



A Study on the Relationship among Physical Environment of Festivals, Perceived Value, Participation Satisfaction, and Festival Image

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ABSTRACT

This study was conducted by the researcher from April 4th to May 29th, 2016 on the participants of Chuncheon International Mime Festival, Yangpyeong Strawberry Festival, Yeouido Cherry Blossom Festival, and Icheon Ceramics Festival in Korea. A total of 200 copies of surveys were distributed and of them, 180 copies were used for the final analysis. This study aims to verify a number of questions including how the physical environment of a festival influences the perceived value and participation satisfaction, what effects does the perceived value have on participation satisfaction and festival image, and how the participation satisfaction affects the festival image. Thus, physical environment is composed of five factors including design/atmosphere, convenience, information availability, festival program, and accessibility. Whereas perceived value, participation satisfaction, and festival image are all constructed as single dimensions. According to the analysis, first, the design/atmosphere and accessibility factors within the physical environment of a festival do have statistically significant effects on the perceived value and participation satisfaction, while factors of convenience, information availability, and festival program do not exert statistically significant influences. Second, perceived value does have statistically significant effects on participation satisfaction and festival image. Third, participation satisfaction also has statistically significant impacts on festival image.

Keywords: Physical Environment, Perceived Value, Participation Satisfaction, Festival Image

JEL Classification: Z32

1. INTRODUCTION

The twenty-first century is known as the “cultural era” or the “century of cultural war.” Culture acts as the principle for social change, creating a new cultural paradigm to signify changes and as a product that generates economic values (Lee et al., 2003). This change into a new cultural paradigm usually considers festivals as the field where modern people can learn about a certain region’s unique traditional culture, while centered upon the economic effects and image effects of the local economy. Local festivals are events that express the unique culture inherited through ages in the given region, especially in today’s expression form. By sharing the local culture, they also function to provide benefits such as strengthening the identity of the local society, improving its image, and developing the local economy through

social interactions. Meanwhile, one of the recent discourses in the tourism industry is eco-friendly and green tourism. The fact that green growth driving force occupies a big portion in the growth engines industry set under the current government reflects this trend. In this respect, cultural tourism festivals that express the local identity are excellent tourism resources and products that reflect the current trend very well. Festivals are popular and themed celebratory events that are assets of both the local culture and the tourism charms (Gets, 1991).

Although diverse programs and quality management are important in order to instill the visitors’ satisfaction at festivals, but the physical environment near the festivals can largely contribute to creating a successful image and atmosphere for the festivals. The empirical study by Wakefield and Blodgett (1996) also

demonstrated that at pleasant leisure service environments, visitors wanted to stay longer, perceived highly of the service quality, and showed high levels of satisfaction and revisit intentions. In other words, physical environments featured at the service industry can become a part of marketing factors that can provide positive cues to the attitude or decision-making of the customers (Hong, 2007). Accordingly, this study aims to verify the importance of physical environments of festivals conducted outdoors, identify the components of physical environment, and examine what effects the physical environment has on the perceived value and participation satisfaction, how the perceived value impacts participation satisfaction and festival image, and what effects the participation satisfaction has on the festival image, based on the research model presented by the existing literature. The results of this research shall be applied as the basic materials needed for successful festival management to festival program planners, managers, and policymakers.

2. THEORETICAL BACKGROUND

2.1. Physical Environment

Physical environment refers to the environmental cue reacting to the customers in cognitive, emotional, and physiological ways, in other words, an environment artificially created for non-verbal communications (Bitner, 1992). If we synthesize the definitions on physical environment by Belk (1975), David (1984), and Kotler (1973), physical environment not only includes visual, auditory, olfactory, and tactical consciousness but also is considered as a marketing tool of intentional space design to influence the customers. That is, physical environment is the environment where the services occur and affects the sensual side of customers, defined as the artificial and planned environment created by human beings (Kim et al., 2007; Kwon, 2010).

