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# **THE THEORY OF PLANNED BEHAVIOR IN THE CONTEXT OF** **WINE FESTIVAL ATTENDEES**

**KEYWORDS: Theory of planned behavior; Event attendees; Motivation; Behavioral intention**

## 1. Introduction

As tourism is one of the fastest growing industries today, events related to the tourism industry are getting more and more important sector (Erfurt & Johnsen, 2003). People have become more interested in events of all kinds and will travel far away to participate in events that they find interesting. According to Getz (1997), these people form their own tourism market segment event-tourism. Event tourism as a market segment consist of those people who travel to attend events, or who can be motivated to attend events while away from home. Events have during the last decades become an important mean for communities and tourist regions to gain advantage and meet a variety of economic, social & environmental goals (Robinson and Getz, 2014). Due to the increased competitiveness among tourist destinations, the pursuits and development of events has become big business (Getz, 2004). Event management and event marketing have emerged over the past decade as a vibrant sector of the tourism industry and has received increasing attention by academic researchers. In addition to commonly targeted topics such as economic impacts, marketing strategies of mega events and festival management (Gnoth & Anwar, 2000; Raltson & Hamilton, 1992), there is a growing stream of research focusing on the motivations of attendees. It has been argued that understanding motivations, or the “internal factors that arouses, directs, and integrates a person’s behavior” (Iso-Aloha 1980, cited in Crompton & Mckay, 1997, p.425) leads to better planning and marketing of festivals and events, and better segmentation of participants. When marketing something mostly intangible like events, one must understand what motivational factors influence individual’s decisions, how attitudes are formed, and how various reference groups affect event attendees’ behavior.

One of the often researched consumer behavior formation model is The Theory of Planned Behavior (TPB) (Ajzen, 1988, 1991), which is an extension of the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975). TPA considers both social (subjective norms) and psychological (attitudes) factors in the consumers’ decision-making process and has been accepted and used to predict individuals’ behavior in hotel section (Buttle & Bok, 1996), destination choice (Lam & Hsu, 2006), and social psychological studies (Corner, Kirk, Cade, & Barret, 2011). These previous studies paid particular attention to the relationship between travelers’ attitude and behavior intentions, which could only predict a person’s “attempt” to perform a particular behavior but not the actual performance of the behavior (March & Woodside, 2005). Few research could be found investigating the influence of travelers’ motivation on their attitudes and behavioral intentions and subsequently their actual behaviors in choosing on international travel destination.

The growing number of academic studies conducted on culinary events, such as food and wine festivals (e.g., Axelsen & Swan; Blichfeldt & Halkier, 2014; Çela, Kowless-Lankford, & Lankford, 2007; Horng, Su, & So, 2013; Mason & Paggiaro, 2012), illustrates the remarkable growth of food and wine festivals offered worldwide. Not surprisingly, food and wine festivals are considered “a world-wide tourism phenomenon” (Park, Reisinger, & Kang, 2008, p.163). Matching this development, numerous destinations today seek to promote their regions by combining food and experiences, and in the process position themselves as food centers to draw the attention of visitors (Robinson & Getz, 2014). In

the process, wine festival marketers are faced with paucity of empirical characteristics and behaviors. This issue needs to be addressed if marketers want to implement more effective strategies to attract target participants. What might have motivated the participants to visit such events has become critical for wine-growing destinations when they attempt to use wine festivals to promote the wineries & regions.

This study seeks to contribute to the literature on event tourism through the lens of the Theory of planned behavior. In doing so, the study seeks to address various knowledge gaps in wine festival research, namely with regard to the wine festival attendees' behavior and motivation. Another knowledge gap identified in the present study related to the limited use of the TPB in the context of food and wine events, with Horng et al. (2013) being among the few researchers contributing to this area in recent time. The present study's main objective is to apply an extended model of the TPB to investigate the travelers' behavior formation process in attending a wine festival. Various positive outcomes could be achieved from this study. First, the findings related to attendee' motivations to attend the wine festival, could provide valuable practical information to event organizers and managers. This information might subsequently help them develop strategies to address attendees' needs & wants. In particular, the identification of specific segments with higher involvement in wine festival visitation and patronage and stronger desire to invest financially, in terms of time or travel mileage could be very valuable to organizers, and ultimately, to attendees. Second, from the theoretical perspective, the adoption of the TPB could help identify factors relevant to attendees' wine festival experience, and thus contribute to the further development of the theory. Finally, the study will examine predictive capacity of intention on actual behavior.

