The Influence of Tourism Festival Image on Tourists’ Word-of-Mouth Recommendation Intention Based on S-O-R Theory

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Abstract. Combined with the “cognition-emotion” theory, this paper divides the tourism festival image into the cognitive image and emotional image of tourism festival. Based on S-O-R, this paper discusses the relationship between the cognitive image of the tourism festival, the emotional image of tourism festival, the perceived value and the WOM recommendation intention. A questionnaire survey was conducted among tourists in Water Release Festival in Dujiangyan. The structural equation model was used for empirical analysis. The results show that: the cognitive image of tourism festival cannot directly affect tourists’ WOM recommendation intention, which needs to be influenced by the emotional image and the perceived value of the tourism festival. The emotional image of tourism festivals not only directly affects the willingness of tourists to recommend, but also indirectly through the perception of value. In addition, perceived value is the key to drive WOM recommendation of tourists.

Introduction
Festival is one of the fastest growing leisure tourism products in the world. [1] In the large-scale festival activities of tourist destination, the tourism festival image influences destination image. [2] If tourists form a positive destination image, they will improve their perceived value, which will promote positive word-of-mouth (WOM) and sustainable development of tourism destinations. [3] WOM recommendation, as the most important way to reduce tourists perceived risk, has a positive and significant influence on tourists’ decision-making behavior. [4] Tourism festival image as a key predictive variable to drive tourists’ behavior after traveling, has focused on revisiting intention, but neglected the impact of on tourists’ WOM recommendation intention. [5] What’s more, the festival attributes may affect the perceived value of the consumers. [6] The perceived value is also a key variable to drive tourists’ WOM recommendation. This paper will use structural equation model to study the relationship between the prediction variables.

Literature Review

The Cognitive Image and Emotional Image of the Tourism Festival
Based on the theory of “cognition-emotion”, the individual will form the corresponding emotion only after recognizing what is happening. Qiu has confirmed that the cognitive image of tourism festival has a significant positive and direct influence on the emotional image of tourism festival. [7] Zhu confirmed the rationality of emotional image was driven by the cognitive image of cartoon festival. [8] Hence:
H1: The cognitive image of tourism festival has a significant positive impact on the emotional image of tourism festival.
Tourism Festival Image and Perceived Value

The perceived value is less in the field of festival tourism. Fu shows that the change of any attribute of cultural heritage festival based on community will affect the perceived value of festival tourists from the perspective of festival experience. [6] Zhu investigated 425 festival tourists, which showed that cognitive and emotional image of tourism festival have a positive and significant influence on the perceived value. [9] Hence:

H2a: The cognitive image of tourism festival has a significant positive impact on the perceived value of tourists in Dujiangyan Water Release Festival.
H2b: The emotional image of tourism festival has a significant positive impact on the perceived value of tourists in Dujiangyan Water Release Festival.

Tourism Festival Image and WOM Recommendation Intention

Many studies have shown that destination images have a significant positive impact on tourists’ WOM recommendation intention. Stylidis thinks that the cognitive and emotional image of the destination directly affects the tourists’ WOM recommendation intention. [10] Zhang found that emotional image plays a decisive role in tourists’ willingness to recommend. Besides, cognitive image can affect the willingness to recommend through emotional image. [11] Hence:

H3a: The cognitive image of tourism festival has a significant positive impact on tourists’ WOM recommendation intention in Dujiangyan Water Release Festival.
H3b: The emotional image of tourism festival has a significant positive impact on tourists’ WOM recommendation intention in Dujiangyan Water Release Festival.

Perceived Value and WOM Recommendation Intention

Molinari shows that the perceived value of users has a positive impact on the positive WOM recommendation intention. [12] Liu investigated 355 tourists who visited Xiamen and showed that the higher perceived value of tourists, the more willing they were to share. [13] Wang takes 16 scenic spots above 3A in Liaoning Province, argue that the higher perceived value of tourists, the more willing to praise and recommend the scenic spot. [14] Hence:

H4: The perceived value of tourist has a significant positive impact on tourists’ WOM recommendation intention in Dujiangyan Water Release Festival.

Empirical Analysis

Data Collection

Before the formal investigation, this study conducted a pre-survey in Dujiangyan. According to the results of factor analysis, the KMO and Cronbach’s α were greater than 0.8, which indicates that the reliability and validity of the questionnaire are good. 250 questionnaires were finally sent out in Beimen, Dujiangyan in April. The tourists filled out the 5-point Likert questionnaire.

