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Investigating the Relationship Between Values, Satisfaction and Intention to Return: The Case of Clemson International Food Festival

Abstract

The purpose of this paper was to find out the influence of hedonic and utilitarian values on satisfaction and intention to return of the International and American visitors in Clemson International Food festival. Since festival is a one day event convenience sampling was used. Data was collected from 248 visitors in the research premises. Structural Equation Modelling (SEM) was used to analyze the data. Results show that hedonic and utilitarian values have significant impact on visitor satisfaction and intention to return, whereas utilitarian values have only impact on satisfaction. Results were also compared between international vs. American visitors and first time vs. repeat visitors. International and repeat visitors showed higher intention to return to the festival than American and first time visitors. This study contribute literature by providing a conceptual framework to test the influence of values on satisfaction and intention to return of festival visitors for future research as well as an insight into the cultural differences among festival visitors.

Keywords: *Values, Visitor satisfaction, Intention to return, SEM, Marketing festival, Food.*

Jel Classification: G14; M00; L66

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1. Introduction

Food is a crucial marketing tool for tourism suppliers, a way to promote local culture and the most sensual aspect of the travel experience for tourists. Many research in literature points out the increasing economic impact of food festivals on a destination (Blichfeldt and Halkier 2013; Çela et al., 2007; Lee and Arcodia 2011). For example 1.6 billion initial spending of Food Festival visitors in Northeast Iowa communities creates an impact of 2.6 billion in the region (Çela et al., 2007). Besides economic benefits, food festivals also contribute positively

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to the branding of a destination (Blichfeldt and Halkier 2013; Lee and Arcodia 2011). According to Yuan and Jang (2008) the main aim of festivals are to increase awareness of a destination to receive more tourists. One of the ways to create awareness could be finding a unique aspect of the local culture and make it appealing to the tourists by signature events (Blichfeldt and Halkier 2013) which will create cultural interaction between tourists and locals. As a result due to its positive economic and social impacts on a region food festivals are becoming more popular among destinations.

Thus, understanding the food festival visitor behavior is essential to maintain the positive impact of food festivals by attracting more people to the festivals and increasing repeat visitation through the provision of high quality experience. The aim of studies focusing on food festivals has traditionally been to understand motivations, expectations, satisfaction and intention to return of visitors and segmentation of festival visitors. Kim et al. (2011) investigated the relationship between expenditure, satisfaction and intention to return. Similarly Axelsen and Swan (2010) looked at the interaction between satisfaction and intention to return to the Wine Festival and their interrelation to the quality of the festival. On the other hand Wu et al. (2011) contributed literature by exploring the motivations and satisfaction of volunteers in food festivals. The influence of family, friends, past experience and expenditure on satisfaction and intention to return were also studied by some other researchers (Horng, et.al. 2013; Kim et.al. 2011).

The relationship between values, satisfaction and intention to return also got caught attention of many researchers. Ha and Jang, (2010) and Park (2004) both focused on hedonic and utilitarian values of fast food consumers. While customer satisfaction mediates the relationship between hedonic, utilitarian values and behavioral intention in fast food restaurants (Ha & Jang, 2010), hedonic values affect fast food consumption decision among Korean people (Park, 2004). Ha and Jang (2010) show that utilitarian aspects have stronger influence than hedonic aspects on customer satisfaction and behavioral intention among American customers who dined in Korean restaurants and familiarity moderates this relationship. The results of these two studies show that cultural differences have impact on utilitarian and hedonic values of tourists (Park, 2004; Ha, & Jang, 2010).