In particular, because visitors have to understand the unfamiliar information of the local festivals and have to learn about the local festival he or she is visiting, they tend to put more attention to the physical environment. Physical environments related to local festivals provide much information regarding the local festival to the visitors before and after their visits, and influence their satisfactions, revisits, and word of mouth intentions. If the local governments fail to manage these physical environments, it is highly likely that the tourists will misperceive the local festivals and form unpleasant perceptions, thus making the marketing strategies of the local festivals put into force by the local governments fail to achieve their objectives (Seo and Lee, 2000). As the external features of the festivals form the visitors' impressions and expectations on the region, the local governments who are opening these festivals should manage the physical environment.

In this respect, this research defines the physical environment of local festivals as the artificially created environment by the festival managers for the visitors, limiting to the degree where the local festival managers can control it. Therefore, the physical environment of local festivals can be seen as to be composed of design/atmosphere, convenience, information availability, festival programs, and accessibility.

2.2. Perceived Value (Festival Value)

According to Zeithamal (1988), perceived value means the customer's evaluation on what he or she has paid for and the acquired utility. In other words, it refers to the customer's evaluation on the utility acquired by using the services and the invested cost to obtain it. Zeithamal (1988) also defines the concept as the following: Value is cheap – It is the state of wanting something about the product and the quality of what the customer received for the paid cost. In addition, value means that something acquired for what the customer has paid for. Therefore, perceived value is evaluated by the relationship between the service value corresponding to the price and the general quality of the provided services (Monre, 1990; Kashyap and Bojanic, 2000).

Festival visitors feel the value after experiencing the festival services. Thus, considering the fact that festival services are exposed through complex service compositions, the perceived value of festival visitors shall be construed with the various costs required for the factors that can be acquired by participating in the festivals. The things that festival visitors acquire are a kind of benefit and benefit is the belief and expectation that they will receive quality services. Also, the monetary costs such as money and the non-monetary costs including time, efforts, search costs, and psychological costs are the various costs required for the factors visitors acquire by participating in the festivals (Kim, 2010). Therefore, this study defines perceived value as a feeling the customer has on the services he or she received at the local festival, which translates into the time and costs he or she consumed to participate in the local festival, with the sacrificed efforts and willingness to receive the services. Value can also be classified into acquisition value, transaction value, in-use value, and redemption value (Parasuraman and Grewal, 2000) or is presented as social, emotional, monetary, and functional values (Sweeney and Soutar, 2001; Lee and Lee, 2011; Cheon et al., 2012).

2.3. Participation Satisfaction

On the concept of participation satisfaction, Uhm (1994) argued that it is composed of the service satisfaction felt by the visitors and the "cost satisfaction" that encompasses notions of price, accessibility and usability, while Baker claimed that as "overall satisfaction" means the "psychological state of the visitor after his or her visit," it is influenced by not only the characteristics of the site that the supplier can control but also the socio-psychological status of the visitors (requirement, motivation, and inclination) and the external factors (weather and social interaction) that cannot be managed by the supplier. In fact, considering that among the three criteria (visitor satisfaction, consumption expenses, and motivation) for festival evaluations conducted by the Ministry of Culture, Sports and Tourism, visitor survey weighs 70%, while visitor attraction performance occupies 20% and observation evaluation 10%, it is understandable that most studies (Kim, 2004; Hong and Kim, 2005) related to festivals are about visitor satisfaction (Hong, 2007). Therefore, more emphasis on the visitors' perspective is not only justified for effective festival operations but also will be useful resources to the festival planners and researchers for when they establish strategies based on the visitors' perceptions (Kwon, 2010).

2.4. Festival Image

Festival image can be defined as the overall impression of a certain festival, formed through various types of information collected before visiting the festival site or through actual experiences at the festival (Kim et al., 2009). This image functions as a very important factor in determining the success of the festival, as it implies the impression of the festival such as awareness and favorability, which can be expansively interpreted as the basis of differentiation among festivals. For the participants, it can be viewed as the criteria for choosing festivals and if the festival image is favorable, then that particular festival has powerful marketability and competitiveness (Kim, 2006; Cheon, 2014). Kim (2010) also suggested that festival image is a subjective imagery one feels about the objects, people, or environment through one's experience at the festival.

3. METHODOLOGY

3.1. Research Model

Cheon (2014) empirically verified the relationship among environmental cues, emotional reactions of participants, and festival images. Based on this existing literature, this research constructed its model as Figure 1 to empirically test the relationship among physical environment, perceived value, participation satisfaction, and festival image.

