

實踐大學 ☐ 日間部 ☐ 進修部			113 學年度 第 1 學期 資格考試試題紙	共 2 頁 第 1 頁
考 試 科 目	系 班 級	學生人數	備 註	
研究方法	博士班	4	☒ 1.直接作答 ☐ 2.附答案紙 ☐ 張	

*學生可否攜帶計算機、書籍、筆記或其他資料作答，請在備註欄註明【如未註明，一律不准攜帶】

考生姓名：

113 學年度第 1 學期資格考試相關事宜

於 **113 年 12 月 15 日(週日)**提供考題，以遠端電子形式舉行考試。

考試形式：

一、考試時間共計為 10 日，考卷繳交時間為 **113 年 12 月 24 日 (週二) 23:59 止**。

二、繳卷電子檔，規定如下：

檔案型態: PDF

檔案名稱: 113-1 資格考(研究方法)_姓名

第一部分：質性研究之基本功（建議用 ChatGPT 進行優化你的回應）

- 請依據 Eisenhardt (1989) 與 Dyer & Willkins (1991) 兩篇各自發表在 Academy of Management Review 的文章，比較這兩篇對於「個案研究」之不同觀點為何，並藉此「編表」及「論述」質性這兩種個案研究之不同走向與價值(5%)。並提出你預計採取那一種風格。
- 請「編表」並「說明」 「研究個案、受訪者、分析單位」這三者的差異(5%)（請完成後，再用 ChatGPT 進行優化）？
- 請說明關於質化研究方法論中，方法概念名詞之說明(5%，擇二即可；請完成後，再用 ChatGPT 進行優化)
 - 三角驗證 (Triangulation)
 - 理論飽和 (theoretical saturation)
 - 理論性抽樣 (Theoretical Sampling)

第二部分：質性研究之應用

- 當你準備投稿了，撰寫一篇質化(定性)研究的論文時，你的論文架構與每一個章節的重點是什麼？
(提示：撰寫一篇質性研究文章的格式與內容。例如：第一章、緒論。主要說明研究動機與問題形式的研究問題。第二章、文獻探討的架構與其重點…依此類推說明之)。(5%)

(1) 請先用「關鍵詞」呈現各章節的重點。(5%)

(2) 再用將重點寫成文章(5%) (請用 ChatGPT 進行優化)。

2. 請下載這篇生態系統文章，並閱讀此文章後，利用 Litmaps 軟體提出此文所引用的五篇文章，以及 2022 年後其他人曾引用此文章的五篇文章，來列出你進一步要閱讀的文獻清單(請附 Litmaps 圖)，並請說明挑選這 10 篇文章的原因 (20%)

Daymond, J., Knight, E., Rumyantseva, M., & Maguire, S. (2023). Managing ecosystem emergence and evolution: Strategies for ecosystem architects. *Strategic Management Journal*, 44(4), O1-O27

3. 請挑選一篇所閱讀過的質性研究文章為例(可依選課程大綱所列的文獻)論述下列的 4 個問題。(15%)

(1) 這篇文章的「研究問題」是什麼(請指出是以哪一篇文章為例)?

(2) 敬請指該文章的「資料分析表」，並簡單說明該案例「資料分析」的過程?

(3) 簡單說明作者在這篇文章中，主要的研究發現與論述，同時請你評論這樣的研究發現確實能回答第(1)題的「研究問題」嗎?

(4) 簡單說明這篇文章主要的理論貢獻(Theoretical implication)與實務貢獻(Practical implication)?

(5) 將您目前預計要進行的研究構想，試著據此架構簡單說明一下「研究問題」、與可能的「研究發現」?

第三部分：請利用所附論文回答下列問題：(40%)

1. 說明 Place Attachment 的觀念性定義(conceptual definition)及操作性定義(operational definition)。為何需要這兩類定義?
2. Place Attachment 中介與 Gender 調節兩個效果指的是甚麼?
3. 說明模各個構念收斂效度(convergent validity)與區別效度(discriminant validity)的門檻。所謂<具有收斂效度與區別效度>的意義為何?
4. 說明取樣(樣本產生)的合理性。

注意：

本科考試分為筆試與口試兩階段，鑑於現有 AI 的使用頻繁，筆試難以判別考生個人能力，因此將由口試當天確認考生的知識水平，若口試無法及格者，將不認列本科筆試分數。

The Mediating Role of Place Attachment in Experience and Word of Mouth: The Case of Music and Film Festivals

Lova Rajaobelina, Pascale Dusseault, Line Ricard

Introduction

The events sector is an influential constituent of the economy. Indeed, Regroupement des événements majeurs internationaux (REMI 2016) estimates the economic impact of its members' activities to be in excess of \$350 million. Festivals figure among these activities, which are often non-natural, event-centric, cultural or leisure in character. Since event-related experience constitutes the leading value for consumers, festivals are promising places for the implementation of experiential strategies (Manthiou et al. 2014).