However, despite the increase in international visitation to local food festivals, cross-cultural study in food festival literature is limited. According to some researchers future research is needed to understand the factors influencing festival visitor behavior such as consumer characteristics (Yuan and Jang, 2008), the effect of cultural and racial differences, the influence of demographic and economic factors (Park et al., 2008). Also, Lee et al. (2009) state that future research could be done by investigating the impact of utilitarian or hedonic value on satisfaction and loyalty. Therefore the purpose of current research is to understand the impact of hedonic and utilitarian values on satisfaction and intention to return of the International and American visitors in Clemson International Food festival. One other limitation of studies focusing on festivals is that the generalizability of results, as the data is generally collected in one event (Kim et al., 2011). However most of these festivals are annual events which may allow researchers to repeat research every year and detect a trend in festival visitor behavior. Clemson International Food festival is an annual event as well, so this study will provide a framework to study for future research at this and similar festivals.

2. Literature Review and Hypotheses

2.1. Utilitarian and Hedonic Values

The motivation of visitors for participating in food festivals is one common research subject among festival literature. The main motivations of visitors to attend food festival are to support, to taste and purchase local food and learn about local food (Çela et.al., 2007), to have fun, getting out open air, break from daily routine, to do variety of things (Chang and Yuan, 2011), to taste new food and wine, to enjoy festival atmosphere, meet new people and spend

time with family (Park et.al., 2008). Food festival visitors could be segmented according to their main motivations for attending the festival. According to Çela et al. (2007), food festival visitors in Iowa festivals are high interest and gourmet tourist, as their main motivation to visit the festival is to taste local food and to support. On the other hand visitors in food festival in Texas have motivation such as escape from routine life, in addition to taste local food and communicate with local people (Chang and Yuan, 2011). The visitor profile at a Miami Festival is different from previous studies, as they are younger and mostly first time visitors and the presence of celebrity chefs and opportunity to talk with wine experts is not an important motivation for them (Park et.al., 2008). Considering that Miami is a beach destination majority of visitors will tend to be pleasure seeking tourists and locals, rather than high interest or gourmet. So, each festival is unique and will attract different segments of tourists. Understanding why people go to the festivals and segmenting visitors based on that information will be helpful for the festival organizers. However, it is also important to know if visitors' expectations are met, as satisfied visitors will contribute to the positive image for the festival and tend to become repeat visitors.

Studies show that satisfaction of visitors has positive impact on their behavioral intention to return (Kim et.al., 2011; Yuan and Jang, 2008). The factors influencing visitor satisfaction and intention to return may be functional such as perceived quality (Yuan and Jang, 2008) and food expenditure (Kim et.al., 2011) or it may be affective such as unique and different experiences, the atmosphere, new experiences, the hype and glamour surrounding the festival (Axelsen and Swan, 2010). Functional quality of a product emphasizes tangible elements, on the other hand affective quality aims to create emotionally rewarding environment (Babin and Harris, 2012).

Affective and functional quality of a product is balanced according to customer values which are categorized as utilitarian and hedonic. Utilitarian values are derived from product to solve a problem and hedonic values are the immediate pleasure that comes from experiencing activity (Babin and Harris, 2012). Hedonic consumption is based on multi-sensory, fantasy and emotive aspects of experience (Hirschman and Holbrook, 1982). As festivals are experience based intangible products, hedonic values would be more dominant on visitors' behavior. The impact of positive and negative emotions on the festival satisfaction has been observed in some studies (Lee et.al., 2010; Lee et.al, 2008).

The impact of utilitarian and hedonic values on satisfaction and intention to return was investigated in restaurant setting (Ha and Jang, 2010; Ryu and Jang, 2006) as well as in festival setting (Gursoy et al., 2006; Lee, et.al., 2010). Ha and Jang (2010) studied the impact of utilitarian and hedonic values on satisfaction and behavioral intention among American customers in Korean restaurants. Hedonic aspects such as interior design, traditional aspects, layout and facilities have influence on satisfaction and behavioral intention. But, utilitarian aspects, such as cost, taste, menu options and healthy food options have stronger influence than hedonic aspects on customer satisfaction and behavioral intention (Ha and Jang, 2010). Another study which was conducted in fast food restaurants show that hedonic value and utilitarian value have significant effect on customer satisfaction and behavioral intention, but hedonic value has greater impact than utilitarian value (Ryu and Jang, 2006). The situation in a festival context is similar to fast food restaurants, as utilitarian and hedonic values have impact on the attitudes of festival visitors and the impact of hedonic values is higher than utilitarian values to attend the festival (Gursoy et al., 2006). Similarly, Lee et al. (2010) has found that emotional value has higher impact on satisfaction of festival visitors than functional value and emotional value has positive impact on intention to return while functional value has not impact. Utilitarian and hedonic values do not solely influence satisfaction and intention to return of restaurant customers and festival visitors most of the time. According to Gursoy et al. (2006) the decisions based on only hedonic values creates guilt in people and they try to find some utilitarian aspects to balance their feelings. So,

