

Research on the Impact of Experience on Participation in Value Co-creation Based on SPSS and AMOS Software --Use relationship quality as an intermediary

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Abstract: Based on the value co-creation theory and structural model, this study explores the influence of festival experience on tourists' participation in value co-creation and the mediating effect of relationship quality with the help of SPSS and AMOS software. The research results show that: (1) Festival experience has a significant positive impact on tourists' willingness to participate in value co-creation, among which cognitive input and physical participation play a more important role; (2) Relationship quality has a significant impact on value co-creation. Positive influence, among which trust plays a more important role; (3) Relationship quality has an intermediary effect between the experience of festival and the desire for value co-creation. This research refines the impact path of experience on value co-creation, and provides corresponding management enlightenment for festival organizers.

Keywords: Festival experience; value co-creation; relationship quality; management enlightenment

1. Introduction

Sustainable development is an important goal of the tourism industry, but the tourism industry is obviously affected by seasonality. Due to the flexible time of festival tourism, it is less affected by seasonality and brings continuous passenger flow to tourist destinations. Festival tourism is a special product that emphasizes "experience", with the core of creating or guiding a unique consumer experience ^[1]. Therefore, providing tourists with a satisfactory experience is the key to the sustainable development of festival tourism products ^[2].

Value co-creation theory helps to understand the process of value construction and value-added in services ^[3]. The participation of tourists in value co-creation is an important impetus for the sustainable development of festival tourism. However, tourists are not naturally willing to participate in value co-creation. Therefore, this study explores the impact of experience on tourists' participation in value co-creation, and introduces relationship quality into the model.

2. Literature Review AND RESEARCH HYPOTHESIS

2.1 Festival experience and value co-creation

Festival experience is the subjective feelings and reactions of visitors during festival activities. The value of co-creation is that tourists are willing to actively cooperate with the festival event organizer ^[4]. In the current research on festival value, Werner and others believe that the co-creation of festival value is a social and cultural experience influenced by personal attitudes and values ^[5]. Szmigin and others believe that the authenticity of the social space constructed in the festival is an important perceived value. This shows that experience is the prerequisite for the co-creation of festival value ^[6]. The analysis and measurement of festival experience are measured from four dimensions ^[7]. Assume as follows:

H1 (a, b, c, d): Festival experience positively affects tourists' participation in value co-creation. (a: Emotional investment; b: Cognitive investment; c: Body participation; d: Novelty experience)

2.2 Festival experience and relationship quality

Relationship quality is an important concept in relationship marketing, which refers to the degree of satisfaction and trust between customers and the company and its employees ^[8]. Take satisfaction and trust as the two dimensions of relationship quality ^[9]. Scholars such as Fomell put forward that customer experience is the most important factor affecting the quality of customer relationships ^[10]. Tourist satisfaction is the experiential evaluation obtained by tourists ^[11]. Tourist trust is the emotional tendency established by tourists to the authenticity and reliability of the quality of products and services in tourist destinations. Tourists have a good experience of the festival, and the more they trust the organizer of the festival. Assume as follows:

H2 (a, b, c, d.): Festival experience positively affects satisfaction. (a: Emotional investment; b: Cognitive investment; c: Body participation; d: Novelty experience)

H3 (a, b, c, d.): Festival experience positively affects trust. (a: Emotional investment; b: Cognitive investment; c: Body participation; d: Novelty experience)

2.3 Relationship quality and value co-creation

Relationship quality is not only emotional, but also result-oriented. Fourinier S empirically demonstrates that high-level relationship quality has a positive impact on consumer value co-creation behavior ^[12]. Keller's research proves that a high level of relationship quality helps companies effectively strengthen customer repeat purchase behaviors and attitudes ^[13]. Also in the field of tourism, a high level of relationship quality promotes tourists to show positive behavioral intentions towards tourist destinations ^[14]. Assume as follows:

H4 (a, b): Relationship quality positively affects value co-creation. (a: Satisfaction; b: Trust)

3. Research Process

3.1 Questionnaire design and collection

This research questionnaire consists of four parts. The first three parts are the festival experience, relationship quality, and value co-creation scale. The fourth part is demographics. Take festival events in theme parks as the starting point, and take Chengdu Happy Valley as an example. The questionnaire was released through the online platform, and a total of 220 survey questionnaires were received, of which 201 were valid questionnaires, and the questionnaire validity rate was 91.4%.

3.2 Data analysis

3.2.1 Reliability, validity and factor analysis

In this study, SPSS 26.0 software was used to test the reliability and validity of the research data. The overall reliability of the questionnaire is 0.851, and the alpha coefficient of each variable item exceeds the recommended standard of 0.7 (Table 1). indicating that the scale of this study has good internal consistency. Then test the convergent validity and discriminative validity of the scale. There are many related variables in this study. The item factor load of the dimension is greater than 0.6, the AVE is greater than 0.4, and the combined reliability CR is greater than 0.6, which is also acceptable [15], and the convergence validity reaches the required level. And it can be seen from Table 2 that the root-mean-square AVE value of each variable is greater than the correlation coefficient between the variable and other variables, and this study has good discriminative validity.