The personalization of experience, together with the use of technology, interactivity and immersion in experiential environments, ranks among current trends in arts and culture (Collin-Lachaud and Passebois 2008) as well as in the festival sector (Brassard 2014). As a result of competition, functional benefits such as product quality and special offers are no longer enough to satisfy consumer needs (Meyer and Schwager 2007; Shobeiri et al. 2014). Accordingly, organizations are increasingly turning to experience quality and implementation, the object being to provide benefits of a hedonic nature while building affective relations with customers (Mathiou et al. 2014; Shobeiri et al. 2014; Turi and Brunet 2009). Experiential marketing, which centres on "consumer experiences treating consumption as a holistic experience, recognizing both the rational and emotional drivers of consumption, and using eclectic methodologies" (Schmitt 1999a, 59-60), is therefore relevant in a similar context (Carù and Cova 2006). In the arts sector, Colbert (2003)

speaks of consumers seeking stimulating, fun-filled, irresistible experiences to escape their daily routine. Cetin and Dincer (2014) demonstrate, in a tourism sector study, that the experiential approach exerts an impact on loyalty and word of mouth, two key notions in marketing.

In parallel, place attachment, a concept that is often neglected in marketing, gained in interest towards the end of the first decade of the 21st century (e.g., Johnstone and Conroy 2008; Rosenbaum et al. 2007). Johnstone and Conroy (2008) make reference to an affective bond linking one or more individuals to a particular place (Hidalgo and Hernández 2001). The literature on the subject bears witness to the impact of this bond on customers' propensity to recommend a given place (McLeod and Busser 2012; Semrad and Rivera 2016), as well as on customer loyalty, two concepts that represent important challenges for businesses active in arts and culture management (Bussell and Forbes 2006).

The literature on antecedents of place attachment has focused mainly on the sociodemographic characteristics of individuals (e.g., Williams et al. 1992), frequency of visits (e.g., Williams and Vaske 2003) and place-related satisfaction (Lee et al. 2012). However, while emotions remain central to the concept (Low and Altman 1992), few studies have broached the topic from an experiential perspective (e.g., Johnstone and Conroy 2008; Loureiro 2014).

The object of this study is therefore to examine the mediating role of place attachment on experience and word of mouth in the music and film festival sector. Our findings are unique in

Lova Rajaobelina

(PhD) is a professor of marketing in the School of Management Sciences, Université du Québec à Montréal. His research interests centre on customer experience and service marketing.

Pascale Dusseault

(MSc) is a marketing assistant at BBF Promotions et Événements. Her research interests centre on experiential and leisure sector marketing.

Line Ricard

(PhD) is RBC co-chair of Financial Services Management and a professor of marketing in the School of Management Sciences, Université du Québec à Montréal. She specializes in the financial and tourism sectors.

the place attachment literature since no previous study has investigated the mediating effect of place attachment on experience and word of mouth in an experiential environment. Additionally, of the precious few arts and culture studies that consider the notion of place attachment, only two focus on festivals and neither of these regards experience as an antecedent of place attachment. Lee et al. (2012) explore satisfaction as an antecedent of place attachment. Davis (2016) focuses on the physical festival environment in a qualitative study but does not consider place identity to be a dimension of attachment.

In the sections that follow, we present our literature review and our research hypotheses. We detail the notions of place attachment, customer experience, and word of mouth and the links among these constructs. We then present our methodology and our findings. In our discussion section we outline the theoretical and managerial implications of our findings. Lastly, we describe the study's limitations and avenues for further research.

Literature Review and Conceptual Framework

Place Attachment

Place attachment is a multidimensional concept involving the interaction of emotions, knowledge and behaviour with respect to a given place (Rollero and De Piccoli 2010). These provide for the development, sometimes unconsciously, of behavioural, affective and cognitive attachments by individuals to their socio-physical environment (Brown and Perkins 1992). The concept of place attachment comprises two dimensions broadly employed and validated by studies in the leisure sector, namely place dependence and place identity (Kyle et al. 2004; Williams and Vaske 2003).

Place Dependence

Place dependence refers to the capacity of a place to fulfil the needs of individuals in their pursuit of activities, experiences or specific objectives (Kyle et al. 2004; Williams and Vaske 2003). The strength of the bond of dependence relates to a functional assessment of the benefits and consequences of a given place compared with other, similar, places (Brocato et al. 2015). That said, the less substitutable a place is for an individual, the greater the degree of dependence and the stronger the bond of attachment (Williams et al. 1992).

Place Identity

Place identity manifests in the form of an emotional, symbolic or identity-related attachment to a given place (Williams and Vaske 2003). For individuals, attachment to a place in terms of congruent image and values helps them define themselves, enhances the stability and coherence of their perception of self, fulfils a role as an extension of self and substantiates their identity (Brocato et al. 2015; Low and Altman 1992).

