

The Impact of Lifestyle-congruence on Affective Image, Perceived Value, Satisfaction, and Festival Loyalty

라이프 스타일 일치감이 지역 축제의 정서적이미지, 가치, 만족도, 충성도에 미치는 영향

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출처 (Source)	관광레저연구 31(2) , 2019.2, 173-191(19 pages) Journal of Tourism and Leisure Research 31(2) , 2019.2, 173-191(19 pages)
발행처 (Publisher)	한국관광레저학회 The Korea Academic Society Of Tourism And Leisure
URL	http://www.dbpia.co.kr/journal/articleDetail?nodeId=NODE07627761
APA Style	Jeon, Sangmi, Bae, Mangyou (2019). The Impact of Lifestyle-congruence on Affective Image, Perceived Value, Satisfaction, and Festival Loyalty. 관광레저연구 , 31(2), 173-191
이용정보 (Accessed)	이화여자대학교 203.255.***.68 2020/05/18 04:02 (KST)

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The Impact of Lifestyle-congruence on Affective Image, Perceived Value, Satisfaction, and Festival Loyalty

라이프 스타일 일치감이 지역 축제의 정서적이미지, 가치, 만족도, 충성도에 미치는 영향*

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Abstract

The objective of this study is to empirically examine the impact of lifestyle-congruence with local festival on affective image, perceived value, satisfaction, and loyalty. Survey was conducted on a voluntary basis at the local festival in Korea and 318 responses were utilized for the data analysis. Simple descriptive statistics, confirmatory factor analysis, and SEM were employed to confirm causal relationships among the constructs. The results of this study reveal that lifestyle congruence does have significant impact on affective image of festival, and the perceived value of festival. In addition, affective image of festival and perceived value influenced by lifestyle-congruence has impact on festival satisfaction and loyalty. The results of this study will help festival organizers to understand why lifestyle congruence is important and necessary to induce favorable affective image and perceived value of festival.

주제어 : 라이프스타일일치감(lifestyle-congruence), 정서적이미지(Affective Image), 축제가치(Perceived festival Value), 만족도(Satisfaction), 충성도 (Loyalty)

* 이 논문은 2016학년도 안동대학교 연구비에 의하여 연구되었음.

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I. Introduction

Festivals deliver remarkable benefits to local communities since they considerably impact on the local economy (Getz, 1993; Park, 2018; You, 2016) and strengthen social cohesion within local communities (Rao, 2001). This explains why festivals have been growing rapidly in Korea in terms of quantity and diversity. Local communities have been hosting a variety of festivals to promote local tourism and to boost regional economies (Felsenstein & Fleischer, 2003; You, 2016). Furthermore, McKercher et al. (2006) noted that local festivals increase sustainable tourism by facilitating learning about unique cultural heritages, ethnic backgrounds, and local customs. Felsenstein and Fleischer (2003) addressed that the most obvious reasons for the popularity of the local festival as a tourism promotion tool are that (1) festivals increase the demand for local tourism (Smith & Jenner 1998), and (2) successful festivals can help recreate the image of a place or contribute toward the exposure of a location trying to get on the tourism map (Kotler, Haider, & Rein 1993; Park, 2018).

Due to the explosion of festival, the level of competition among cities wishing to organize festivals to attract latent visitors has become intense. In order to have festival competitiveness, festival organizers should differentiate their festival contents and programs from other local festivals and provide outstanding festival experience. In addition, festival organizers should develop effective marketing strategies that are a great help to lure the potential festival goers.

Marketing researchers addressed that there is a strong link between particular brand consumptions and lifestyle expression (Foxall et al., 1998; Solomon, 2002). Lifestyle is a person's distinctive patterns of living as revealed by activities, interests, and opinions, all of which display differences among individuals (Foxall, et al., 1998; Solomon, 2002). Lifestyle reflects how time and money are spent, as well as the consumer's identity (Zablocki & Kanter, 1976). Consumers see brands as representation of certain lifestyles. Thus, when particular brands satisfy consumers' needs and wants they develop recurrence buying patterns to pursue the lifestyle that they want. In addition, consumers develop positive

feelings of affinity towards them. Therefore, lifestyle-congruence is the degree to which brand consumption supports consumers' unique pattern of living (Nam et al., 2011). If a festival that reflects a visitor's lifestyle likely generates positive affective image, and stronger festival brand satisfaction and loyalty.