3.2. Hypothesis Setting

According to the study on Yeongam Wangin Cultural Festival by Shim (2010), festival servicescapes do have a statistically significant positive (+) influence on the perceived value. The case of Jeju IhoTewoo Festival studied by Chung (2010) as well demonstrated that festival servicescapes have positive (+) effects on the perceived value, while Chung (2015) also found that environmental cues have positive (+) impacts on the perceived value through his study focused on Bangeo Festival, one of the coastal festivals held at Jeju. Therefore, this study sets its first hypothesis as the following.

Hypothesis 1: Physical environment of festivals has a positive (+) influence on perceived value.

From the study on Geumsan World Ginseng Expo by Kim and Lee (2012), it was concluded that environmental cues of festivals have partially statistically significant positive (+) effects on visitors' satisfaction. Cases of Boryung Mud Festival and Gwacheon Hanmadang Festival studied by Oh (2008) confirmed

this same conclusion. Chung (2015) also found that festival environmental cues have statistically significant positive (+) effects on satisfaction. Thus, the second hypothesis of this study follows.

Hypothesis 2: Physical environment of festivals has a positive (+) influence on participation satisfaction.

A number of previous literature established that perceived values by the festival visitors have positive effects on satisfaction (Kim et al., 2012; Sohn and Yoon, 2013; Shin, 2014; Shim, 2010). Chung (2010), through his study on Jeju IhoTewoo Festival demonstrated that perceived value has a positive (+) impact on the overall satisfaction. In this respect, the third hypothesis is set as:

Hypothesis 3: Perceived value of festivals has a positive (+) influence on participation satisfaction.

Previous literature on brand values and brand images of festivals include the study on Jeonju Hanok Town by Choi and Lee (2006). Seo et al. (2009) concluded from their study that brand value factors of local festivals do affect the festival brand images. This perspective leads to the argument that the brand value of Ganggyeong Fermented Seafood Festival exerts statistically significant impacts on its festival image (Noh and Ji, 2013). Thus, the fourth hypothesis states the following.

Hypothesis 4: Perceived value of festivals has a positive (+) influence on festival image.

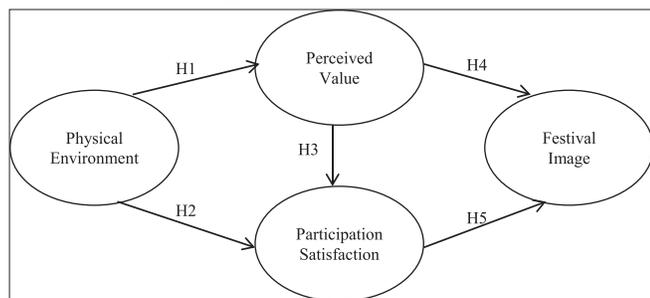
Kim et al. (2008) claimed that as the satisfaction level of water sport fair participants has a positive effect on the image of the hosting city, the value of participants should be reinforced through systematic preparations for and active investments to the fair programs. Moreover, Kim et al. (2012) also affirmed that the satisfaction of coast tourists who visited Busan exerted statistically significant positive influences to coast tourism image. Meanwhile, it is possible to conclude that since the satisfaction of festival participants is in a significant relationship with the image of the tourist spots, charming images imprinted on the visitors will bring about other potential visitors, perfecting a virtuous cycle (Noh, 2006). Accordingly, the last hypothesis follows.

Hypothesis 5: Participation satisfaction of festivals has a positive (+) influence on festival image.

3.3. Question Compositions and Operational Definitions of Variables

The physical environment refers to the environment artificially created by the festival managers for the festival participants. To measure this concept, 20 questions in the form of "The festival venue is/has ..." were measured on a five-point Likert scale. Perceived value, participation satisfaction, and festival image were each measured by three questions. Here, perceived value can be defined as the degree of feeling after participating in a festival in terms of one's effort, cost, time, and diversion. Participation satisfaction, on the other hand, means the degree of sentimental emotion through participating a festival, whereas festival image refers to the diversity degree of overall feeling of experiencing the festival.