Experience

Creation of a holistic experience constitutes the core objective of experiential marketing (Schmitt 1999b). Consumer experiences and company perception are formed through interaction across all of a company's touchpoints before, during and after the act of purchase or consumption (Lemke et al. 2011).

Despite the importance of the concept, there is still no consensus on a definition of customer experience. According to Gentile et al. (2007), "the customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical and spiritual) . . . in correspondence of the different moments of contact or touchpoints" (p. 397).

Acknowledgements

This article is adapted from the master's thesis of the second author.¹

ABSTRACT

This study examines the mediating role of place attachment on experience and word of mouth in the case of music and film festivals. A total of 284 Quebec adults responded to a self-administered Web-based questionnaire. The findings reveal a positive impact of experience (*affective* and *cognitive*) on place attachment (*dependence* and *identity*), while demonstrating a positive link between affective experience and word of mouth. Place identity is found to play a full mediating role with respect to cognitive experience and word of mouth. The model explains 72.3% of variance in word of mouth.

KEYWORDS

Experience, place attachment, word of mouth, festivals, music, film

One conceptualization of customer experience frequently encountered in experiential marketing is that described by Schmitt (e.g., Brakus et al. 2009; Gentile et al. 2007; Rajaobelina 2018), in which experience has five dimensions, namely sensory, emotional, cognitive, physical and social. These dimensions may be employed jointly in a marketing strategy to provide for an optimal experience. However, previous studies point to strong correlations between some of these dimensions (Brakus et al. 2009; Brun et al. 2017; Chang and Chieng 2006). Therefore, some authors favour the study of several of these dimensions, often emotional and cognitive (e.g., Richard and Chebat 2016; Rose et al. 2012). These are therefore considered within the framework of this study.

Hedonic consumption has gained in popularity owing to inherent emotional baggage (Turi and Brunet 2009). However, despite the central role played by elements of pleasure in consumption, consumers seek out educational or cognitive experiences (Pine and Gilmore 1998; Turi and Brunet 2009). These two dimensions could therefore exert considerable influence on place attachment and consumer-generated word of mouth.

The *affective* or *emotional dimension* relates to consumers' feelings and emotions (Gentile et al. 2007; Schmitt 1999a, 1999b). Affective experience varies in intensity and may prove to be either positive, such as when one experiences moments of pleasure (Holbrook and Hirschman 1982; Schmitt 1999a), or negative, as when one experiences feelings of sadness or loss (Aurier and Guintcheva 2015; Brown and Perkins 1992). The object is to produce an affective bond between consumers and a business entity (company, brand, product, etc.) through the generation of moods, feelings and emotions (consumer to business) following interaction at any given touchpoint (Gentile et al. 2007; Hume 2008; Schmitt 1999a, 1999b).

Since place attachment is often conceptualized as a strongly affective phenomenon (Low and Altman 1992), one might surmise that emotional experience plays a considerable role in the development of place attachment. Indeed, Tsai (2012) finds that the emotional benefits in terms of

place-related mood enhancement and worry reduction impact place attachment. Loureiro (2014) points out that positive emotions such as excitement and stimulation experienced by tourists in rural areas exert a mediating effect on the experience economy and place attachment. It is therefore possible to make two hypotheses:

H1a: *Affective experience positively impacts place dependence.*

H1b: *Affective experience positively impacts place identity.*

The *cognitive dimension* is also important, as this relates to the stimulation and enrichment of an individual's intellectual capacity by inviting him or her to engage in cognitive processes to resolve problems, revisit preconceived ideas, reflect, focus and think creatively (Gentile et al. 2007; Schmitt 1999a, 1999b). Cognitive experience thus enables one to engage in learning, hone skills, evaluate or re-evaluate a product, brand, or company, as well as to trigger changes in beliefs, expectations, and attitudes about a subject, situation or object (Gentile et al. 2007; Pine and Gilmore 1998; Schmitt 1999a, 1999b).

With the exception of Anderson and Fulton (2008), authors focusing on the impact of place attachment generally broach the subject solely from the standpoint of education (Loureiro 2014; Manthiou et al. 2014). The cognitive dimension is not restricted to learning alone. It includes stimulation of creative thinking and curiosity (Rajaobelina 2018; Schmitt 1999b). In their study of place attachment in remote regions, Anderson and Fulton (2008) ascertain that the creative aspect of the cognitive dimension impacts place dependence. Given the likelihood of consumer creativity and curiosity being solicited through an arts and culture experience, the field could benefit tremendously from enhanced knowledge of the impact of the cognitive dimension on place attachment such as festival location. Hence the following hypotheses:

H2a: *Cognitive experience positively impacts place dependence.*

H2b: *Cognitive experience positively impacts place identity.*

RÉSUMÉ

Cette étude examine le rôle médiateur de l'attachement au lieu et du bouche-à-oreille dans le cas des festivals de musique et de cinéma. Un questionnaire auto-administré sur le Web a été rempli par 284 adultes québécois. Les résultats démontrent l'influence positive de l'expérience (*affective* et *cognitive*) sur l'attachement au lieu (*dépendance* et *identification*). Il existe aussi un lien positif entre l'expérience affective et le bouche-à-oreille. L'identification au lieu joue un rôle médiateur complet entre l'expérience cognitive et le bouche-à-oreille. Le modèle présenté explique 72,3 % de la variance du bouche-à-oreille.