## 2. Theoretical background & hypothesis

### 2.1 Festival attendees' motivation

Festival & events are important motivations of tourism, and figure prominently in the development and marketing plans of most destinations (Getz, 2008). Looking back at recent studies of events and festivals, key issues covered including the impacts of festivals on the local region, visitor cognition of and satisfaction with the festivals. Regarding motivations, Kim et al. (2006) noted that the festival market is increasingly diverse, and it is crucial for festival organizers to understand attendees' motivation in order to develop effective marketing strategies. Yuan et al. (2004) found that visitors have different motivations for attending wine festivals, and wine festivals offer a tool to increase the interest of the younger generation in wine. Park et al. (2008) further identified seven motivations for attendance at wine and food festivals: taste new wine & food, enjoy the event, escape daily routines, meet new people, spend time with family, and meet celebrity chefs and wine experts. Lee, Lee, and Wicks (2004) analyzed motivation factors in a study of market segmentations for festivals, and divided festival visitors into four groups: culture and family seekers, multi-purpose seekers, escape seekers, and event seekers. According to the above studies, attendee motivation, awareness and behavior in relation to festival attendance differ.

### 2.2 Theory of Planned Behavior

Human attitudes and behavior have been attracting growing attentions in the field of social psychology. In terms of predicting behavior, based on attitudes, the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975) addressed that behavior could be predicted by measuring "attitude" and "attitude and subjective norms" could be affect "behavioral intention". Subsequently, TRA was developed into the Theory of

Planned Behavior (TPB, Ajzen, 1991). To combine the concepts of reasoned actions TRA with planned behavior in TPB, Ajzen (1991) contended that Behavioral intention was affected not only by the two factors mentioned in TRA namely Attitude and Subjective norms, but also by individuals' perception of the ease of performing certain behavior that is perceived behavioral control. Moreover, TPB was identified as a socio-psychological theory supported by numerous empirical studies and applied in diverse fields (Bagozzi et al., 2000; Armitage & Conner, 2001; Lam & Hsu, 2004; Cheng et al., 2005; Lam, & Hsu, 2006; Ryu & Jang, 2006; Lautenschlage & Smith, 2007; Sparks, 2007; Cheng, Lam, & Hsu, 2008; Sparks & Pan, 2009).

In tourism and hospitality research, TPB was used to predict tourists' travel intentions to Hong Kong (Lam & Hsu, 2004). It showed that TPB could explain respondents travel intention; attitude; perceived behavioral control and past behavior were found to be correlated with tourists' travel intention. Additionally, for wine tourism Sparks (2007), pointed out that subjective norms & perceived behavioral control affected tourists' travel intention; and television programs and internet were important source of information. The findings were the same as what Sparks & Pan (2009) proposed for Chinese tourists' travel intention. Accordingly, TPB is a theory examined by several empirical researches in hospitality and tourism research. In this study, we utilize TPB to explore wine festival attendees behavior.