Figure 1: Research model



3.4. Survey Design and Analysis Methods

This study was conducted by the researcher from April 4th to May 29th, 2016 on the participants of Chuncheon International Mime Festival, Yangpyeong Strawberry Festival, Yeouido Cherry Blossom Festival, and Icheon Ceramics Festival in Korea. After explaining the objectives of the survey, the self-administered questionnaires were filled by the festival participants themselves. Among the total of 200 copies of the distributed questionnaire, 180 copies were retrieved to be used for the final analysis. The collected data were coded to run a series of frequency analysis, factor analysis, reliability analysis, and regression analysis (both simple and multiple) through the SPSS 21.0 statistical program.

4. EMPIRICAL TEST RESULTS

4.1. Analyzing the Demographic Characteristics

According to frequency analysis on the demographic characteristics, the sample was composed of 105 males (58.3%) and 75 females (41.7%). In terms of age group, 29 respondents were under 19 years old (16.1%), 74 respondents were aged 20-29 (41.1%), 40 people were in their 30s (22.2%), 17 people 40-49 years old (9.4%), 16 were 50-59 years old (8.9%), and 4 were over 60 (2.2%). Of the sample, 89 respondents were not married (49.4%), while 91 were married (50.6%). Regarding education, 40 were high school graduates (22.2%), 41 answered they are currently attending universities (22.8%), 83 respondents were university graduates (46.1%), and 16 were with graduate degrees (8.9%). The occupation of the sample is classified into 72 students (40.0%), 12 public officers (6.7%), 38 businessmen (21.1%), 12 professionals (6.7%), 10 doing their own business (5.6%), 14 at-home wives (7.8%), 4 in the agricultural industry (2.2%), and 9 people working in the services, sales, and other industries (5.0%). The monthly household income level of the respondents show that 33 respondents have lower than 1 million KRW (18.3%), 40 with

an income of 1.01 to 2 million KRW (22.2%), 38 respondents with an income level of 2.01 to 3 million KRW (21.1%), 26 with 3.01 to 4 million KRW (14.4%), 14 with 4.01 to 5 million KRW (7.8%), and 29 with more than 5 million KRW (16.1%). Affiliations indicated that 20 people were local residents (11.1%), while 160 were from different regions (88.9%).

4.2. Reliability and Validity Check

According to a factor analysis conducted through a varimax orthogonal rotation on physical environment showed that among the 14 questions, 5 of them were above 1 for their eigenvalue. The factor analysis results of conducting the principal component analysis through orthogonal rotation are presented in Table 1.

According to a factor analysis conducted through a varimax orthogonal rotation on perceived value, participation satisfaction, and festival image showed that among the 3 questions for each variable, 1 for each of them were above 1 for their eigenvalue. The factor analysis results of conducting the principal component analysis through orthogonal rotation are presented in Table 2.

4.3. Hypothesis Testing and Results

A multiple regression analysis was used to test Hypothesis 1 – “Physical environment of festivals has a positive (+) influence on perceived value” – and the results suggested that out of 5 variables, 2 have a positive (+) influence on festival value at a $P < 0.01$ level. “Design/atmosphere” exerts an influence of 0.470 ($P < 0.01$) and “accessibility” of 0.288 ($P < 0.01$) on festival value. The remaining three variables were confirmed as meaningless, conclusively leading to partial acceptance of Hypothesis 1 (Table 3).

According to the multiple regression analysis used to test Hypothesis 2 – “Physical environment of festivals has a positive (+) influence on participation satisfaction” – out of 5 variables, 2 have

Table 1: Results of factor analysis on physical environment

Factor Eigenvalue/variance (accumulation)	Measured content	Factor loading	Communality	Reliability
<Design/atmosphere> 4.658/33.27%	The festival venue is designed suitably for its function	0.803	0.717	0.770
	The festival venue's design is exceptional	0.785	0.690	
	The festival venue is new and fresh	0.737	0.625	
	The festival venue is charming	0.589	0.660	
<Convenience> 1.600/44.70%	The festival venue's restroom is sanitary	0.825	0.788	0.751
	The festival venue's resting facilities are well qualified	0.788	0.769	
<Information availability> 1.447/55.04%	The festival venue is easy to access in terms of transportation	0.742	0.670	0.885
	Pamphlets are properly furnished at the festival venue	0.856	0.831	
<Festival program> 1.336/64.58%	Festival information is properly presented	0.850	0.838	0.728
	Direct experience programs are operating	0.786	0.711	
	Composed of experience-able programs	0.766	0.732	
<Accessibility> 1.046/72.05%	Composed of diverse contents	0.645	0.601	0.642
	Has easy accessibility for participation	0.842	0.736	
	Equipped with smooth operating system	0.725	0.719	