MOTS CLÉS

Expérience, attachement au lieu, bouche-à-oreille, festivals, musique, cinéma

Word of Mouth

With the advent of technology and marketing efforts employed to prompt positive consumer word of mouth (Chen et al. 2014; Luonila et al. 2016), the literature on this topic defines word of mouth as a form of communication “as opposed to [communications] through mass-media channels that pass product knowledge from producers/providers to consumers” (Litvin et al. 2008, 459). Goyette et al. (2010) define word of mouth as “a verbal informal communication occurring in person, by telephone, e-mail, mailing list or any other communication method regarding a service or a good. A recommendation source may be personal or impersonal” (p. 9).

According to a study conducted by the US Office of Consumer Affairs, dissatisfied consumers communicate their experiences to nine other individuals, versus five others in the case of satisfied consumers (Mangold et al. 1999). Exposure to positive word of mouth can have the effect of increasing the probability of one's purchasing the product or service in question, while exposure to negative word of mouth has the opposite effect (Arndt 1967). The generation of positive word of mouth is therefore a valued ally in the service field, where consumers use it to fulfil a need for information and reduce the perceived risk and uncertainty surrounding a consumption decision (Mangold et al. 1999; Murray 1991). Word of mouth is all the more important in the festival sector, where it constitutes an important resource for sustaining a festival's brand image, positioning, and relations with attendees, performers and other stakeholders (Luonila et al. 2016).

Place attachment (*dependence* and *identity*) also has a rich potential for generating positive word of mouth. According to Debenedetti et al. (2014), those who manifest place attachment can serve as ambassadors for and introduce friends and family members to the place in question. Prayag and Ryan (2011) find that place attachment impacts intentions to make recommendations.

Chen et al. (2014) further demonstrate, within the framework of a study into places of residence, that place attachment significantly impacts positive word of mouth intentions. Hence:

H3a: *Place dependence positively impacts word of mouth.*

H3b: *Place identity positively impacts word of mouth.*

The importance of word of mouth is broadly accepted in marketing. However, research on the concept in an experiential context remains rare (e.g., Cole and Illum 2006; Triantafyllidou and Siomkos 2014). In a study of the consumption experience, Triantafyllidou and Siomkos (2014) find that learning and hedonism positively impact word of mouth behaviour. Cole and Illum (2006) find, in the context of an art, history and food festival, that experience directly and positively influences word of mouth and intention to make a return visit. Hence the following hypotheses:

H4: *Cognitive experience positively impacts word of mouth.*

H5: *Affective experience positively impacts word of mouth.*

Considering the personal, subjective nature of experience (Kim et al. 2012), the importance of these dimensions tends to vary based on gender (Yavas et al. 2015). In tourism, Rajaobelina (2018) finds that the impact of cognitive experience on relationship quality is greater among men while the impact of affective experience on relationship quality is greater among women. These findings might lead one to think that the impact of experience on attachment and word of mouth varies with gender.

In addition, some studies point to the greater importance of place attachment for women (e.g., Hidalgo and Hernández 2001) while others find similar results for men (e.g., Hailu et al. 2005), which might lead one to suppose that the impact of word of mouth also varies with gender. Hence:

H6a: *Gender moderates the relation between experience and attachment.*

H6b: *Gender moderates the relation between attachment and word of mouth.*

RESUMEN

Este estudio examina el apego al lugar como mediador de la experiencia y la difusión boca a boca en el caso de los festivales de música y cine. Un total de 284 adultos de Quebec respondieron al cuestionario autoadministrado ubicado en el Web. Los resultados confirman el impacto positivo de la experiencia (afectiva y cognitiva) sobre el apego al lugar (dependencia e identidad) mientras que destaca un vínculo positivo entre la experiencia afectiva y la difusión boca a boca. Se observa que la identidad de lugar desempeña plenamente una función mediadora entre la experiencia cognitiva y la difusión boca a boca. El modelo presentado explica 72.3% de la variabilidad en la difusión boca a boca.

PALABRAS CLAVE

Experiencia, apego de lugar, difusión boca a boca, festivales, música, cine

H6c: *Gender moderates the relation between experience and word of mouth.*

The conceptual framework illustrating the links (hypotheses) is presented in Figure 1.

Methodology

Target Population

The study population was residents of the Canadian province of Quebec aged 18 and over. Respondents had to have attended one Canadian music or film festival in the past 12 months, to ensure that they would be able to recall their festival experiences in detail.

