis 14: *Hedonic value and education experience will be positively correlated* (Path N) The results confirmed the Hypothesis 14 that there was a significant and positive relationship ($r = .61, p < .01$) between hedonic value and education experience

Hypothesis 15: *Festival satisfaction will be positively related to behavioral intentions* (Path O). The results supported the Hypothesis 14 that there was a significant and positive relationship ($r = .98, p < .01$) between festival satisfaction and behavioral intentions.

4.5.3. Regression Equation for the Direct Paths

Table 4.6 displays the regression equations computed in testing the direct paths to behavioral intentions and festival satisfaction related Squared Multiple Correlation Coefficient (R^2) for the modified causal model.

Table 4. 6 Regression Equations and Squared Multiple Correlation Coefficients (R²) for the Modified Model

Regression Equation	R ²
Behavioral intentions = (.19) Education + (.11) Esthetic + (.23) Entertainment + (.24) Escapist + (.13) Utilitarian + (.21) Hedonic + (.71) Satisfaction + e*	.89
Satisfaction = (.18) Education + (.13) Esthetic + (.22) Entertainment + (.23) Escapist + (.11) Utilitarian + (.18) Hedonic + e*	.75

*e = error variance

As seen in the regression equations given in Table 4.6, behavioral intentions was significantly and directly predicted from festival satisfaction. This variable explained 89% of the total variance in behavioral intentions. Table also displayed festival satisfaction was significantly predicted from perceived education, esthetic, entertainment, and escapist experiences along with perceived utilitarian and hedonic values. These variables explained 75% of the total variance in festival satisfaction.

4.5.4. Summary of the Results

The hypothesized path model depicted in the Figure 3.1. consisted of some variables including experience and value components and festival satisfaction to predict behavioral intentions. The perceived experiences and values including; education, esthetic, entertainment, escapist experiences and utilitarian, hedonic values were hypothesized to be mediated by the festival satisfaction when predicting behavioral intentions. Since the descriptive statistics did not reveal a sex difference on behavioral

intention level, the model was not tested for female and male students independently. Overall, the results of the analysis revealed that the variables included in the model were significantly related to behavioral intentions among Dragon Fest participants. Moreover, as hypothesized festival satisfaction was mediated by perceived experience and value dimensions for predicting behavioral intentions about festival. Hedonic value has higher value with compared to utilitarian value when predicting festival satisfaction and among the experience dimensions, perceived escapist experience has the most significant effect on festival satisfaction and behavioral intentions. Considering the acceptable values obtained from the multiple fit indices along with statistically significant parameters, the hypothesized model was supported by the data.

CHAPTER V

DISCUSSION

The aim of the present study was to investigate the predictors of behavioral intentions within a model including experience, value, and satisfaction components among Turkish participants of Dragon Fest 2013. Specifically, the present study examined to what extent the various variables; esthetic experience, escapist experience, entertainment experience, education experience; hedonic and utilitarian values and festival satisfaction components predict behavioral intentions and how combination of these variables operated to lead to engage in positive future behaviors. Using an experiential marketing approach, a model was tested in which perceived experiences and perceived values were proposed to interact with festival satisfaction to predict future behavioral intentions. The hypothesized model depicted in the Figure 3.1. was tested by using path analysis and the result of the analysis revealed that hypothesized relationships was well supported by the data derived from 410 (131 Female, 279 Male) festival participants. As a conclusion the findings derived from the present study both statistically and theoretically supported the importance of experiential marketing and perceived values on satisfaction and future behavioral intentions.

5.1. Relationship Between Perceived Value Satisfaction and Behavioral Intentions

First of all, This study provides valuable information on the relationships between utilitarian and hedonic value and important outcomes in a festival setting. Specifically, the results confirm the findings of previous research of Gursoy et al., (2006) by demonstrating positive relationships between utilitarian and hedonic value, satisfaction and behavioral intentions (loyalty) among festival participants. In this research, it is seen that as utilitarian and hedonic value increase, satisfaction also

increases. Furthermore, satisfaction is found to be positively influence behavioral intentions. For this reason, leisure marketers should strive to deliver utilitarian and hedonic value in order to develop consistent satisfaction levels to enhance consumer loyalty (Carpenter, 2008). Previous research suggests that emphasizing on merely functional attributes of festivals may be too limited effort, In a parallel manner of the study of Gursoy et al., (2006) this study confirms that notion by indicating that perceived hedonic values have a relatively stronger effect on participants' satisfaction evaluations than perceived utilitarian values with regard to festivals. For this reason, leisure marketers should guarantee that their festivals manage their hedonic as well as their functional attributes in order to maximize satisfaction and positive future behaviors of participants who search for both types of benefits.