visitors need to see both utilitarian and hedonic aspects in order to be satisfied from the festival. To support these arguments in the literature, the following hypotheses were proposed;

Hypothesis 1a: Hedonic values of festival visitors have positive impact on satisfaction.

Hypothesis 1b: Utilitarian values of festival visitors have positive impact on satisfaction.

Hypothesis 2a: Hedonic values of festival visitors has positive impact on their intention to return.

Hypothesis 2b: Utilitarian value of festival has positive impact on their intention to return.

Hypothesis 3: Satisfaction of festival visitors has positive impact on their intention to return.

2.2. First Time and Repeat Visitors

Festival visitors are segmented in literature in various ways based on their visitation; first time and repeat (Deng and Pierskalla, 2011; Lee et al., 2009), cultural differences (Lee, 2000; Park et.al., 2008) and lifestyle (Horng, et.al., 2013). There are differences among first time and repeat visitors in terms of perceived value and its impact on satisfaction and loyalty. The research conducted in ‘Ginseng’ festival in South Korea demonstrated that for repeat visitors who has stronger loyalty scores, program value and convenient facility value is more important and first timers have higher priority to food value and souvenir value (Lee, et al., 2009). According to Lee, et al. (2009) food and souvenirs act as hygiene factors which are essential attributes but do not necessarily contribute to the satisfaction. On the other hand program and convenient facilities serve as motivational factors, so these factors lead to repeat visitation to the festival.

Deng and Pierskalla (2011) investigated the difference among first time and repeat festival visitors in Cherry Blossom Festival. Repeat visitors have more positive social and emotional values about the festival and higher satisfaction and loyalty compared to first time visitors. In this study also the difference between tourist visitors and resident visitors were investigated and the differences regarding to perceived value, satisfaction and loyalty are found among first time visitors and first time and repeat residents. According to Deng and Pierskalla (2011), the reason for the difference in both groups may be different level of the attachment developed by first time and repeat visitors and first time and repeat residents.

Emotional arousal was found more influential on loyalty of visitors than the quality of the bands in a music festival (Leenders, 2010). On the other hand first time visitors of wineries seek more hedonic experience than repeat visitors (Bruwer and Alant, 2009). As a result each festival has its own qualities that attract different profile of visitors and one tailored approach do not fit all kinds of festivals. Since Clemson international festival is an annual event, it is crucial to understand the difference between first time and repeat visitors in terms of satisfaction and intention to return. Based on this, second sets of hypotheses are based on the differences between first time and repeat visitors were proposed;

Hypothesis 4a: Repeat visitors have higher satisfaction than first time visitors.

Hypothesis 4b: Repeat visitors have higher intention to return than first time visitors.

Hypothesis 4c: Repeat visitors score higher in utilitarian values than first time visitors.

Hypothesis 4d: Repeat visitors score lower in hedonic values than first time visitors.