Sample

Six music festivals (Woodstock en Beauce, Festival de la Chanson de Tadoussac and four others) and seven film festivals (Festival International de Films Fantasia, Festival du cinéma international en Abitibi-Témiscamingue and five others) agreed to take part in the study via their social networks. In total, 284 valid questionnaires were returned, 131 in the music sector and 153 in the film sector.²

Data Collection

A self-administered questionnaire was validated by three experts in experiential marketing and/or place attachment. A pretest carried out with 100 individuals via the Facebook page of one of the researchers served to ensure clarity of the questions and of the survey itself.

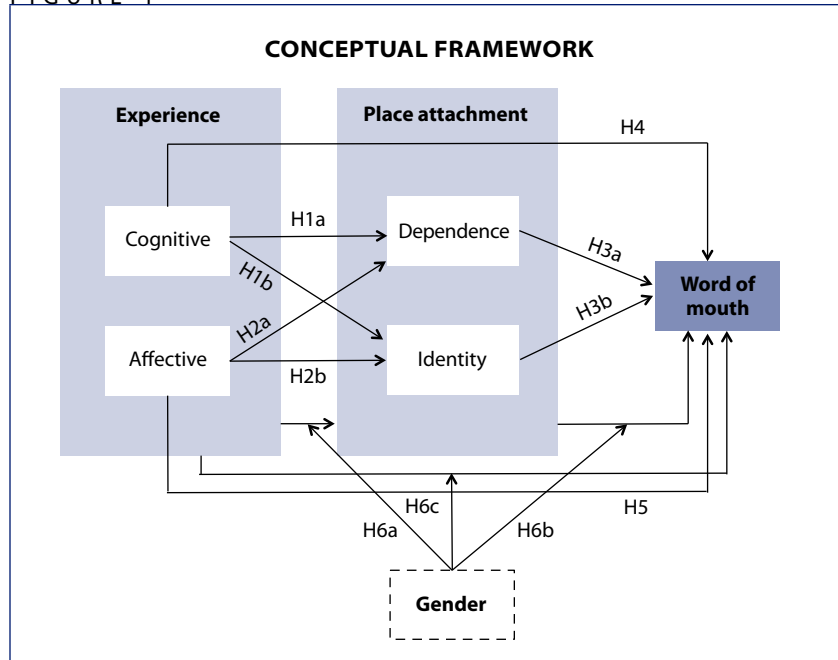
Measurement

Items intended to measure cognitive experience were adapted from a study by Rajaobelina (2018). Cognitive experience was measured using a scale developed by Lombart and Labbé-Pinlon (2007). Items employed to measure place dependence and word of mouth derived from work by Loueiro (2014). Lastly, statements pertaining to place identity from a scale by Brown and Raymond (2007) were expanded to include one additional statement adapted from Bonaiuto et al. (2006).

All measures were evaluated using a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree).

Structural equation modelling using EQS 6.2 software was chosen to test the hypotheses. A multigroup analysis was carried out to examine the moderating role of gender.

FIGURE 1



Findings

Sample

Table 1 shows that the sample includes slightly more women (54.2%) than men. The 30-to-39 age bracket represents the median category, with 71.9% of respondents aged 40 or under. Annual median personal income falls in the \$35,000-to-\$54,999 bracket, with 68.7% of respondents reporting an income of under \$55,000. Respondents generally attended festivals in the company of one or more friends (40.1%) and frequented the festival being evaluated an average of slightly more than seven times.

Reliability and Validity

Table 2 indicates that the reliability indices (alphas and composite reliability indices) are very good, at greater than 0.70. Convergent validity is also confirmed, since all factor loadings are greater than 0.70 and average variance extracted (AVE) or rho values of convergent validity (r_{vc}) are greater than 0.50 (Fornell and Larcker 1981).

Discriminant validity is also ensured, since no squared correlation between each pair of constructs is greater than the AVE value per construct (see Table 3).

Measurement Model

The value of χ^2 is 455.99 ($p = 0.00$) with 199 degrees of freedom. The χ^2/ddl ratio is 2.29 (< 3), which indicates that the model is good (Byrne 1994). Model fit indices are also satisfactory (NNFI = 0.97; CFI = 0.98; SRMR = 0.05; RMSEA = 0.07). The NNFI value is greater

than .90 (Kline 2005) and the CFI value is at the 0.95 threshold recommended by Kline (2005). SRMR is less than 0.06 (Kline 2005), with RMSEA situated between 0.04 and 0.09 (Browne and Cudeck 1993).

Since the survey technique involves self-declared data, there is a risk of common method variance. Two procedures are implemented to check for this. The findings of a single-factor Harman test (Podsakoff and Organ 1986) suggest the presence of four factors, rather than just one, indicating that the effects of the common method do not affect the findings observed. In addition, as recommended by Podsakoff et al. (2003), the multifactor measurement model is tested using an additional method factor. Overall, the model presents acceptable indices (CFI at 0.95, RMSEA at 0.07). All factor loadings remain significant and of similar amplitude, which therefore cannot be explained by a systematic error associated with the method (Grégoire et al. 2010).