Table 1 Factor Analysis Results (n=201)

Factor	α	CR	AVE
EE	0.788	0.789	0.556
CI	0.762	0.767	0.526
BP	0.765	0.769	0.526
NE	0.747	0.741	0.489
SA	0.738	0.776	0.541
TR	0.743	0.776	0.540
VC	0.742	0.753	0.435

3.2.2 Model testing and hypothesis testing

In this study, AMOS software was used to test multiple fitting indexes to avoid the absoluteness of the result of a single index. $X^2/df=1.23$, $RMSEA=0.044$, $TCI=0.917$, $CFI=0.93$, $IFI=0.934$, the indicators all reach the ideal level, indicating that the model fits well. Based on the above analysis, the hypothesis of this research is tested. Suppose the path coefficients of H1a, H1b, H1c, H1d, H2a, H2b, H2c, H2d, H3a, H3b, H3c, H3d, H4a, H4b are 0.195*, 0.316**, 0.348**, 0.291**, 0.422**, 0.227*, 0.392**, 0.336**, 0.246**, 0.328**, 0.436**, 0.299**, 0.315**, 0.487** (* means $p<0.05$, ** means $p<0.01$). It can be seen from this. All hypotheses are supported by data testing.

Table 2 Differential validity

	EE	CI	BP	NE	SA	TR	VC
EE	0.746						
CI	0.162*	0.725					
BP	0.197**	0.315**	0.725				
NE	0.295**	0.218**	0.239**	0.699			
SA	0.387**	0.220**	0.405**	0.320**	0.736		
TR	0.225**	0.316**	0.455**	0.283**	0.390**	0.735	
VC	0.188**	0.321**	0.398**	0.292**	0.332**	0.515**	0.66

Note: * means $p < 0.05$, ** means $p < 0.01$.

3.2.3 Intermediary effect test

According to Table 3, the confidence interval of the indirect effect test does not contain zero, and the intermediary effect exists; after the intermediary is added, the confidence interval of the direct effect still does not contain zero, so the quality of the intermediary variable relationship plays a part of the intermediary role.

Table 3 Mediation model test

		coeff	SE	T	95% confidence interval		R ²	F
					LLC I	ULCI		
Relations hip quality	constant	0.90	0.33	2.75**	0.26	1.54	0.36	111.72**
	Festival experience	0.78	0.07	10.57**	0.64	0.93		
value co-creation	constant	0.97	0.40	2.42*	0.18	1.76	0.29	40.84**
	Festival experience	0.35	0.11	3.14**	0.13	0.57		
	Relationshi p quality	0.42	0.09	4.90**	0.25	0.59		

Note: * means $p < 0.05$, ** means $p < 0.01$.

4. Conclusion and discussion

4.1 Conclusion

The results of this study are as follows: (1) Festival experience can significantly affect tourists' willingness to participate in value co-creation. Among them, the impact of cognitive investment and Body participation is more significant. This means that the more tourists think about festivals and the higher the degree of participation, the more likely it is for tourists to share their values and creativity. (2) It was verified that the quality of the relationship significantly affects the willingness to participate in value co-creation, in which trust has a stronger influence than satisfaction. And it proves that the relationship quality also has a partial mediating effect between the festival experience and the value co-creation desire. (3) It is verified that the experience of festivals positively affects the quality of the relationship, in which emotional input and novel experience have a more significant impact on satisfaction, and cognitive input and Body participation have a more significant impact on trust. This conclusion shows the relationship between festival experience and relationship quality in more detail. At the same time, this conclusion can be used as a supplementary argument for the first two conclusions of this research, forming a complete chain, which reflects the correctness of the research model and the logical rigor.

4.2 Recommendations

(1) Enhance the cultural connotation of festival events. Festival organizers need to deepen the exploration of the connotation of festival activities, maintain the novelty and originality of the theme, and improve the experience level of tourists. (2) Pay attention to the participation of tourists. The festival organizer should promote the participation and interaction of tourists, create opportunities for host and guest exchanges, and increase the enthusiasm of tourists for participation. (3) Cultivate a good host-object relationship. Festival organizers should pay more attention to the cultivation and maintenance of the host-guest relationship, such as providing distinctive services, improving the attitude of service personnel, ensuring service quality, establishing brand image, etc., to establish a positive relationship with tourists.

4.3 Limitations and prospects

(1) This research only involves one type of theme activity. To a certain extent, it affects the universality of the conclusion. (2) This study did not explore the differences in willingness to participate in value co-creation among tourists with different personality characteristics. (3) This study only cuts in from the perspective of tourists, without considering the intervention of other groups. Future research can consider the participation of multiple parties and increase the adjustment variables to ensure the completeness of the research.

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