KMO=0.759/ $\chi^2=950.369/df=91/P=0.000$

Table 2: Results of factor analysis on perceived value, participation satisfaction, and festival image

Factor	Measured content	Factor loading	Communality	Reliability
Eigenvalue/variance (accumulation) <Perceived value> 4.658/33.27%	The invested time does feel worthy	0.868	0.753	0.739
	Was able to feel the value corresponding to the participation cost	0.856	0.733	
	The invested efforts do feel worthy	0.706	0.499	
KMO=0.638/ $\chi^2=137.887$ /df=3/P=0.000 <Participation satisfaction> 1.600/44.70%	I feel delighted by participating at the festival	0.845	0.714	0.741
	I feel joyful by participating at the festival	0.806	0.649	
	I feel comfortable by participating at the festival	0.798	0.636	
KMO=0.683/ $\chi^2=123.315$ /df=3/P=0.000 <Festival image> 1.447/55.04%	The festival enabled me to fully sense the unique characteristics of the region	0.780	0.609	0.615
	The participation of the festival left a big impression	0.761	0.578	
	The festival enabled me to fully experience the season	0.719	0.516	

KMO=0.639/ $\chi^2=59.971$ /df=3/P=0.000**Table 3: Effects of physical environment on festival value**

Dependent variable	Independent variable	Regression coefficient	Standard error	β	t-value	Significance level	Tolerance	VIF
Festival value	Design/atmosphere	0.435	0.063	0.470	6.907	0.000*	0.748	1.337
	Convenience	-0.008	0.054	-0.010	-0.148	0.883	0.823	1.215
	Information availability	0.019	0.051	0.025	0.365	0.716	0.744	1.343
	Festival program	-0.002	0.062	-0.002	-0.035	0.972	0.731	1.367
	Accessibility	0.257	0.059	0.288	4.382	0.000**	0.802	1.248

R²=0.398, Adjusted-R²=0.380, F value=22.969, P=0.000**

**P<0.01. VIF: Variance inflation factors

Table 4: Effects of physical environment on participation satisfaction

Dependent variable	Independent variable	Regression coefficient	Standard error	β	t-value	Significance level	Tolerance	VIF
Participation satisfaction	Design/atmosphere	0.261	0.062	0.295	4.181	0.000*	0.748	1.337
	Convenience	-0.028	0.054	-0.035	-0.516	0.607	0.823	1.215
	Information availability	0.071	0.050	0.100	1.410	0.160	0.744	1.343
	Festival program	0.103	0.062	-0.119	1.667	0.097	0.731	1.367
	Accessibility	0.264	0.058	0.310	4.540	0.000**	0.802	1.248

R²=0.351, Adjusted-R²=0.332, F value=18.831, P=0.000**

**P<0.01. VIF: Variance inflation factors

a positive (+) influence on festival value at a P < 0.01 level. “Design/atmosphere” exerts an influence of 0.295 (P < 0.01) and “accessibility” of 0.310 (P < 0.01) on festival value. The remaining three variables were confirmed as meaningless, also conclusively leading to partial acceptance of Hypothesis 2 (Table 4).

A simple regression analysis was used to test Hypothesis 3 – “Perceived value of festivals has a positive (+) influence on participation satisfaction” – and the results suggest that the former does hold a positive (+) influence on the latter at a P < 0.01 level. As perceived value has an influence of 0.640 (P < 0.01) on participation satisfaction, Hypothesis 3 cannot be rejected (Table 5).

A simple regression analysis was used to test Hypothesis 4 – “Perceived value of festivals has a positive (+) influence on festival image” – and the results suggest that the former does hold a positive (+) influence on the latter at a P < 0.01 level. As festival value has an influence of 0.424 (P < 0.01) on participation satisfaction, Hypothesis 4 cannot be rejected (Table 6).