Despite of the importance of lifestyle congruence concept to attract potential festival visitors and to improve festival programs that enhance festival experience, this area curiously remains far from fully examined. In addition, many previous studies on local festival examined festival brand value (Oh & Kang, 2011), festival brand image (Lim & Ahn, 2012), festival visitor's behavior intentions (Lee & Park, 2017; Lee & You, 2015). Empirical studies that examine lifestyle-congruence with festival are also limited. In this sense, it is very crucial to examine whether lifestyle congruence about the festival improves affective festival image and perceived festival value, whether the affective festival image and perceived value induce festival satisfaction and loyalty. Therefore, the purpose of this study is to examine the impact of festival visitors' lifestyle-congruence with the local festival on affective festival image, perceived festival value, festival satisfaction, and festival loyalty. It is important to understand how festival visitors feel lifestyle congruence about festival because it can provide valuable marketing insight for establishing effective local festival brand marketing strategies and enhancing competitiveness.

II. Literature Review

1. Lifestyle-congruence

Even though there is no universally accepted definition of lifestyle in the marketing literature, lifestyle is generally known as a person's distinctive patterns of living as revealed by activities, interests, and opinions, all of which display differences among individuals (Foxall, et al., 1998; Solomon, 2002; You, 1998). Solomon(2015) stated that lifestyle stands for beliefs, aspirations, and attitudes and is a critical component of consumers' daily life. Zablocki and Kanter (1976) noted that lifestyle reflects how time and money are spent, as

well as the consumer's identity. When certain brands gratify consumers' needs and wants they develop recurrence buying patterns in order to pursue the particular lifestyle that they want.

Marketing researchers noted that there is a strong link between particular brand consumptions and lifestyle expression (Foxall et al., 1998; Solomon, 2002; Byun & Lee, 2013). Consumers see brands as representation of certain lifestyles. Nam et al. (2011) defined lifestyle-congruence as the degree to which brand consumption supports consumers' unique pattern of living as communicated by their activities, interests, and opinions. In this study, lifestyle-congruence is defined as the degree to which festival experience supports or reflects festival visitors' unique pattern of living.

2. Affective Image

Although a number of tourism studies developed on conceptualizing and measuring image, there are still discrepancies regarding what components constitute the destination image construct. Many studies emphasize solely on its cognitive dimension (e.g., Lee & Xie, 2011; Prayag, 2009) that captures beliefs and knowledge about the physical aspects of a destination. Some other studies have recognized the affective aspect of brand image that involves feelings and emotions attached to a destination (Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal 2007).

Previous research that utilized both cognitive and affective components of destination image has consistently highlighted the critical role of affective image in the evaluation of a destination (e.g., Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal 2007; Sahin & Baloglu 2011). According to the findings of Baloglu and McCleary(1999), a large portion of the variability in the overall image of four international destinations was explained by the affective image component rather than the cognitive image component. In 1980, Russell and Pratt suggested that affective image can be used to explain behavioral responses.

Consumers develop personal attachments toward particular brands because those brands help to maintain a particular lifestyle (Onkvisit & Shaw, 1987). Consumers who identify their lifestyle with a particular brand develop positive feelings of affinity towards them (Orth, McDaniel, Shellhammer, & Lopetcharat,

2004). Therefore, a festival brand's ability to reflect a tourist's lifestyle likely induces the positive affective image of festival. Based on the previous studies, we propose that:

- H1. Lifestyle congruence is positively associated with the affective image of festival.

3. Perceived Value

Perceived value is defined as the feeling consumers have when buying products or services, comparing the input and the output they received (Zeithaml, 1988). According to Al-Sabbahy, Ekinci, and Riley (2004), the measurement of perceived value involves both the acquired object as well as the transaction process. The perceived value of festival reflects the benefits and costs as perceived by visitors in relations to both tangible and intangible festival products such as quality, service, and price (Kotler & Keller, 2006). Sweeney and Soutar (2001) addressed that perceived value can be measured as a multi-dimensional construct, consisting of quality, emotional, price, and social aspects. In the tourism literature, perceived value is often conceptualized as the personal evaluation of the characteristics of travel products such as service quality, price, emotions, and social factors (Petrick, 2004). Thus, visitors' perceived festival value is measured by the gap between the sum of visitors' benefits and the total sacrifices (e.g., expenditures/time/effort) for participating or visiting festival.