2.3. Cross-Cultural Studies

The majority of cross cultural studies in festival literature focus on motivations to attend the festival. Lee (2000) investigated the differences in motivational factors to attend food festival between Caucasian and Asian visitors. Results show that there is no difference within two Caucasian (American and European) and two Asian (Korean and Japanese) visitors in terms of motivation. However there is statistically significant difference between Caucasian and

Asian visitors in terms of cultural exploration, novelty and event attraction. Caucasians have higher motivation to attend the festival (Lee, 2000) which may be due to the festival location, as they may have higher motivation to explore Asian Culture. Another study shows that South Americans have highest score in family dimension and Americans score lowest as a reason to attend the festival (Park et al., 2008). According to Park et al. (2008) collectivistic cultures have a stronger family relations compared to individualistic cultures. Both of these studies support the difference between individualistic and collectivistic cultures regarding to the motivations to attend the festival. However, the influence of culture on satisfaction from the festival and intention to return is still not clear. There will be differences in emotional reactions of people from different subcultures to products (Holbrook and Hirschman, 1982). Understanding the impact of hedonic and utilitarian values on satisfaction and intention to return of visitors from different cultures will be useful to segment visitors to provide better service. As a result, based on the aforementioned discussion above, the following hypotheses were proposed;

Hypothesis 5a: International visitors score higher in utilitarian values than American visitors.

Hypothesis 5b: International visitors score lower in hedonic values than American visitors.

Hypothesis 5c: International visitors have higher satisfaction than American visitors.

Hypothesis 5d: International visitors have higher intention to return than American visitors.

Figure 1 presents the conceptual model which demonstrates the ways of each relationship, as such, it posits that hedonic and utilitarian values make positive impact on both satisfaction and intention to return.

Figure 1: Conceptual Model.

3. Methodology

Data was collected during the Clemson International Festival on April 7, 2013. Clemson International Festival is an annual event which is held as a part of International Awareness

Week. The aim of the festival is to bring the diverse population of Clemson University together by exchanging culture and to encourage international students to introduce their culture to Americans. Thus the food sold in the festival is prepared by international students and presented on the tables representing their country. The festival also offers live entertainment programs, such as local dance, music and fashion show demonstrated by international students.

A self-administrated questionnaire consisting of three sections, festival attendance, opinion about the food festival and demographic information was developed. The questions in first section were about how many times they attend to the festival, if they attended another festival and with whom they have attended the festival. Questions in second section were intended to measure hedonic and utilitarian value, satisfaction and intention to return. The scale developed by Ha and Jang (2010) was used to measure these variables. This scale was developed for restaurant customers, so in order to use in this study it was modified to festival setting and some questions which were specifically about restaurants were excluded. Responses were measured in 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). In earlier studies, reliability of the scale was found to be .89 for hedonic values, .90 for utilitarian values, .97 for satisfaction and .97 for intention to return (Ha and Jang, 2010). Last section was consisted of questions about demographic information such as; age, gender, country of origin, education level, occupation, income level and marital status. In total 248 questionnaires were collected from international and American festival visitors.

To test the relationship between utilitarian/hedonic values, satisfaction and intention to return Structural Equation Modelling was used. SEM has some advantages to test complex relationships and while testing relationships, they are free of measurement error (Tabachnic and Fidell, 2013). The data was analyzed with the program EQS 6.1 for Windows. The following variables; country of origin, first-time/repeat, age and income level were included in the measurement model in order to test the differences between groups.

4. Results

4.1 Visitor Profile

Results show that 65% of visitors were American and 35% of them were International. The number of female and male visitors was almost equal. 65% of visitors were first time visitors and 35% of them stated it is their second time or more. The majority of respondents indicated they did not attend any other food festivals before (80%). Since this is a college event, the education level of the visitors was high; one fourth of them have college degree and 23% of them has master's degree. Six out of ten visitors were students, 11% was graduate assistants and 25% has stated their occupation as other. As most of the visitors were students, two third of them were not married and almost 80% of them had income level under \$20,000. The detailed information on demographics for American and International visitors are demonstrated in table 1. Also, table 2 below presents the reliability test and each factor load respectively.

Table 1: Demographic information.