Satisfaction judgments are thought to be consist of both affective (Mano & Oliver, 1993; Westbrook, 1987) and cognitive elements (Oliver, 1993; Oliver & Swan, 1989). Theoretically, "two-appraisal" model of satisfaction evaluation clarifies this notion (Oliver & Swan, 1989; Weiner, 1986). which claimes that affective responses arise from assessment of the outcomes of product/service usage, followed by cognitive interpretation (e.g., expectancy-disconfirmation) which lead to satisfaction (Jones et al., 2006). "Satisfaction judgments, such as satisfaction with the retailer, are then thought to depend on the accumulated affective experiences with a product or service, and beliefs and other cognitions which are retained and updated over time" (Oliver, 2010; Westbrook, 1987). Depending on these process, it is reasonable to expect that perceptions of the value (hedonic and utilitarian) of a festival experience should be important antecedents of the two fundamental satisfaction evaluations, therefore, hedonic and utilitarian values should be essential for the overall satisfaction judgments. As a smilar vein, past research indicated significant relationships between hedonic and utilitarian value and satisfaction (Barry J Babin et al., 1994; Barry J. Babin, Lee, Kim, & Griffin, 2005). In their study on Korean restaurants (Ha & Jang, 2010) found that utilitarian value has greater impact on satisfaction and behavioral intentions than hedonic value. However, Gursoy at all., (2006) found that festival setting evokes more hedonic values than utilitarian values. Because nature of the leisure experience provide that satisfaction should be more strongly related to hedonic rather than utilitarian value especially in an event context because satisfaction

processes are thought to be dependent on the context of consumption (Fournier & Mick, 1999).

As a conclusion, hedonic and utilitarian values both affect the satisfaction judgements of individuals however, which type of value; hedonic or utilitarian has higher effect on satisfaction dependent on the consumption context.

Prior research demonstrates the multisensory, experiential, and emotional aspects of leisure experience. Because leisure activities and festivals can elicit substantial emotional response, and satisfaction processes are dependent on the consumption context and satisfaction processes closely tied with marketplace emotions (Jones et al., 2006). It is an expected consequence to find out that judgements of hedonic value indicated a stronger relationship with satisfaction than utilitarian value in a festival setting

Schmitt (1999) stated that in order to stimulate desired consumer experiences marketers should provide right environment and right setting. Moreover, many experience design scientists are on the agreement that well-designed experiences provides loyalty (Gilmore & Pine, 1999; Lin et al., 2009; Schmitt, 1999).

5.2. Relationship Between Experiential marketing Satisfaction and Behavioral Intentions

This study also examined whether perceived diverse experiences in an experiential setting significantly affects satisfaction directly and behavioral intentions indirectly. Results indicate that perceived experiences (education, escapist, entertainment and esthetic) is the precedent variable of satisfaction and behavioral intentions among festival participants. Moreover, satisfaction has a mediating effect on the relationship between perceived experience dimensions and behavioral intentions.

This finding is in agreement with the findings of Schmitt, Zarantonello and Brakus (2009) also with Mehmetoglu and Engen (2011) studies, thereby suggesting that perceived experience significantly and positively effects satisfaction/behavioral intentions. However, In the study of Mehmetoglu and Engen (2011) they found that the dimensions of education and entertainment do not influence the visitor's level of satisfaction whereas the dimensions of escapism and esthetics do affect in a setting of Ice Music Festival. When the authors investigate the results for the Maihaugen Museum, they found a similar tendency in that only two of the four dimensions have an effect on the overall satisfaction; In other words, while the experience dimensions of escapism and entertainment do not affect the satisfaction level, the dimensions of education and aesthetics have a significant effect on the satisfaction. Therefore, the findings imply that experiences need to be created and staged depending on their associated contexts. Their finding indicate that an experience don't have to dependent upon the existence of all of the four experience dimensions at the same time. For this reason, it is essential that the producers have knowledge of which elements they should develop.

This study verified Pine and Gilmore's framework of the four dimensions of experiences. Because in this research all four dimensions of experience are found to have a significant effect on satisfaction and behavioral intentions. As a result Pine and Gilmores' (1999) model seem to be a useful framework for helping us to better comprehend customer preferences in a recreational context in that different experiential dimensions are defined to have important effects on participants' satisfaction in different contexts.