Researchers argue that an individual's identification with an organization enhances his/her support for it (Ashforth & Mael, 1989). In 2012, Papista and Dimitriadis addressed that the greater the identification with a particular service product, the more likely the customer is to be content with the products. Thus, festival visitors with enhanced levels of lifestyle congruence are more likely to positively evaluate the value of an exchange relationship with local festival. According to Echnter and Ritchie (1993), visitors' image of festival reflects what they experience, see and feel at the festival. Furthermore, many researchers have been modeled image as an antecedent variable that correlates with perceived value (Kim, et al., 2013; Phillips, et al., 2013). Accordingly, the following

hypotheses are proposed;

- H2. Lifestyle-congruence is positively associated with the perceived value of festival.
- H3. Affective image of local festival is positively associated with the perceived value of festival.

4. Festival Satisfaction

Consumer satisfaction is pivotal to long-term business success. A number of marketing researchers have defined customer satisfaction as an evaluative judgment of the last purchase occasion and based on all encounters with a service provider (Bitner & Hubbert, 1994). Festival satisfaction has been defined as an overall evaluation of festival including programs, enjoyment, facilities, staffs, and so on (Kim, 2011; Kim, 2014; Cho & Seo, 2008). Previous research found the impact of satisfaction on consumers' post consumption evaluations such as behavioral and attitudinal loyalty (Cooil, Keiningham, Aksoy, & Hsu, 2007). In addition, it is broadly accepted that satisfied consumers are less price sensitive, less influenced by competitors' attack and loyal to the firm longer than dissatisfied customers (Dimitriades, 2006).

Lifestyle comprises consumer's shared values, tastes and consumption patterns. Therefore, brands or brand settings is the way to express their lifestyles (Solomon, 2002). The greater the degree that festival affective image fits in a consumer's personal lifestyle, the greater is the consumer satisfaction with the festival brand experience. Chen and Tsai (2007) found that perceived festival value influences tourists' satisfaction after traveling. The perceived value is an important antecedent of satisfaction and has a direct positive relationship with customer satisfaction in the tourism industry. Therefore, the following hypotheses are proposed.

- H4. Affective image is positively associated with the festival satisfaction.
- H5. The perceived value is positively associated with the festival satisfaction.

5. Festival Loyalty

Empirical studies have proved that customer loyalty produces vital outcomes in strategic management, such as maximizing marketing efficiency, positive referrals, and revenue generation (Reichheld, 1993; Reichheld & Sasser, 1990). Oliver(1997) defined loyalty as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behavior" (p. 34). As shown in the above Oliver's definition, loyalty contains two aspects: (1) attitudinal aspects (e.g., favorable feeling), and (2) behavioral aspects (e.g., repeat purchase). According to Chen and Gursoy (2001), loyalty should be seen as "the level of tourist's perception of a destination as a recommendable place" (Chen & Gursoy, 2001, p. 79). In this study, festival loyalty is defined as the tourists' festival preference, intentions to visit, or willingness to recommend a festival (Choi & Oh, 2013; Kim, 2016).

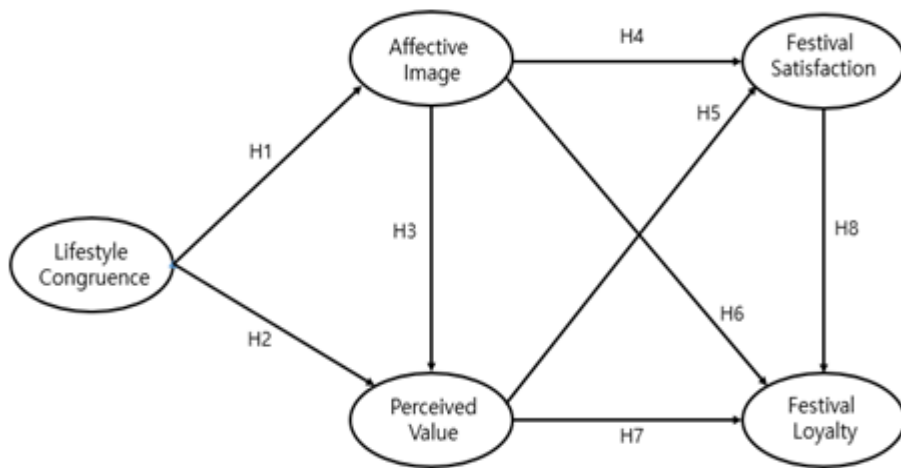
Researchers found that affective image is a critical predictor of intention to recommend a destination to others. In addition, the significance of tourists' affective evaluations of a destination in warranting satisfaction, positive attitudes and word of mouth behavior has been highlighted (Hosany 2012; Hosany & Gilbert 2010). A number of prior empirical research identified perceived value as a major determinant of customer loyalty (Sirdeshmukh et al., 2002; Chang & Wildt, 1994). In addition, satisfaction has factually been identified as the foremost driver of loyalty (Chiou & Shen, 2006, p. 8). Oliver (1999) further postulated that "satisfaction is a necessary step in loyalty formation". In light of the preceding discussion and findings, the following hypotheses are proposed.