A simple regression analysis was used to test Hypothesis 5 – “Participation satisfaction of festivals has a positive (+) influence on festival image” – and the results suggest that the former does hold a positive (+) influence on the latter at a P < 0.01 level. As festival value has an influence of 0.447 (P < 0.01) on participation satisfaction, Hypothesis 5 cannot be rejected (Table 7).

Table 5: Effects of festival value on participation satisfaction

Dependent variable	Independent variable	Regression coefficient	Standard error	β	t-value	Significance level	Tolerance	VIF
Participation satisfaction	Festival value	0.811	0.055	0.640	11.125	0.000**	1.000	1.000

$R^2=0.410$, Adjusted- $R^2=0.407$, F value=123.759, P=0.000**

**P<0.01. VIF: Variance inflation factors

Table 6: Effects of festival value on festival image

Dependent variable	Independent variable	Regression coefficient	standard error	β	t-value	Significance level	Tolerance	VIF
Festival image	Festival value	0.417	0.067	0.424	6.247	0.000**	1.000	1.000

$R^2=0.180$, Adjusted- $R^2=0.175$, F value=39.019, P=0.000**

**P<0.01. VIF: Variance inflation factors

Table 7: Effects of participation satisfaction on festival image

Dependent variable	Independent variable	Regression coefficient	Standard error	β	t-value	Significance level	Tolerance	VIF
Festival image	Participation satisfaction	0.461	0.069	0.447	6.675	0.000**	1.000	1.000

$R^2=0.200$, Adjusted- $R^2=0.196$, F value=44.558, P=0.000**

**P<0.01. VIF: Variance inflation factors

5. CONCLUSION

This study was conducted on the participants of Chuncheon International Mime Festival, Yangpyeong Strawberry Festival, Yeouido Cherry Blossom Festival, and Icheon Ceramics Festival in Korea, aiming to verify a number of questions including how the physical environment of a festival influences the perceived value and participation satisfaction, what effects does the perceived value have on participation satisfaction and festival image, and how the participation satisfaction affects the festival image. By reviewing the existing literature, the study was able to identify both the concepts of the measuring variables and the questions to measure them, which were then analyzed empirically. The results can be summarized as the following.

First, physical environment was derived into five factors of design/atmosphere, convenience, information availability, festival program, and accessibility. Perceived value, participation satisfaction, and festival image were all constructed as single dimensions. Second, according to the empirical analysis on what effects the physical environment of festivals have on perceived value and participation satisfaction, the design/atmosphere and accessibility factors within the physical environment of a festival do have statistically significant effects, while factors of convenience, information availability, and festival program do not exert statistically significant influences. In other words, this result partially supports the results of studies done by Chung (2015) and Kim and Lee (2012). Third, perceived value of festivals was confirmed to have statistically significant effects on participation satisfaction and festival image, which supports the research results by Chung (2010) and Seo et al. (2009). This means that the higher the perceived value of a visitor, the higher the participation satisfaction and attractive image a visitor develops regarding the festival. Fourth, participation satisfaction also has statistically significant impacts on festival image. In other words,

higher participation satisfaction leads to positive (+) influences on festival image.

Regarding these results, the following implications can be suggested.

First, the more positive the festival visitors perceive the physical environmental cues, the higher the perceived value, participation satisfaction, and festival image become. Therefore, it signifies continuous efforts are necessary to improve the physical and service environments such as improving parking lots, securing sanity, providing festival information, and developing experience-oriented programs where families can participate, which are related to the overlooked variables of convenience, information availability, and festival programs. Second, the study confirms the importance of the variables that actually do influence among various physical environmental cues and provides basic material for constructing festival plans. Based on the environmental cues with significant impacts, managers can refer to items to reinforce and improve in detail. Third, local governments can enhance the satisfaction level of visitors at local festivals and experience image improvement by establishing unique and distinctive physical environment.

Besides, although the study originally has to be conducted on visitors who visited all programs during the festival period, it was practically very difficult to do so. In this respect, the researcher attempts to complement the limitations of this study and to conduct further research on analyzing the different demographic characteristics of the festival participants.

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