Structural Model Results

Table 4 details the results for the hypotheses.

H1a and H1b, pertaining to the impact of *affective* experience on the two dimensions of place attachment, are supported. H2a and H2b are also supported. *Cognitive* experience positively influences the two dimensions of place attachment. Place dependence is not found to impact word of mouth (H3a). In contrast, place identity positively influences word of mouth (H3b). Lastly, affective experience positively impacts word of mouth (H5 supported), while cognitive experience does not (H4 rejected).

To evaluate indirect or mediating effects, Preacher and Hayes (2004) recommend the use of structural equation models, as these help control measurement errors in models entailing latent variables such as in the present study. This method increases the probability of indirect effects, if present, being brought to the fore. Note that the approach developed by Sobel (1982) was integrated into the EQS 6.2 program, which decomposes the effects and provides indirect effects with standardized and non-standardized values. With the use of this method, the findings show that cognitive experience (0.10, $p < 0.05$) indirectly impacts word of mouth via identity. In addition, with the indirect link via identity removed, complementary analyses indicate a direct significant impact of cognitive experience ($\gamma = 0.19$, $p < 0.05$) on word of mouth. Therefore, identity exerts a complete mediating effect on the relation between cognitive experience and word of mouth. The model is devoid of any other indirect effects.

TABLE 1

SAMPLE PROFILE			
		N = 284	
		n	%
Gender	Male	127	44.7
	Female	154	54.2
	No response	3	1.1
Age	18–29	105	37.0
	30–39	99	34.9
	40–49	44	15.5
	50–59	16	5.6
	≥ 60	20	7.0
	No response	-	-
Annual income	< \$15,000	43	15.1
	\$15,000–\$34,999	76	26.8
	\$35,000–\$54,999	76	26.8
	\$55,000–\$74,999	49	17.3
	\$75,000–\$94,999	24	8.5
	≥ \$95,000	12	4.2
	No response	4	1.4
At his/her last festival attendance, the respondent arrived ... (many possible answers)	Alone	93	18.8
	With his/her lover	102	20.6
	With one or more friends	198	40.1
	With one or more colleagues	39	7.9
	With one or more family members	54	10.9
	Other	8	1.6
Number of attendances since first edition of festival		Mean 7.77	
		SD 7.09	

Table 5 shows that gender exerts a moderating influence on the impact of affective experience on dependence (H6a partially supported). The impact is significantly greater for women ($\gamma = 0.34$, $p < 0.01$ vs. *ns* for men). Gender also moderates the relation between affective experience and word of mouth (H6c partially supported). Once again, the impact is greater for women ($\gamma = 0.72$, $p < 0.01$) than for men ($\gamma = 0.56$, $p < 0.01$).

TABLE 2

RELIABILITY AND VALIDITY OF MEASURES (N = 284)			
Constructs	Factor loadings	Average variance extracted (r_{vc})	Alphas/Comp. Rel.
EXPERIENCE			
Cognitive		0.62	0.86/0.87
I learn a lot at this festival	0.82		
This festival stimulates my curiosity	0.76		
I gain knowledge from my experience at this festival	0.86		
This festival stimulates my creativity	0.70		
Affective		0.77	0.95/0.94
I am happy at this festival	0.89		
I am enthusiastic at this festival	0.94		
I am entertained at this festival	0.91		
I am pleasantly surprised at this festival	0.79		
I am delighted at this festival	0.85		
PLACE ATTACHMENT			
Place dependence		0.76	0.92/0.93
I feel more satisfied attending this festival compared to any other festival	0.83		
I can think of no other festival where I could enjoy similar activities or that could substitute for this festival	0.85		
I get more pleasure from what I do at this festival compared to any other festival	0.94		
It is more important to me to attend film screenings/music performances at this festival compared to any other festival	0.86		
Place identity		0.68	0.92/0.93
The festival means a lot to me	0.90		
I am very attached to this festival	0.92		
I strongly identify with this festival	0.86		
This festival says a lot about the type of person I am	0.70		
I feel that this festival is a part of me	0.71		
It would be hard for me to stop going to this festival	0.83		
WORD OF MOUTH			
Word of mouth		0.73	0.89/0.89
I say positive things about this festival to other people	0.92		
If someone were to ask me for advice, I would recommend this festival	0.87		
I encourage people close to me to attend this festival	0.77		

TABLE 3

DISCRIMINANT VALIDITY					
Constructs	(1)	(2)	(3)	(4)	(5)
Cognitive experience (1)	0.62				
Affective experience (2)	0.24	0.77			
Place dependence (3)	0.23	0.29	0.76		
Place identity (4)	0.36	0.27	0.58	0.68	
Word of mouth (5)	0.31	0.67	0.23	0.37	0.73

Note: Average variance extracted (AVE) on-diagonal and squared correlations among constructs off-diagonal