<u>Variable</u>	<u>Frequency</u>	<u>Percentage (%)</u>
<i>Nationality</i>		
American	160	64.52
International	86	34.68
n/a	2	0.81

	<u>TOTAL</u>	<u>US</u>	<u>INTL</u>	<u>TOTAL</u>	<u>US</u>	<u>INTL</u>
<i>Gender</i>						
Male	123	71	52	50	44	60
Female	124	89	34	50	56	40
n/a	1			0		
<i>Age</i>						
18-25	160	122	37	65	76	43
26-35	56	18	38	23	11	44
26-45	18	11	7	7	7	8
over 45	12	8	4	5	5	5
n/a	2	1		1	1	
<i>Marital Status</i>						
Single	180	117	62	73	73	72
Married	54	34	20	22	21	23
Divorced or separated	3	1	2	1	1	2
Widowed	3	1	2	1	1	2
Others	5	5	0	2	3	0
n/a	3	2	0	1	1	0
<i>Income</i>						
No income	25	16	9	10	10	10
Under 20,000	146	98	47	59	61	55
20,000-39,999	28	10	18	11	6	21
40,000-59,999	13	8	5	5	5	6
60,000-79,999	9	7	2	4	4	2
80,000-99,999	12	8	4	5	5	5
100, 000- 119,000	3	3	0	1	2	0
120,000-139,000	7	6	1	3	4	1
140,000 and more	1	1	0	0	1	0
n/a	4	3	0	2	2	0
<i>Education</i>						
Less than high school	1	1	0	0	1	0
High school	18	12	6	7	8	7
Some college	102	85	16	41	53	19
College graduate	61	38	23	25	24	27
Master's degree	57	19	38	23	12	44
PhD degree	8	5	3	3	3	3
n/a	1			0		

Notes: * Significant at $p < .05$.

Table 2: Reliability test and factor loads.

Construct	Items	Standardized Factor Loading	Cronbach's Alpha
Hedonic Values	H1	.59	.69
	H2	.59	

	H3	.59	
	H4	.61	
Utilitarian Values	U1	.54	.75
	U2	.84	
	U3	.82	
	U4	.50	
Satisfaction	S1	.78	.84
	S2	.81	
	S3	.83	
Intention to Return	ITR1	.82	.90
	ITR2	.88	
	ITR3	.89	

4.2 Hypothesis Testing

In order to understand if there is a difference in measurement between two groups, Chi-square test was run separately for American and International data. For the American data because the normalized estimate of Multivariate Kurtosis is 15.6, robust estimate results was used to interpret fit indices. However, the distribution of the data was normal. Satorra Bentler Chi-square was significant at 0.05 ($\chi^2 = 93.955$; $df = 71$; $p = .03$). The model showed good fit indices (RMSEA=.046; CFI=.958), which means the model measured what it was supposed to measure. The model based on international data showed good fit results as well. Robust estimates used for this model also, as Multivariate Kurtosis was 8.049, but the distribution of the data was normal. Satorra Bentler Chi-square was not significant ($\chi^2 = 72.21$; $df = 71$; $p = .43$) and the fit indices were good (RMSEA=.014; CFI=0.995). The Chi-square difference (21.75) between two models was not significant which means there was no difference between models in terms of measurement.

Table 3: Fit indices of measurement models for American and International visitors.

<u>Model fit statistics</u>	<u>US (N=160)</u>	<u>INTL(N=86)</u>	<u>χ^2 difference</u>
Satorra Bentler χ^2	93.955	72.21	21.745
Normed Fit Index (NFI)	0.852	0.794	
Comparative Fit Index (CFI)	0.958	0.995	
Root Mean-Square Error of Approximation (RMSE)	0.046	0.014	

The results of the path analyses and fit indices of the first model is demonstrated in table 3. Chi-square was significant at 0.01 ($\chi^2 = 133.46$; $df = 71$; $p = .03$). However the fit indices was good (RMSEA=.045; CFI=.959). The first model showed that hedonic and utilitarian values significantly predicted satisfaction at .05 level of significance. The regression coefficients were .24 for hedonic and .64 for utilitarian values. Satisfaction of visitors significantly predicted intention to return at .05 level of significance with a regression coefficient of .58. Hedonic values had significant impact on intention to return with a regression coefficient of .19. However, there was no significant impact of utilitarian values on intention to return. Thus, H1a, H1b, H2a and H3 were supported, but H2b was not. Also, there was significant correlation between utilitarian and hedonic values (.66).