- H6. Affective image is positively associated with the festival loyalty.
- H7. Perceived value is positively associated with the festival loyalty.
- H8. Festival satisfaction is positively associated with the festival loyalty.

III. Method

1. Proposed Research Model

Integrating the eight hypotheses proposed in the literature review section, a conceptual model was proposed (Figure 1).



<Figure 1> Proposed Research Model

2. Survey Instrument and Data Collection

The scale items for each construct were adapted from previous research in an effort to remain consistent with existing literature. In order to measure the perceived lifestyle-congruence, this study adapted three items from Nam et al., (2011) and Del Rio et al. (2001). Four items were adapted from Baloglu and McCleary(1999), and Hosany et al. (2007) to measure the affective image of the festival. The perceived value was measured using four items adapted from Oh and Kim (2011), and Baloglu and McCleary (1999). Overall satisfaction with the festival was measured with three items adapted from Lee et al. (2007), and Cho

and Seo (2008). Festival loyalty was measured using three items from Chaudhuri and Holbrook (2001). Initial survey questions were prepared based on five-point Likert-type scale ranging from 1('strongly agree') to 5('strongly agree'). Items for the affective image were measured on a five-point bipolar scale. Then, to assure content validity, two faculty members majoring in tourism and marketing reviewed the initial survey questions. Through this process, some items were modified.

3. Data Collection

During the International Andong Mask Dance Festival in 2016, onsite self-administrated survey was conducted on a voluntary basis to collect data. Festival visitors were randomly selected, asked to fill out survey questionnaires and to return them directly to the survey administrators. Out of the 350 surveys distributed, 332 responses were returned. After the data screening process, 318 responses were remained and used for the data analysis.

4. Data Analysis

Several statistical analysis procedures were employed to achieve the objective of this study. Initial simple descriptive statistics were utilized to profile the characteristics of survey respondents. This study assessed the adequacy of measurements using confirmatory factor analysis(CFA) and tested the hypothesized relationships among study constructs by employing structural equation modeling(SEM). As data analysis tools, SPSS 22 and AMOS 22 were utilized.

5. Sample Characteristics

Of the 318 responses, about 61.3% were females and 38.7% were males. With regards to age, the majority of respondents was aged from 20 to 39(57.9%). Single represented more than half of the respondents(61.9%), while 38.1% were married. Regarding occupation, about 41% of respondents was student, while about 10.7% of them was office worker.

〈Table 1〉 Sample Characteristics

Categories	N	Percent
Gender		
Male	122	38.7%
Female	195	61.3%
Age		
Under 30	184	57.9%
30-39	59	18.6%
40-49	51	16.0%
50-59	17	5.3%
60 or above	7	2.2%
Marital Status		
Single	197	61.9%
Married	121	38.1%
Occupation		
Professional	13	4.1%
Office Worker	34	10.7%
Technician/Manufacturer	9	2.8%
Service Provider	26	8.2%
Students	129	40.6%
Government	27	8.5%
Self-employed	15	4.7%
Housewife	26	8.2%
Others	39	12.2%

IV. Findings

1. Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was conducted to verify the uni-dimensionality of the scales measuring each construct in the proposed model. The results indicate that the measurement model provided a satisfactory fit to the collected data ($\chi^2=263.927$, $df=125$, $p<0.000$, $NFI=.939$, $RFI=.916$, $IFI=.967$, $TLI=.954$, $CFI=.966$, $RMSEA=.059$). The CFI, TLI, and NFI values all exceeded the recommended threshold of 0.9 (Byrne, 1998). According to Kline (2005), the RMSEA ranged from 0.04 to 0.08 indicates a satisfactory model fit.