TABLE 4

RESULTS FOR HYPOTHESES		
Links	γ	Hypotheses
Affective experience $\longrightarrow$ dependence	$\gamma = 0.28^{***}$	H1a supported
Affective experience $\longrightarrow$ identity	$\gamma = 0.31^{***}$	H1b supported
Cognitive experience $\longrightarrow$ dependence	$\gamma = 0.38^{***}$	H2a supported
Cognitive experience $\longrightarrow$ identity	$\gamma = 0.47^{***}$	H2b supported
Dependence $\longrightarrow$ word of mouth	$\gamma = ns$	H3a rejected
Identity $\longrightarrow$ word of mouth	$\gamma = 0.21^{***}$	H3b supported
Cognitive experience $\longrightarrow$ word of mouth	$\gamma = ns$	H4 rejected
Affective experience $\longrightarrow$ word of mouth	$\gamma = 0.66^{***}$	H5 supported
R ²		
Place dependence	32.1%	
Place identity	45.4%	
Word of mouth	72.3%	
*** = significant at 99%; ns = not significant		

TABLE 5

RESULTS RELATED TO GENDER						
Model and constraints	χ^2	df	*CFI	Compared models	$\Delta \chi^2$	p value
Model 1 No constraint	644.04	398	0.98	----	----	----
Model 2 Factor loadings, variances and covariances	667.12	412	0.97	2 vs. 1	23.08 (14)	> 0.05
Model 3 Factor loadings, variances, covariances and causal paths	678.78	420	0.98	3 vs. 1	34.74 (22)	< 0.05
GENDER (moderating variable)						
Links	Male (n = 131)		Female (n = 153)		Hypotheses	
Cognitive experience $\longrightarrow$ dependence	$\gamma = 0.42^{***}$		$\gamma = 0.36^{***}$		H6a partially supported	
Affective experience $\longrightarrow$ dependence	$\gamma = ns$		$\gamma = 0.34^{***}(+)$			
Cognitive experience $\longrightarrow$ identity	$\gamma = 0.55^{***}$		$\gamma = 0.43^{***}$			
Affective experience $\longrightarrow$ identity	$\gamma = 0.22^{**}$		$\gamma = 0.36^{***}$			
Dependence $\longrightarrow$ word of mouth	$\gamma = ns$		$\gamma = ns$		H6b rejected	
Identity $\longrightarrow$ word of mouth	$\gamma = 0.24^{**}$		$\gamma = 0.20^{***}$			
Cognitive experience $\longrightarrow$ word of mouth	$\gamma = ns$		$\gamma = ns$		H6c partially supported	
Affective experience $\longrightarrow$ word of mouth	$\gamma = 0.56^{***}$		$\gamma = 0.72^{***} (+)$			
R ²	Male (n = 131)		Female (n = 153)			
Place dependence	29.9%		36.2%			
Place identity	49.3%		44.8%			
Word of mouth	64.2%		77.7%			
*** = significant at 99%; ** = significant at 95%; ns = not significant; (+) = significant difference						

Discussion

Theoretical Implications

The results of this study enrich the literature on customer experience and place attachment. Beyond substantiating experience as an antecedent of place attachment in the arts and culture sector, the results show that the identity dimension of attachment plays a mediating role in experience and word of mouth. This model, new to marketing and the arts and culture sector, explains word of mouth very well given an R^2 value of 72.3%.

The results indicate that experience, both cognitive and affective, impacts attachment (identity and dependence) in the festival sector (H1a, H1b, H2a and H2b). These findings confirm the importance of two experiential dimensions, namely affective and cognitive (Pine and Gilmore 1998; Schmitt 1999a), and are consistent with the conclusion proffered by Loureiro (2014) on the impact of emotional and cognitive experience on place attachment, but in a festival context. Loureiro (2014) limits cognitive experience to the education dimension. Hence, these findings are particularly interesting.

In an earlier study, Cole and Illum (2006) observed a link between experience and word of mouth. Although our results underscore the impact of affective experience on word of mouth (H5), such is not the case for cognitive experience (H4). The sector of activity selected may partially explain the findings in this regard. The study by Cole and Illum (2006) centred on an art, history and food festival, which perhaps explains the greater importance of the cognitive dimension. Music and film indeed relate more to emotions than to learning. Accordingly, our results show a significant difference between the means of the items *I am happy* (6.56/7) and *I learn a great deal from the festival* (5.13/7).

Some authors (e.g., Debenedetti et al. 2014; Prayag and Ryan 2011) report a positive link between word of mouth and place attachment. However, the impact of place identity on word of mouth (H3b) is confirmed only by Chen et al. (2014), with no study able to validate the impact of place dependence (H3a). In the music festival and film festival sector, the fact of identifying with and developing a bond of emotional or symbolic attachment to a place leads attendees to recommend or expound on the place in question (word of mouth). However, as place dependence has no such impact, one might surmise that the emotional aspect could be a greater source of word of mouth.