### 2.3 Model proposition

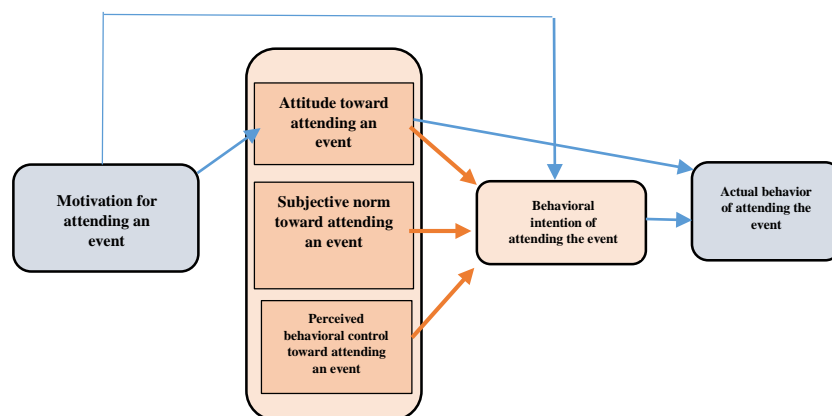


Figure 1. Conceptual framework based on TPB

Although TPB model was adopted by some researchers in hospitality and tourism studies, few have simultaneously examined the nature of the motivation-attitude-behavior relationship and the role of behavioral facilitators. The current study attempts to test the applicability of the TPB with the addition of the motivation and actual behavior in an event context. The conceptual model of this study is illustrated in the above figure. In the lines with the study objectives, the model, in which seven hypotheses are formulated. Motivation contributes to the understanding of the formation and change of attitude (Katz, 1960). Theoretically, motivation is cognitive in nature in that it is an interaction of motives and situation. Attitude, as a theoretical construct, is commonly believed to include three components: cognitive, affective, and conative (Fishbein, 1967). However, when using attitude to predict behavioral intention or actual behavior, researchers tend to view it as a relatively simple unidimensional concept containing only the affective component (Ajzen, 1991). In the present study, we follow the traditional research stream to apply attitude as

an affective construct. According to TPB, an individuals' attitude is determined by behavioral belief, implying that cognitive motivation may influence affective attitude (Ajzen, 1991). Behavioral belief is usually measured (Lam & Hsu 2006) as respondents' belief that the target act will enable them to accomplish certain outcomes. However, attitudinal measurements in TPB are not suitable for representing the motivation component of attitude (Bagozzi, 1986). Most tourist motivation studies measured the construct by asking respondents the reason why they visit a destination or what they would like to do when visiting a destination and is multidimensional by nature. Very few studies have investigated the relationship between travel motivation and attitude (Beard & Ragheb, 1983; Lam & Hsu, 2004, 2006). Hsu et al. (2010) found that motivation has a mediating effect on the relationship between expectation and attitude.

Adding a separate motivational component to the TPB will provide an alternative model that allows an in-depth understanding of travelers' motivation and its influence on the travel behavior formation process. Therefore, the following two hypotheses were proposed:

*Hypothesis 1:* Event attendees' motivation for attending an event has a significant positive effect on their attitude toward attending the event.

*Hypothesis 2:* Event attendees' motivation for attending an event has a significant positive effect on their behavioral intention of attending the event.

Most of the work on destination choice intention (e.g., Lam & Hsu, 2004, 2006; B. Sparks & Pan, 2009) has been conducted based on the TPB model, which proclaims that behavioral intention is a consequence of attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). Although an individual's subjective norm and perceived behavioral control affect the target future behavior, they do so only indirectly through behavioral intention (Ajzen, 1991; Fishbein & Ajzen, 1975). Therefore, the following three hypotheses were proposed:

*Hypothesis 3:* Event attendees' attitude toward attending an event has a significant positive effect on their behavioral intention to attending the event.

*Hypothesis 4:* Event attendees' subjective norm of attending an event has a significant positive effect on their behavioral intention to attending the event.

*Hypothesis 5:* Event attendees' perceived behavioral control of attending an event has a significant positive effect on their behavioral intention to attending the event

Fishbein and Ajzen's (1975) original conceptualization asserts that the effect of attitude on future behavior is completely mediated by intention, and they did not establish the relationship between attitude and actual behavior (Conner & Armitage, 1998). Nevertheless, researchers still discovered that, in addition to an indirect influence through intention, attitude can influence future behavior directly (Bagozzi & Yi, 1989; Bentler & Speckart, 1981; Golob, 2003; Liska, 1984). Thus, the following hypothesis was formed:

*Hypothesis 6:* Event attendees' attitude toward attending an event has a direct effect on their actual behavior of attending the event.