Table 4: Results of hypotheses and goodness of fit statistics for the first model.

	<u>Path</u>		<u>Standardized Estimate</u>	<u>t values</u>
Hedonic Values	→	Visitor Satisfaction	0.24	2.451*
Utilitarian Values	→	Visitor Satisfaction	0.64	6.823*
Visitor Satisfaction	→	Intention to Return	0.58	5.462*
Hedonic Values	→	Intention to Return	0.19	2.201*
Utilitarian Values	→	Intention to Return	0.14	1.356
Model fit statistics				
χ^2			133.456	
Normed Fit Index (NFI)			0.928	
Comparative Fit Index (CFI)			0.954	
Root Mean-Square Residual (RMR)			0.031	
Root Mean-Square Error of Approximation (RMSE)			0.053	

Notes: * Significant at $p < .05$.

In order to test the difference between first timer and repeat visitors, the variable ‘First-time’ was added to the model. The results of this model were shown on table 4. Chi-square of the model was significant at 0.05 ($\chi^2 = 139.417$; $df = 81$; $p = .00$), possibly due to large sample size. The model showed good fit ($CFI = .966$, $RMSEA = .054$). Repeat visitors have higher intention to return than first time visitors ($R^2 = .11$). H4b was supported. However, no significant difference between first time and repeat visitors were found in terms of utilitarian, hedonic values and satisfaction. Therefore H4a, H4c and H4d were not supported.

Table 5: Results of hypotheses and goodness of fit statistics for the second model.

	<u>Path</u>		<u>Standardized Estimate</u>	<u>t values</u>
First-time	→	Visitor Satisfaction	-0.01	-.0156
First-time	→	Intention to Return	0.11	2.508*
First-time	→	Utilitarian Values	0.08	1.196
First-time	→	Hedonic Values	0.08	0.999
Model fit statistics				
χ^2			139.417	
Normed Fit Index (NFI)			0.924	
Comparative Fit Index (CFI)			0.966	
Root Mean-Square Residual (RMR)			0.030	
Root Mean-Square Error of Approximation (RMSE)			0.054	

Notes: * Significant at $p < .05$.

In order to test the third sets of hypotheses influence of nationality, the variable ‘nationality’ was added to the model. Results of path analyses and fit indices of this model is demonstrated in table 5. Chi-square of the model was significant at 0.01 ($\chi^2 = 158.86$; df

=81; $p=.00$) due to large sample size and the model showed good fit ($CFI=.966$, $RMSEA=.030$). Nationality significantly predicted intention to return ($R^2=.13$) and H5b was supported. International visitors have higher intention to return than American visitors, and they score lower on hedonic and utilitarian values than American visitors. However, there was no significant difference between American and international visitors in hedonic, utilitarian values and satisfaction. Thus H5a, H5c and H5d were not supported.

Table 6: Results of hypotheses and goodness of fit statistics for the third model.

	<u>Path</u>		<u>Standardized Estimate</u>	<u>t values</u>
Nationality	→	Visitor Satisfaction	0.03	.627
Nationality	→	Intention to Return	0.13	2.897*
Nationality	→	Hedonic Values	0.11	1.373
Nationality	→	Utilitarian Values	0.02	.248
Model fit statistics				
χ^2			158.86	
Normed Fit Index (NFI)			0.916	
Comparative Fit Index (CFI)			0.956	
Root Mean-Square Residual (RMR)			0.031	
Root Mean-Square Error of Approximation (RMSE)			0.063	

Notes: * Significant at $p<.05$.