Table 2 shows the specific measurement variables with their standardized factor loading. All factor loadings were same to or higher than 0.738 and significant at $p < .001$ (with the t -values not shown, ranging from 14.317 to 21.741). The average variance extracted (AVE) of each construct was higher than 0.50 (Table 3), which is the threshold value (Bagozzi & Yi, 1988).

〈Table 2〉 Confirmatory Factor Analysis: Items and Loadings

Construct (Cronbach's α)	Measurement Items	Estimate
Lifestyle Congruence (.893)	This festival reflects my personal lifestyle.	0.770
	This festival is totally in line with my lifestyle.	0.938
	Visiting this festival supports my lifestyle.	0.874
Affective Image (.877)	Arousing – Sleepy	0.738
	Pleasant – Unpleasant	0.828
	Exciting – Gloomy	0.799
	Relaxing – Distressing	0.836
Perceived Value (.894)	Festival experience has satisfied my needs and wants.	0.818
	The experiential value of this festival is good.	0.893
	For the time you spent and the effort involved to visit festival, this festival was worthy.	0.870
	Overall, the value of this festival experience is worthy	0.792
Festival Satisfaction (.898)	I am satisfied with my decision to visit this festival.	0.746
	I feel good about festival visit.	0.899
	Overall I am satisfied with festival visit.	0.850
Festival Loyalty (.886)	I intend to visit this festival again.	0.829
	I will recommend this festival to friends and relatives.	0.870
	I will say positive things about this festival to others.	0.854

Discriminant validity was assessed by comparing AVE values and squared correlations between the constructs as has been recommended in previous research(e.g, Fornell & Larcker 1981). All AVE values exceeded respective squared correlations (R^2), indicating satisfactory discriminant validity(Table 3). The items for each construct were reliable and internally consistent since the composite reliability exceed the recommended threshold of 0.7 (Hair, Black, & Babin, 1998).

〈Table 3〉 Descriptive Statistics and Associated Measures

	(1)	(2)	(3)	(4)	(5)	AVE	CR
(1) Lifestyle Congruence	1.00					0.956	0.985
(2) Affective Image	0.331 (0.110)	1.00				0.905	0.974
(3) Perceived Value	0.556 (0.309)	0.526 (0.227)	1.00			0.961	0.990
(4) Festival Satisfaction	0.493 (0.243)	0.573 (0.224)	0.652 (0.425)	1.00		0.966	0.991
(5) Festival Loyalty	0.476 (0.227)	0.652 (0.425)	0.653 (0.426)	0.836 (0.699)	1.00	0.964	0.988

Notes. Goodness-of-fit statistics $\chi^2=263.927$, $df=125$, $p<0.000$,
NFI=.939, RFI=.916, IFI=.967, TLI=.954, CFI=.966, RMSEA=.059

2. Hypotheses Testing

To test the theoretical hypotheses proposed in the literature review section, structural equation model analysis was conducted. The results of the analysis indicated that the proposed model adequately fit the data ($\chi^2=273.646$, $df=127$, $p<0.01$, NFI=.936, IFI=.965, TLI=.952, CFI=.964 RMSEA=.060).

H1 which proposed a positive relationship between lifestyle congruence about festival and affective image was supported by a positive standardized coefficient of 0.335 ($t=5.352$, $p<0.01$). H2. proposed a positive relationship between lifestyle congruence about festival and perceived value and was supported by a positive standardized coefficient of 0.439 ($t=7.788$, $p<0.05$). H3 (which suggested that affective image positively influence perceived value) was supported by a positive standardized coefficient of 0.379 ($t=6.453$, $p<0.01$). H4 proposed a positive relationship between affective image and festival satisfaction and was supported by a positive standardized coefficient of 0.175 ($t=2.862$, $p<0.01$). H5 which predicted a positive relationship between perceived value and festival satisfaction was supported 0.569 ($t=8.181$, $p<0.01$). H7 which predicted a positive relationship between perceived value and festival loyalty was supported 0.177(t

=2.917, $p < 0.01$). H8 (which suggested that festival satisfaction positively influence festival loyalty) was supported by a positive standardized coefficient of 0.703 ($t = 9.904$, $p < 0.01$). However, H6 proposed a positive relationship between affective image and festival loyalty, and was not supported by a positive standardized coefficient of 0.036 ($t = 0.715$, $p < 0.05$). Table 4 summarized the results of hypothesis testing.