Present study further illustrated that satisfaction is an important predictor of behavioral intentions ; this finding is in agreement with the findings of previous studies (Chi & Qu, 2008; J. Lee, Graefe, & Burns, 2007; T. H. Lee, 2009; T. H. Lee & Chang, 2012; Tian-Cole, Crompton, & Willson, 2002). However, there are very limited leisure studies with regard to causal relationships between the experience of experiential marketing, satisfaction and behavioral intentions including: willingness to revisit, recommending the festival to others, engaging in positive word-of-mouth. This study imply that perceived experiences, perceived values and satisfaction are critical factors

that influence future behavioral intentions which is a parallel finding of Lee and Chang, (2012) study. In a similar manner, Wasserman, Rafaeli, and Kluger (2000) found positive relationships among guests' perceptions of experiential marketing, guest satisfaction and guest loyalty that found out different restaurant layouts and interior design affected emotion and behavior. Moreover, Pine and Gilmore (1998, 1999) claimed that best experience designs are affective or emotional in nature and when companies incorporates not only certain needs but also succeed to make the service environment pleasurable, individuals are more prone to stay loyal (Lin et al., 2009).

In a similar manner with the study of Lee and Chang (2012), satisfaction significantly affects behavioral intentions and is an important mediating variable in the proposed behavioral model for festival participants. This study empirically supports the theory that experiential marketing and perceived value induces positive future behavioral intentions through customer satisfaction. Besides, previous studies in literature did not conduct any study regarding the synergetic effects of experiential marketing and perceived value simultaneously influence the participant satisfaction and behavioral intentions which is a major contribution of this study to the literature.

In this research all four dimensions of experiences of Pine and Gilmore's 1999 model has correlated with both hedonic and utilitarian values which suggest that esthetic, entertainment, escapist and education experiences are related to both task related, cognitive and multisensory, fantasy emotive aspects when explaining satisfaction which verified two-appraisal" model of satisfaction evaluation (Oliver, 1989; Weiner, 1986). In our proposed model it is also suggested that affective responses arise from assessment of the experiential offerings which managed by the festival, followed by cognitive interpretation and both lead to satisfaction.

Furthermore among 4E experiences which are higher correlated with hedonic and utilitarian values, has higher causal relationships with satisfaction from the festival and also future behavioral intentions. For example, escapist experience which requires greater immersion and active participation had highest correlation with hedonic and

utilitarian values and escapist experience had highest causal relationship with satisfaction directly and behavioral intentions indirectly. In a similar vein, esthetic experience had lowest correlation with hedonic and utilitarian values and esthetic experience had lowest causal relationship with satisfaction directly and behavioral intentions indirectly.

5.3. Managerial Implications

Present study implies that an assessment of an experience depending on the senses of feeling (entertainment), learning (education), being (esthetic), and doing (escapist) may be a convenient tool for leisure marketing efforts. In addition, there are implications for how organisations within the sport industry should decide with regard to creating and developing their products and services in order to meet the market needs and demands, it is essential to create and “stage” experiences so that they capture the essence of the four dimensions (feeling, learning, being, and doing). This is also important in order to profit from the added value that is derived from creating experiences (Mehmetoglu & Engen, 2011).

Along with the findings of this research a new look at marketing can be provided to managers, especially in the recreation industry. Most managers have not consult on experiential marketing strategies because they presume their customers are rational and make decisions based on functional features, for example, price and quality. This assumption is not totally valid today. For this reason, managers should take account of “excellent and unique experiences” for their customers. In a similar manner, utilitarian value is necessary but not sufficient for developing loyal customers. Specifically leisure context should deliver hedonic value for participants to experience. In sum, the findings of this study provides empirical supports for managers to implement experiential marketing strategies (Yuan & Wu, 2008). For example, recreational events should be designed that provides more activity involvement by this way participants can become active participants and they can immerse in activities which provides escapist experience to the participants and result in more satisfied and loyal participants. As a conclusion, the outcome of this research can help marketing

managers to decide appropriate strategies to design and stage operational processes and physical environments in order to satisfy their customers.

5.4. Recommendations for Future Research

In this study we collect data quantitatively by adopted surveys. Using qualitative methods such as in depth interviews, videotapes to conduct a study on experiential marketing may be another good direction for future research.

Our research model can be conducted to other recreational settings in order to verify that experiential marketing highly dependent on the context. Further new results can be compared with the findings of this study to examine any differences between different recreational contexts.

First time festival participants should have particular interest to attractions and events (Lau & McKercher, 2004; Wang, 2004) also should spend more amount of time than repeat participants (Petrick, 2004; Petrick, 2004) and first time festival participants should leave with higher satisfaction level. Guests' perception of hedonic and utilitarian values and four type of experience dimensions could be different with regard to previous participation level of an event. Therefore, future studies should examine participants' perceptions regarding their previous participation to the same activity or an event. This issue can be another interesting research study.