The TPB seems to deal adequately with the relationship among attitude, subjective norm, perceived behavioral control, and intention, but the question of how an intention is implemented in actual behavior has largely been ignored (Gärling, Gillholm, & Gärling, 1998). Similarly, Eagly and Chaiken (1993) criticized the TPB for not clarifying the exact nature of the relation between intention and behavior, although research has explored how intentions may guide the performance of behavior (Gollwitzer, 1993; Heckhausen, 1991; Kuhl, 1985). Some meta-analyses of the TPB indicated that intention and perceived behavioral control only account for 34% of the variation to explain behavior (Godin & Kok, 1996; Sutton, 1998). According to Fishbein and Ajzen (1975), behavioral intention is considered as the immediate determinant and best predictor of behavior among all the antecedents of behavior. The TPB theorized that intention results in behavior when there is

an opportunity to act (Ajzen, 1985). Thus, a construct of actual behavior was added in the proposed model and a hypothesis was proposed:

*Hypothesis 7:* Event attendees' behavioral intention of attending an event has direct effect on their actual behavior of attending the event

### 3. Methodology

The purpose of this study is to learn the motivations of attendees to an event, mainly by using Theory of Planned Behavior as a theoretical framework. In addition, the study seeks to identify the differences between desired behavior and the actual behavior. To gather data from event attendees, a questionnaire is developed. This questionnaire is divided into three sections, one designed to learn about attendees' demographics, the second to measure their motivations to take part in the event, and third to describe the desired behavior and actual behavior. This study primarily concerned with the last two sections, and the other section is beyond the scope of this research and might be addressed in future studies.

In order to measure which motivational factors are most important in attendees' decisions to attend the event, a list of 11 scaled items are developed, where 1=strongly disagree and 5=strongly agree. These items are compiled by consulting various studies on gastronomy/food tourism (e.g., Axelsen & Swan; Blichfeldt & Halkier, 2014; Çela et al., 2007; Hall & Sharples, 2003; Henderson, 2009; Horng, Su & So, 2013; Mason & Paggiaro, 2012; Ottenbacher & Harrington, 2011; Park et al., 2008; Robinson & Getz, 2014). While seemingly limited as compared to other studies focusing on food and wine event attendees (e.g., Horng et al., Mason & Parriago, 2012), this number of scaled items is perceived to be sufficient for the explanatory nature of the study. Using undergraduates and graduate students, a pilot test will be conducted to establish the reliability. Research advisor will be reviewing the draft of the instrument to determine the validity. The final instrument will be developed based on comments and inputs.

The sampling frame consist of event attendees who shows interest in wine festivals. The data use in this study will be collecting in two major wine festivals in California. The event details are illustrated in the below table. It is decided to collect data on the second day of the event, when it will be assured that potential respondents might have already experienced part of the event.

Table 1. Event details

Event	Location	Number of attendees	Duration
California Wine Festival	Santa Barbara	300	July 14-16
34 <sup>th</sup> Annual Wine Festival	Paso Robles	400	May 19-22

To accomplish the research objectives, a two-stage stage procedure will be performed to collect data. Stage 1 aims to collect data on reasons of attending the event (motivation), attitude toward attending the event, groups or individuals whose views might influence respondents' attend to the wine festival (subjective norm), the degree of control over a future attend (perceived behavioral control), likelihood of attending the event in the next year (behavioral intention), and demographic characteristics. In stage 2 data collection, in addition of motivation, subjective norm, and perceived behavioral control, frequency of attend the event in the past 6 months is added to collect information on actual behavior. For stage 1 data collection, respondents will be chosen based on convenience sampling method. Stage2 data collection will be conducted two months after the event. Once collected, the data will be entered into SPSS and edited; this process includes eliminating incomplete/blank answers. Structural equation modeling (SEM) will be used to examine the relationship between attitude, subjective norms, perceived behavioral control and

behavioral intention of attending an event. Previous research found that SEM was a superior statistical technique to others when testing the application of a proposed theoretical model with data from a sample (Kline, 1998).