5. Conclusion, Implications and Limitations

Results of first sets of hypotheses are in accordance with previous studies. The impact of hedonic and utilitarian values on satisfaction were observed in previous studies (Gursoy, et.al., 2006; Ha and Jang, 2010; Ryu and Jang, 2006). The influence of hedonic and utilitarian values on satisfaction was significant, but the impacts of utilitarian values were higher than hedonic values in the current study. The reason for this may be the international festival in Clemson does not offer local food and it is not an attraction for the tourists from outside the region.

The visitors were generally composed of students and staff working at the university. Due to low income level of visitors majority of which were students the utilitarian aspects such as cost, variety were found to be more important factor for their satisfaction. Also, the food and music in the festival were all prepared by international students, so it might not create the same impression with ones prepared by professionals. So traditional aspects and exotic atmosphere might have failed to impress visitors. Lastly food prices were lower compared to ethnic restaurants, which might be the reason for the emphasis on the functional attributes of the festival.

In previous studies repeat visitors have higher loyalty than first time visitors (Deng and Pierskalla, 2011; Lee et al., 2009). Current study showed that repeat visitors show higher intention to return than first-time visitors. Deng and Pierskalla (2011) showed that repeat visitors have more positive emotions about the festival compared to first time visitors. But no significant difference was found between first time and repeat visitors regarding to hedonic and utilitarian values. In current study repeat visitors scored slightly lower in hedonic values. So the main reason of returning visitors were the cost, variety of food, taste and healthy food options which are functional aspects of festivals. Since returning visitors had already have

experienced the festival atmosphere before, the tangible qualities of the festivals might be priority for them. International visitors showed significantly higher intention to return than American visitors. This might be due to the commitment of international students who was working for the festival. American visitors had a low score on intention to return to the festival. Marketing campaigns should be more aggressive to inform American visitors about affective and functional aspects of the festival. Also e-word of mouth could be utilized to market the event through social media. Further to improve functional qualities of the festival, information about food items could be provided during the festival. Also, recipes of food could be shared with the visitors and even some cooking demonstrations could be set up.

While the hedonic values have significant impact on both satisfaction and intention to return, utilitarian values only had influence on satisfaction. So if the festival organizers want to increase the return of the visitors, they need to make sure to emphasize affective qualities of the festival in their marketing campaigns. Satisfied visitors will be beneficial for the promotion of the event. However, intention to return will spread more positive word of mouth and bring more visitors to the festival.

A food experience could be combined with art, music (Chang and Yuan, 2011). To improve affective qualities, international students and festival organizers could work on dance and music programs together before the festival to create a more exotic environment by providing more professional shows. A photo stand with cultural clothes would increase the interaction between international and Americans and give visitors to experience the event rather than participating passively. A standard for this annual event could be set to ensure repeat visitors' satisfaction. For international students, informative stands may be set up besides food stands to give them chance to promote their culture and attract more American visitors.

The promotional campaigns should not be limited to the Clemson area, the local people in the cities nearby may be interested in experiencing cultures around the world and taste food that they cannot have in their daily life. Also the local people could be invited to present South Carolina cuisine to the international students and staff to enhance cultural interaction through food. This way the word about the festival will be spread and the festival will become more popular like the many other successful food festivals that has been going on in Greenville, South Carolina for years.

The first limitation of this study is the high percentage of student population, since this was a part of college event. Also, some international students were working at the festival, so it is hard to understand the reason behind their intention to return to the festival. Unlike other food festivals this festival do not focus on a specific kind of food; there were different kinds of food from different countries. So each respondent may answer the questions based on the feelings about different food items. Due to the short period of festival convenience sampling method is used to select participants. This may be another limitation for the representativeness of the sample.

Future research could apply this model in a bigger event in a tourist destination to a more diverse visitor population and get a holistic grasp of knowledge on the tourist visitors. Other factors influencing satisfaction and intention to return such as motivation, demographics or life style could be explored. Further since festivals are family events, the behavior of family as a group and the influence of family members on each other in terms of different variables could be investigated in future studies.

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