Reliability and Validity

As can be seen from Table 1, the sample data has a high level of reliability and validity.
Table 1. Reliability and Validity.

| Variable *       | Measurement standard                                                                 | Factor Load | Cronbach’s α | CR  | AVE  |
|------------------|---------------------------------------------------------------------------------------|-------------|--------------|-----|------|
| CIOTF            | Dujiangyan Water Release Festival’s visitors participate in a variety of activities  | 0.694       |              |     |      |
|                  | Dujiangyan Water Release Festival has good environmental hygiene                     | 0.696       | 0.792        | 0.750 | 0.500 |
|                  | Dujiangyan Water Release Festival’s tourism service quality is good                   | 0.729       |              |     |      |
|                  | I am participating in the Dujiangyan Water Release Festival, an exciting journey.    | 0.758       |              |     |      |
| EIOTF            | I am participating in the Dujiangyan Water Release Festival, which is a pleasant journey. | 0.812       | 0.893        | 0.831 | 0.621 |
|                  | I am participating in the Dujiangyan Water Release Festival, a relaxing trip.         | 0.794       |              |     |      |
|                  | The venue is meticulously arranged and has a festive atmosphere.                     | 0.750       |              |     |      |
|                  | Colorful performances                                                                | 0.781       |              |     |      |
| PV               | Unique city view                                                                     | 0.756       | 0.887        | 0.885 | 0.563 |
|                  | Easy to visit, stay, eat, and shop                                                   | 0.708       |              |     |      |
|                  | Reasonable consumer price                                                             | 0.708       |              |     |      |
|                  | Staff friendly                                                                       | 0.794       |              |     |      |
|                  | I will positively evaluate the Dujiangyan Water Release Festival to others.           | 0.880       |              |     |      |
| WOMR             | I will actively recommend the Dujiangyan Water Release Festival to people I know.    | 0.871       | 0.958        | 0.906 | 0.763 |
|                  | I will encourage people from around to participate in the Dujiangyan Water Release Festival. | 0.869       |              |     |      |

Note: *CIOTF(Cognitive image of tourism festival), EIOTF(Emotional image of tourism festival), PV(Perceived value), WOMR(WOM recommendation).

Model Fit Analysis

This study uses AMOS 21.0, for confirmatory factor analysis to test the overall fitness of the
model. The four-factor model is the conceptual model proposed in this paper. Among them, MIN/DF = 2.873 (standard:<3), GFI = 0.903(standard:>0.9), CFI = 0.939(standard:>0.9), NFI = 0.910(standard:>0.9), RMR = 0.020(standard:<0.08), RESEA = 0.086(standard:<0.08), TLI = 0.923(standard:>0.9), PCFI = 0.751(standard:>0.5), PNFI = 0.728(standard:>0.5).

Hypothesis Testing

The model hypothesis was tested by AMOS 21.0, and the results are shown in Table 2.

| Hypothesis | Standardized coefficient | Standard error | T     | P   | Conclusion |
|------------|--------------------------|----------------|-------|-----|------------|
| H1         | 0.815                    | 0.091          | 9.004 | *** | supported  |
| H2a        | 0.483                    | 0.103          | 4.683 | *** | supported  |
| H2b        | 0.342                    | 0.089          | 3.824 | *** | supported  |
| H3a        | 0.058                    | 0.125          | 0.462 | 0.644 | not supported |
| H3b        | 0.302                    | 0.098          | 3.086 | 0.002 | supported  |
| H4         | 0.767                    | 0.140          | 5.475 | *** | supported  |

Limitations and Further Research

Due to the research case of Water Release Festival in Dujiangyan, other types of tourism festivals have not been involved, and the external validity of the investigation conclusion may be limited to some extent. The future research should extend the scope and time of the study, increase the comparative study of different types of tourism festivals, reduce the possibility of sample deviation, and further verify the universality of the research conclusion.

Conclusions

The positive WOM recommendation of tourists is regarded as a low-cost marketing method. The destination festival marketing should focus on the interests of the festival tourists and improve the perceived quality and experience value, improve the cognitive evaluation and emotional attachment of the festival tourists to the core tourism products, try to stimulate the positive evaluation of the tourists and the willingness to consume. At the same time, attach importance to the image of tourism festivals as a positive driving force for the WOM recommendation. Besides, the festival planning and management should pay attention to the emotional dynamics of the tourists in the course of the tourism experience, minimize the negative feelings of the tourists, and consciously stimulate the positive emotion of the tourists in the experience.

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