Using Theory of Planned Behavior as the theoretical framework, this study will identify the gaps in the literature and proposed an extended model to be tested in an emerging market. In this regard, this study makes significant academic and practical contributions in many aspects. Results of this study will demonstrate the utility of TPB model as a conceptual framework in analyzing the behavior of attending an event among potential attendees. Adding a separate motivation component to the TPB will provide an alternative model that allows an in-depth understanding of attendees' motivation of attending an event and its influence on the event attendees' behavior formation model.

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## Appendix A – Survey Questionnaire

All of the following items will be measured using the 7-point Likert scale, ranging from *strongly agree* (7) to *strongly disagree* (1).

### Motivation factors

#### *Attitude toward attending an event*

MOT1: Wine festivals such as this can make a substantial contribution locally, including in helping build a sense of community by bringing together local wine procedures/residents/visitors

MOT2: I have a strong interest in attending wine festivals such as this

MOT3: The availability of wine festivals such as this is very important to me (e.g., it can be significantly enhance my overall leisure experience)

MOT4: I attend wine festivals to learn about wine in general

MOT5: I like attending wine festivals because they provide opportunities to socialize/meet people

#### *Subjective norm toward attending an event*

MOT6: Typically, I attend wine festivals to accompany someone else

MOT7: When I attend wine festivals such as this, I persuade other individuals to accompany me (e.g., wife/husband, partner, relatives)

MOT8: When I attend wine festivals such as this, I do so because, other individuals persuade me (e.g., wife/husband, partner, relatives)

#### *Perceived behavioral control toward attending an event*

MOT9: When it comes to attending wine festivals such as this, I do not mind investing my time to do so (e.g., spend hours at these events)

MOT10: When it comes to attending wine festivals such as this, I am prepared to must financially to do so (e.g., to pay for food/drink, travel expenses, etc.)

MOT11: When it comes to attending wine festivals such this, I am prepared to travel (e.g., drive one hour or more)

### Behavioral intention

BI1: How likely are you going to return to this wine festival next year?

BI2: How likely are you going to recommend this wine festival to your family members and friends?

## Profile of survey participants

Questions	Response options
<b>Age</b>	<ul style="list-style-type: none"> <li>• 18 or younger</li> <li>• 18 – 29</li> <li>• 30 – 39</li> <li>• 40 – 49</li> <li>• 50 – 59</li> <li>• 60 or older</li> </ul>
<b>Marital status</b>	<ul style="list-style-type: none"> <li>• Never been married</li> <li>• Married</li> <li>• Divorced</li> <li>• Widowed</li> <li>• Other</li> </ul>
<b>Occupation</b>	<ul style="list-style-type: none"> <li>• Employed for wages</li> <li>• Self-employed</li> <li>• Out of work and looking for work</li> <li>• A homemaker</li> <li>• A student</li> <li>• Retired</li> <li>• Unable to work</li> </ul>
<b>Personal monthly income</b>	<ul style="list-style-type: none"> <li>• Less than \$1,000</li> <li>• \$1,001 - \$3,000</li> <li>• \$3,001 - \$5,000</li> <li>• \$5,001 - \$7,000</li> <li>• More than \$7,000</li> <li>• No income</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Middle school and below</li> <li>• High school and professional high school</li> <li>• 2-3 year college</li> <li>• 4 year university</li> <li>• Postgraduate or above</li> </ul>
<b>Frequency of attendance at this wine festival</b>	<ul style="list-style-type: none"> <li>• This is the first time</li> <li>• 2-5 times</li> <li>• More than 6 times</li> </ul>
<b>Frequency of attendance in general</b>	<ul style="list-style-type: none"> <li>• None</li> <li>• 1-2 events</li> <li>• More than 3 events</li> </ul>
<b>Number of people in each visiting party</b>	<ul style="list-style-type: none"> <li>• Only myself</li> <li>• One other person</li> <li>• 3 or more people</li> </ul>
<b>Distance respondents traveled to the event</b>	<ul style="list-style-type: none"> <li>• 10 miles or less</li> <li>• 11-20 miles</li> <li>• 21+ miles</li> </ul>