The SEM results provide support for all hypotheses except H6. The next section addresses the results for each hypothesis, provides theoretical interpretations, and presents practical implications.

〈Table 4〉 Summary of Hypotheses Testing Results

Path	Standardized Estimate	t-Value	Hypothesis
H1. Lifestyle Congruence → Affective Image	0.335	5.352	Supported
H2. Lifestyle Congruence → Perceived Value	0.439	7.788	Supported
H3. Affective Image → Perceived Value	0.379	6.453	Supported
H4. Affective Image → Festival Satisfaction	0.175	2.862	Supported
H5. Perceived Value → Festival Satisfaction	0.569	8.181	Supported
H6. Affective Image → Festival Loyalty	0.036	0.715	Not Supported
H7. Perceived Value → Festival Loyalty	0.177	2.917	Supported
H8. Festival Satisfaction → Festival Loyalty	0.703	9.904	Supported
Notes. Goodness-of-fit statistics $\chi^2 = 273.646$, $df = 127$, $p < 0.001$, NFI=.936, IFI=.965, TLI=.952, CFI=.964 RMSEA=.060			

V. Conclusion

This study attempted a comprehensive examination of lifestyle-congruence about a festival by demonstrating its impact on visitors' affective festival image, perceived value, satisfaction, and loyalty. The findings of this study confirmed that lifestyle congruence about festival positively related to affective image of the festival and the perceived value of the festival. If visitors' festival experiences fit well with their lifestyles, festival visitors foster festival

satisfaction and loyalty. The results of this study support the results of Orth, et al.'s study(2004) which festival visitors develop positive feelings of affinity towards festival if festival supports visitors' unique pattern of living. Festival visitors cultivate a positive affective image of the festival. In addition, they recognize that the festival is worth to visit, and eventually develop festival satisfaction and loyalty. The findings of this study support Del Rio et al. (2001)'s findings and conclude that a festival brand's ability to reflect a tourist's lifestyle eventually leads to festival brand loyalty.

Lifestyle is one of the most effective segmentation bases within psychographics segmentation (Lee & Sparks, 2007), and has been utilized by marketing researchers and practitioners. Lee and Sparks (2007) addressed that organizations in travel-related industries should make use of lifestyle data as a market segmentation tool. Thus, festival marketers should segment their potential festival visitors into several different segments based on their lifestyle, and should develop various festival contents and programs that reflect each segments' lifestyle. Consumers buy things that are associated with a particular lifestyle. Therefore, festival marketers should create consumer satisfaction and loyalty with the festival brand by developing a festival brand that matches the identified lifestyle (Foxall et al., 1998; Solomon, 2002). In addition, festival marketing strategies that mirror the lifestyle and value of the target market should be developed to foster festival attachment. Potential festival visitors may visit or spread positive word-of-mouth about festival offering a specific lifestyle message. Due to the persuasive power of social media influencers, recently social media influencers are increasingly being approached by brands/destination management organizations to promote products/destinations. They characterize a new type of independent third party endorser who shape audience attitudes through Instagram, blogs, tweets, and the use of other social media (Freberg, et al., 2011). Thus, festival organizers should consider employing influencer marketing to promote their festival brand.

Festival visitors' lifestyles are not fixed and immutable since they mature through their life cycle. Festival organizers should monitor tourists' lifestyles continuously to understand their needs and develop programs or services to enhance festival offerings and festival loyalty.

Although this study provides theoretical and practical contributions to the field of festival marketing, there are several limitations related to this study that require further investigation. The findings of this study may not be generalizable to all festivals, since survey respondents were limited to the visitors of only one cultural festival. Thus, the results of the study may vary if the survey is conducted in other festivals such as local product festival. Future researchers are advised to evaluate the model in different festival settings. In addition, almost 60 percent of survey respondents were aged under 30. Therefore, the results of this study may not be generalizable to all festival visitors. It would be interesting to confirm the results by sampling from different generational cohorts such as baby boomer festival visitors, Generation Y, and so on.

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2019년 01월 12일 원고 접수

2018년 02월 07일 수정본 접수

2019년 02월 11일 최종 수정본 접수 및 게재확정

3인 익명심사 필