Distance from home, social interaction with friends, time, convenience, crowded and many other factors may affect the participants' satisfaction and future behavioral intentions. It is possible that inclusion of many other factors may alter the satisfaction and participants' behavioral intentions. Thus, future studies should examine other factors that may have an effect on satisfaction.

This study did not examine whether festival participants can be segmented into different groups according to their personality traits in order to measure their perceived experience dimensions or hedonic and utilitarian attitudes for example hedonic value is believed to be more personal than its' utilitarian counterpart. Future studies are needed to measure whether recreational activity participants can be segmented into different groups.

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APPENDIX A
PERMISSION FROM ETHIC COMMITTEE

UYGULAMALI ETİK ARASTIRMA MERKEZİ
APPLIED ETHICS RESEARCH CENTER



ORTA DOĞU TEKNİK ÜNİVERSİTESİ
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09 Temmuz 2013

Gönderilen: Prof.Dr. Mehmet Settar KOÇAK
Beden Eğitimi ve Spor Bölümü

Gönderen : Prof. Dr. Canan Özgen
IAK Başkanı

İlgi : Etik Onayı

Danışmanlığını yapmış olduğunuz Beden Eğitimi ve Spor Bölümü Yüksek Lisans öğrencisi Tuba Yazıcı'nın "Deneyimsel Pazarlamanın Festival Katılımcılarının Algıladıkları Değerlere ve Memnuniyete Etkisi" isimli araştırması "İnsan Araştırmaları Komitesi" tarafından uygun görülerek gerekli onay verilmiştir.

Bilgilerinize saygılarımla sunarım.

Etik Komite Onayı

Uygundur

09/07/2013

Prof.Dr. Canan ÖZGEN
Uygulamalı Etik Araştırma Merkezi
(UEAM) Başkanı
ODTÜ 06531 ANKARA

APPENDIX B

DEMOGRAPHIC INFORMATION FORM

Bu anket Dragon Fest kapsamında yaşanan deneyimlerin ve algılanan değerlerin değerlendirilmesi amacıyla hazırlanmıştır. Bir katılımcı olarak sizin bu konuda sağlayacağınız bilgiler araştırmamız için büyük önem taşımaktadır ve sadece bilimsel amaçlı kullanılacaktır. Bu çalışma sürecinde kimliğiniz hiçbir şekilde kullanılmayacaktır. Araştırmamıza katkıda bulunup zaman ayırdığınız için şimdiden teşekkür ederiz

Araş. Gör. Tuba Yazıcı

Orta Doğu Teknik Üniversitesi

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Demografik Bilgiler

Lütfen aşağıdaki soruları cevaplandırınız ve yuvarlakla belirlenmiş alanlarda size uygun olanı işaretleyiniz.

1. Yaşınız

- ☐ 15-19
- ☐ 20-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35 ve üzeri

2. Cinsiyetiniz

- ☐ Kadın
- ☐ Erkek

3. Eğitim durumunuz

- ☐ Lise
- ☐ Önlisans
- ☐ Lisans
- ☐ Yüksek lisans
- ☐ Doktora

4. Dragon festivaline katılımı ilgili aşağıdaki seçenekleri değerlendiriniz

- ☐ Dragon bot yarışlarına ilk kez katılıyorum.
- ☐ Dragon bot yarışlarına ikinci kez katılıyorum.
- ☐ Dragon bot yarışlarına üçüncü kez katılıyorum.
- ☐ Dragon bot yarışlarına dördüncü kez katılıyorum.

APPENDIX C

EXPERIENCE ECONOMY SCALE

Yönerge: Aşağıda verilen ifadelere cevap verirken, Dragon Fest kapsamında yaşadığınız deneyimleri göz önünde bulundurarak herbir ifadeye hangi oranda katılıp katılmadığınızı belirtiniz.

		<u>Kesinlikle katılmıyorum</u>	<u>Katılmıyorum</u>	<u>Kararsızım</u>	<u>Katılıyorum</u>	<u>Kesinlikle katılıyorum</u>
1	Bu festivalde edindiğim deneyimler dragon bot sporu hakkındaki bilgimi geliştirdi	1	2	3	4	5
2	Bu festivalde dragon bot sporu hakkında birçok yeni şey öğrendim	1	2	3	4	5
3	Bu festival dragon bot sporu hakkında yeni şeyler öğrenmem için bende merak uyandırdı	1	2	3	4	5
4	Bu festival iyi bir öğrenme deneyimiydi	1	2	3	4	5
5	Festival alanında gerçek bir uyum duygusu hissettim	1	2	3	4	5
6	Festival alanında olmak çok hoştu	1	2	3	4	5
7	Festival alanı oldukça sönüktü	1	2	3	4	5
8	Festival alanı birçok yönden ilgi çekiciydi	1	2	3	4	5
9	Diğer konukların eğlendikleri aktiviteleri izlemek zevkliydi	1	2	3	4	5
10	Diğer konukların performanslarını izlemek büyüleyiciydi	1	2	3	4	5