Hence there exists an indirect link between *cognitive* experience and word of mouth via place identity. It appears that cognitive processes do not themselves generate word of mouth. Rather, it is the resulting symbolic and identity-related attachment that constitutes place identity. As previously mentioned, Debenedetti et al. (2014) report that a consumer attached to a place acts as an ambassador for that place and introduces friends and family members to it in the hope of fostering reciprocity in this regard. Hence place identity possibly leads individuals to adopt word of mouth behaviour.

Lastly, our findings demonstrate that affective experience has a more powerful impact on the dependence dimension of place attachment and word of mouth in women than in men. This finding is consistent with that of Rajaobelina (2018), who reports that the impact of affective experience on relationship quality is greater in women in the context of interaction with a travel agency. There is, however, no difference between findings for men and women regarding the impact of affective experience on identity. As a consequence, the generation of a quality emotional experience fosters identity with the festival in both women and men, while sparking word of mouth. Lastly, the study of gender further supports the explanatory power of the model, greater for women (R^2 of 77.7%) than for men (R^2 of 64.2%).

Managerial Implications

Cognitive experience positively influences the two dimensions of place attachment. To promote cognitive experience, festival managers might wish to employ elements of surprise, provocation and intrigue that cause consumers to reason (convergent thinking) and generate ideas (divergent thinking) (Gentile et al. 2007; Schmitt 1999a, 1999b). For example, in Sudbury, Canada, organizers of the Up Here music festival use a mobile application that forwards last-minute notifications to festival attendees. Festivalgoers therefore discover performers in a context of surprise. Festival organizers might also follow the example of Montreal's Île Soniq and provide jewellery-creation booths and a wall for attendees to express themselves. Producers could even be invited to share their knowledge with festivalgoers by inviting them to pose questions and exchange ideas. Cognitive experience could also be enhanced through workshops. For example, a musician could be asked to teach attendees how to play a given instrument onsite at the festival, such as by partnering with the Children's Jazz School at the Montreal International Jazz Festival. Film

festivals could invite people of all ages to produce a short stop motion film for viewing onsite in order to introduce them to this particular cinematographic style. Lastly, promoters of cultural events could follow the example of the US-based Electric Forest, where festivalgoers can attend free yoga classes on festival grounds.

Affective experience also impacts the dimensions of place attachment, while exerting an important influence on word of mouth. Indeed, research points to a more marked exploitation of emotional experience when women are targeted. To generate positive emotions among attendees, festival managers would be well advised to target face-to-face interactions as well as product or brand ties to a positive event, product design or piece of advertising (Gentile et al. 2007; Schmitt 1999a, 1999b). For example, LED bracelets that light up to the beat of the music through RFID technology (notable users include Coldplay and Rihanna) (Couvre-feu 2016) can add elements of fun and surprise while intensifying the affective experience. The same applies to the use of 360-degree cameras. Some music festivals, such as the Electric Daisy Carnival in the United States, even have an onsite amusement park to provide added thrills for attendees. Appealing stage props help stimulate the visual senses while generating a feeling of enchantment. For example, at Inox Park, an electronic music festival in France, organizers place the emphasis on oversized stage props (e.g., structures designed to project multicoloured lights, flame-throwers, giant screens, giant foam cannons) to captivate attendees and ensure an abundance of memorable and thrilling moments.



Limitations and Future Research

This study is not without a number of shortcomings that should open the door to further research. Our research was focused on two key dimensions of experience. Additional dimensions (e.g., sensory or physical), as detailed by Schmitt (1999a), could also be considered. However, previous research has found evidence of multicollinearity among variables, rendering the study of these dimensions more challenging. The cognitive and affective dimensions nonetheless are frequently found to be the most important, even in the rare instances when all other dimensions have been incorporated. Future research could focus specifically on a more integrative but equally reliable and valid instrument for measuring experience.

As the time elapsed since the last consumption experience can have an impact on the emotional dimension of experience, it is recommended that any future study evaluate the experience immediately following the festival.

Additionally, like the majority of authors, we made allowances for positive affective experience, including positive emotions. Kim et al. (2012) recommend the inclusion of negative emotions, which are rarely integrated into studies on customer experience.

Lastly, consideration of other types of festival and cultural event (e.g., dance, comedy, theatre) could also prove interesting.

By demonstrating the relevance of experience in the context of place attachment and word of mouth, this study opens the door to a better understanding of these two constructs for academics and managers alike, while providing new tools designed to foster sustainability for companies active in arts and culture.

Notes

1. P. Dusseault, *The impact of experience on place attachment: The case of festivals* [title translated from the original French] (School of Management Sciences, Université du Québec à Montréal, 2018).
2. There appeared to be no significant differences in respondent profiles (gender, age, income) for the two festival types. A comparison of festival “models” also found no significant difference. Hence the two sectors were grouped together and analyzed side by side.

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