11	Festival alanında diğer konukların ne yaptıklarını izlerken gerçekten eğlendim	1	2	3	4	5
12	Bu festivalde diğer konukların aktivitelerini izlemek eğlenceliydi	1	2	3	4	5
13	Bu festivalde farklı bir karaktere büründüğümü hissettim	1	2	3	4	5
14	Bu festivalde kendimi farklı bir zamanda ve mekanda hissettim	1	2	3	4	5
15	Bu festivalde yaşadığım deneyimler kendimi bambaşka biri olarak hissettirdi	1	2	3	4	5
16	Bu festivalde gündelik rutinimden tamamen uzaklaştım					

APPENDIX D
HEDONIC / UTILITARIAN VALUE SCALE

Yönerge:

Aşağıda, Dragon Fest'te yaşadığınız deneyimleri değerlendirmek üzere çeşitli sıfatlar bulunmaktadır. Festivalde yaşadığınız deneyimleri göz önünde bulundurarak herbir ifadeye hangi oranda katıldığınızı bırakılan boşlukları işaretleyerek lütfen belirtiniz.

- | | | | | | | |
|-------------------------|--------|--------|--------|--------|--------|----------------|
| 1. Gereksiz | _____: | _____: | _____: | _____: | _____: | Gerekli |
| 2. Etkisiz | _____: | _____: | _____: | _____: | _____: | Etkili |
| 3. İşlevsel değil | _____: | _____: | _____: | _____: | _____: | İşlevsel |
| 4. Elverişsiz | _____: | _____: | _____: | _____: | _____: | Elverişli |
| 5. Faydalı değil | _____: | _____: | _____: | _____: | _____: | Faydalı |
| 6. Sıkıcı | _____: | _____: | _____: | _____: | _____: | Coşturucu |
| 7. Zevksiz | _____: | _____: | _____: | _____: | _____: | Zevkli |
| 8. Eğlenceli değil | _____: | _____: | _____: | _____: | _____: | Eğlenceli |
| 9. Heyecan verici değil | _____: | _____: | _____: | _____: | _____: | Heyecan verici |
| 10. Sıkıcı | _____: | _____: | _____: | _____: | _____: | İlgi çekici |

APPENDIX E

SATISFACTION AND BEHAVIORAL INTENTION SCALE

Yönerge: Aşağıda verilen ifadelere cevap verirken, Dragon Fest kapsamında yaşadığınız deneyimleri göz önünde bulundurarak herbir ifadeye hangi oranda katılıp katılmadığınızı belirtiniz.

		<u>Kesinlikle katılmıyorum</u>	<u>Katılmıyorum</u>	Kararsızım	Katılıyorum	<u>Kesinlikle katılıyorum</u>
1	Bu festival tam olarak ihtiyacım olan şeydi	1	2	3	4	5
2	Festivale katılma kararımdan memnun oldum.	1	2	3	4	5
3	Bu festivale katılmak akıllıca bir seçimdi.	1	2	3	4	5
4	Bu festival güzel bir deneyimdi.	1	2	3	4	5
5	Bu festivale tekrar katılmak isterim	1	2	3	4	5
6	Festivali tanıdıklarına tavsiye edeceğim	1	2	3	4	5
7	Tanıdıklarına festivalden olumlu şekilde bahsedeceğim	1	2	3	4	5

TEZ FOTOKOPİSİ İZİN FORMU

ENSTİTÜ

Fen Bilimleri Enstitüsü ☐

Sosyal Bilimler Enstitüsü ☐

Uygulamalı Matematik Enstitüsü ☐

Enformatik Enstitüsü ☐

Deniz Bilimleri Enstitüsü ☐

YAZARIN

Soyadı :
Adı :
Bölümü :

TEZİN ADI (İngilizce) :

TEZİN TÜRÜ : Yüksek Lisans ☐ Doktora ☐

1. Tezimin tamamından kaynak gösterilmek şartıyla fotokopi alınabilir. ☐
2. Tezimin içindekiler sayfası, özet, indeks sayfalarından ve/veya bir bölümünden kaynak gösterilmek şartıyla fotokopi alınabilir. ☐
3. Tezimden bir bir (1) yıl süreyle fotokopi alınamaz. ☐

TEZİN KÜTÜPHANEYE TESLİM TARİHİ: