

## Exploring the Influence of Food Culture Attributes on Visitor Satisfaction and Motivations at Food Festivals

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### Abstracts

This study examines the impact of food culture aspects such as taste, display, and preparation process on visitor satisfaction and motivation during food festivals. Data from 150 participants were analyzed utilizing SPSS 25 for data analysis. The study uses Spearman's Rank Correlation, Confirmatory Factor Analysis (CFA), and Chi-Square testing to investigate how these characteristics influence festival experiences. Significant positive correlations were found using Spearman's Rank Correlation, taste had a strong correlation with visitor satisfaction ( $\rho = 0.65, p = 0.01$ ) and motivation ( $\rho = 0.60, p = 0.02$ ), while display also had a moderately positive correlation with both ( $\rho = 0.55, p = 0.05$ ) satisfaction and motivation ( $\rho = 0.50, p = 0.04$ ). The association for the preparation process, however, was not statistically significant and was much weaker. It was established that CFA had high dependability with estimates of 0.78 for taste, 0.85 for display, and 0.80 for the preparation procedure, all of which met high CR and AVE values. The relationships between aspects of food culture and visitor outcomes were evaluated using the Chi-Square Test. Taste was found to have significant correlations with motivation ( $\chi^2 = 10.45, p = 0.05$ ) and satisfaction. While the display was only significantly connected with satisfaction ( $\chi^2 = 7.89, p = 0.10$ ), the preparation process was strongly associated with satisfaction ( $\chi^2 = 12.34, p = 0.03$ ). These results emphasize how important taste is to improving visitor experiences and show how particular characteristics of food cultures can affect

festivalgoers' motivation and level of satisfaction. The study found that taste has a substantial impact on both satisfaction and motivation, emphasizing its importance for good event planning and increased attendee involvement.

**Keywords:** FoodCulture, Visitor Satisfaction, Motivations, Food Festivals.

## Introduction

Food festivals have, for instance, turned to be cultural fairs where tourists are always on the lookout for good food and cultural activities. Such festivals offer a unique atmosphere in which components of food culture, such as traditional dishes, products and methods of their preparation, and cultural traditions are realized, maintaining the identity of tourists and the history of the region [4]. Equable related elements of culinary culture, which are important in the framework of food tourism, gradually become significant, festival planners and other representatives of the tourism industry should understand how these factors influence the motives and satisfaction of tourists [17].

Food tourism, as an essential component of visitor experiences and often an important factor in promoting awareness, is despite a rapidly emerging concept [8]. As such, miniature embeddings, especially food festivals, serve the purpose of representing the various sensory impressions that exist beyond taste. The prospects of narrative, specifically, history, tradition, and collective morality as shared through food. To positively affect tourists' perceptions and increase their overall level of joy, such food-related interactions must be authentic and unique. Several factors come into play when determining the satisfaction with the food festivals, which include the quality of cuisines, the atmosphere created by the festivals, and the variety of the offer in terms of the cultures [18]. The level to which the festival corresponds to the expectations and motives of the guests of the festival is often linked to the level of satisfaction of the tourists. These reasons may vary widely from a simple search for new, interesting, exclusive tastes to restoring heritage, cultural links, or, indeed, enjoyment of a good time in the company of family or friends. It is clear that to the extent that specific aspects of culinary culture are either more or less aligned with these purposes, this has the potential for a large effect on the overall nature of the festival experience [12].

There are numerous reasons why people attend food festivals including, tasting new foods and flavours as a cultural adventure. It is pertinent to understand that extrinsic motivation is not the same as intrinsic motivation in general. For instance, the fun of being in the event like experiencing new cuisines or learning other cultures shows the presence of an intrinsic motivator [14]. Extrinsic motivation relates to the focus on outcomes that are external to the individual, for instance, relations, rank, and contacts. Happy attendees are always important when evaluating the overall success of any event, including food festivals. Happy attendees also have a high probability of returning to the festival, inviting their friends, and spending their money at other outlets [19]. It has been found that food festivals are vulnerable to several factors that can affect the happiness of participants concerning the quality and variety of foods available, the

atmosphere of the occasions, proper management, organization, and the extent to which these occasions reflect the attributes of the culture they are portraying. By including these variables, the planners may find ways of developing the festivals to meet the people's expectations and thus enhance the entire experience [3].

This study explores into the effects of food culture aspects, specifically taste, display, and preparation method, on visitor satisfaction and motivation during food festivals.

In section 2, a list of literature reviews is provided. In section 3, the approach is explained. The findings is included in section 4. The discussions are covered in section 5. In section 6, the conclusion is provided.

## Related works

The association among participants' behavioral intentions (BIs) and experiential food festival attributes (EXPECO) was suggested to be mediated by perceived value (PV), as investigated in [7]. The results thus extend beyond previous investigations by emphasizing the role that EXPECO and cultural exploration (CULEXP) play in raising participants' PV and, as a result, their positive BIs.

The impact of Hong Kong's unique culinary offerings on tourists' pleasure at mealtimes and their plans for the future was examined in [11]. The use of multilevel analysis to integrate local food into differences in food cultures had positive theoretical and practical consequences.

To determine the relative importance of each element, [15] examined at relationships between destination qualities, festival incidents, personal standards, overall festival pleasure, place connection, and future plans. The results showed that, aside from satisfaction with destination features and festival activities, the most significant factor influencing overall pleasure was the validation of personal values.

To augment the body of knowledge on festival tourism, [9] proposed segmenting the reasons behind festival attendees and their assessment of how well the destination services were perceived. When these two variables were combined, they demonstrated how various categories with comparable goals, like social distraction seeking and cultural distraction seeking, for example, assign different evaluations to particular destination service attributes.

The interaction between tourism and cuisine during the Virgen de la Candelaria festival in Puno, Peru, an intangible cultural heritage site of humanity, was examined [5]. Ultimately, the findings conclude that, as indicated by the groupings formed, visitor pleasure varies based on their attitude toward cuisine.

To ascertain which characteristics of a culinary festival might influence attendees' intentions to return, [1] was carried out at the Bandung Food Festival in Indonesia. Although their investigation indicated that visitors' inclination to return was generally influenced by culinary festival qualities, other attributes had little effect.

Combining festival experience and festival pleasure, [6] empirically investigated the impact of festival quality on place identification and intentions to promote destinations. Visitors' connection to the location and inclination to promote it to others were also highly influenced by their level of satisfaction with the festival experience.

I. Hypothesis development

- H1: The taste of food during food festivals has a considerable beneficial impact on visitor satisfaction.
- H2: The display of food during food festivals has a considerable beneficial impact on visitor satisfaction.
- H3: The preparation process of food during food festivals has a considerable beneficial impact on visitor satisfaction.
- H4: Visitor satisfaction enhances festivalgoers' motivation to return and support food culture-related activities.
- H5: Visitor satisfaction influences the association between food flavor and visitor motivation to participate in future food festivals.
- H6: Visitor satisfaction influences the association between food display and visitor motivation to participate in future food festivals.
- H7: Visitor satisfaction influences the association between the food preparation process and visitor motivation to participate in future food festivals.

Methodology

This study investigated how food culture attributes such as taste, display, and preparation process influence visitor satisfaction and motivation during food festivals. In this framework, visitor satisfaction and motives are the dependent variables, whereas food culture attributes are the independent factors. The conceptual framework, shown in Fig. 1 emphasizes the impact of these culinary culture features on improving visitor experiences and motivating them to attend food festivals.

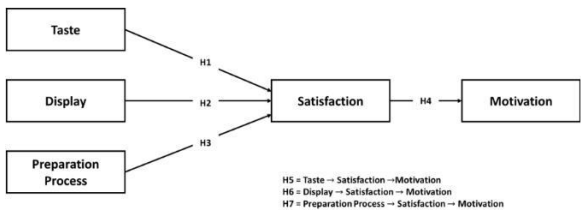


Fig 1 Conceptual framework

## I. Data collection

To quantify visitor satisfaction and motivation, a collection was compiled using quantitative surveys distributed during food festivals. The collection contains responses from 150 individuals, gathered throughout various events to guarantee broad representation. The questionnaires asked about many elements of visitor experiences, such as food quality, cultural participation, and general satisfaction. The investigation provides light on how diverse food culture qualities influence visitor satisfaction and motivation at these events.

A table detailing the demographics of 150 survey participants demonstrates a range of traits. Of the participants, 53.3% are women and 46.7% are men. Ages 25 to 34 make up the largest age group (40%) followed by 18 to 24 (33.3%). There is variation in education levels; 36.7% of people have a bachelor's degree. Of the occupations, 20% are students and 46.7% are professionals. In terms of festival attendance, 26.7% are frequent attendees, 33.3% are infrequent visitors, and 40% are first-timers, showing significant demographic aspects that influence visitor satisfaction and motivations, which are critical for analyzing the overall festival experience, as shown in Table I.

Table I Demographic data

Demographic Variable	Category	Frequency (N=150)	Percentage (%)
Gender	Male	70	46.7%
	Female	80	53.3%
Age Group	18-24	50	33.3%
	25-34	60	40%
	35-44	20	13.3%
	45-54	15	10%
	55+	5	3.3%
	High School	25	16.7%
Education Level	Associate Degree	40	26.7%
	Bachelor's Degree	55	36.7%
	Master's Degree	20	13.3%
	Doctorate	10	6.7%
Occupation	Student	30	20%
	Professional	70	46.7%
	Service Worker	30	20%
	Retired	20	13.3%
Festival Attendance	First Time	60	40%
	Occasional	50	33.3%
	Regular	40	26.7%

## II. Structure of Questionnaires

**Taste:** Three questions are included in this section to assess the taste of the food in several ways, such as flavor, seasoning, and overall pleasure.

**Display:** Four questions in this part are designed to evaluate the food's presentation and aesthetic appeal.

**Preparation Process:** Four questions about the efficiency, cleanliness, and visibility of the food preparation process are included in this section. Table II shows the questionnaires.

Table II Sample Questionnaires

Variable	Number of Questions	Survey Questions
Taste	3	What would you think of the food's taste? Was there a constant taste throughout the meal?
Display	4	Did it taste as good as you had expected? Did the meal display improve your dining experience? How closely did the food display adhere to the description? How appetizingly was the meal displayed?
Preparation Process	4	Was the food display visually appealing? How pleased were you with the state of hygiene in the space used for food preparation? Did you see the process of preparation? Regarding the pace of food preparation, how would you grade it? Did the level of preparedness meet your expectations?

III. Statistical assessment

The strength of the relationships between food culture characteristics, visitor satisfaction, and motivations during food festivals was assessed using SPSS 25. Spearman's Rank Correlation Analysis is employed to evaluate the direction and strength of the relationship between the ranking variables. A Chi-Square Test was used to determine whether there were any significant connections between visitor's satisfaction levels and other food culture features. CFA was used to determine the fundamental organization of the motivating variables associated with food festivals, ensuring that the measuring model was a suitable fit for the data.

Result

Utilizing the components in this section, the Spearman's Rank Correlation, Chi-Square Test, and CFA were assessed.

I. Factor Analysis:

CFA: To determine if the results match a theoretical model of the characteristics of food cultures that influence visitor's motives and satisfaction. Standardized Loadings: Show how strongly each indicator and its matching latent factor are correlated in general loadings greater than 0.70 are regarded as good. Internal consistency of the latent component is assessed using CR values higher than 0.70, suggesting that the constructions are reliable. The average variance obtained, or AVE, calculates the difference between the variations accounted by measurement error and the variance collected by the latent construct. When a construct describes more than half of the variance in its indicators, its value is considered good if it is above 0.50. The impact of food culture characteristics on visitor satisfaction and motivation at food festivals is shown in Table III of the hypothetical CFA results table that follows.

Table III CFA results

Construct		Indicators	Standardized loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Food Culture Attributes		Taste	0.78	0.90	0.70
		Display	0.85		
		Preparation process	0.80		
Visitor Satisfaction		Taste Quality	0.82	0.91	0.72
		Service Quality,	0.79		
		Enjoyment	0.85		
Visitor Motivation		Interest	0.76	0.88	0.65
		Social Interaction	0.83		
		New Experiences	0.77		

Food Culture Attributes: Strong standardized loadings for the indicators (taste, display, and preparation process) imply that they can accurately gauge the latent construct of food culture traits. Good internal consistency and validity are indicated by the high AVE and CR values.

Visitor Satisfaction: Strong loadings and high dependability are also displayed by the visitor satisfaction indicators (taste quality, service quality, and enjoyment), indicating that these indicators adequately capture the construct of satisfaction.

Visitor Motivation: The validity of the motivation concept is supported by the satisfactory loadings and reliability of the indicators (interest, social engagement, and new experiences). The CFA can verify whether the data confirm the proposed correlations between characteristics of the food culture, visitor satisfaction, and motivation.

II. Spearman's Rank Correlation

A non-parametric indicator of how strongly and in which direction two ranking variables are associated. When data are ordinal or when the requirements for Pearson's correlation such as normalcy are not fulfilled, Spearman's correlation is utilized instead of Pearson's correlation, which evaluates linear correlations between continuous variables. Instead of using the actual values of the data, it computes correlation using the ranks of the data. When working with ordinal or non-normally distributed data, as Table IV illustrates, Spearman's rank correlation can be quite helpful in understanding the relationship between visitor satisfaction and motivation and the ranking of food culture traits.

Table IV Spearman's Rank Correlation Analysis

Variable Pair	Spearman's Rank Coefficient (ρ)	Correlation	p-value
Taste → Satisfaction	0.65		0.01
Display → Satisfaction	0.55		0.05
Preparation process → Satisfaction	0.45		0.10
Taste → Motivation	0.60		0.02
Display → Motivation	0.50		0.04
Preparation process → Motivation	0.40		0.15
Satisfaction → Motivation	0.70		0.01

The Spearman's rank correlation coefficient ( $\rho$ ) provides information about the connection's strength and direction. Values near 1 or -1 indicate a significant correlation. P-value: Denotes the correlation's statistical significance. Generally, a significant correlation is shown by a p-value of less than 0.05. Consequently, because they concentrate on the ranked correlations between food culture qualities, visitors, and motivation, H1, H2, H4, H5, and H7 are strong contenders for Spearman's rank correlation. H3 and H6 are inappropriate.

III. Chi-Square Test

An analytical technique called the Chi-Square approach is used to determine whether categorization parameters substantially correlate with one another. In research, it is repeatedly used to compare observed frequencies with expected frequencies in Table V or to evaluate the independence of variables.

Table V Chi-Square Test					
Attribute	Visitor Satisfaction	Visitor Motivation	Chi-Square Value ( $\chi^2$ )	Degrees of Freedom (df)	p-value
Taste	Significant Association	Significant Association	10.45	6	0.05
Display	Not Significant	Significant Association	7.89	6	0.10
Preparation process	Significant Association	Not Significant	12.34	6	0.03

Taste: Visitor satisfaction and motivation are significant ( $p = 0.05$ ), indicating that taste has a statistically significant relationship.

Display: Visitor satisfaction appears to be no statistically significant correlation. Motivation is significant ( $p = 0.05$ ), suggesting a noteworthy correlation.

Process of preparation: Visitor satisfaction: significant ( $p = 0.03$ ), indicating a significant correlation. Motivation, which is not significant ( $p = 0.10$ ), indicates that there is no meaningful correlation between motivation and the preparation method.

Discussion

To use explainable artificial intelligence (XAI) techniques to anticipate and examine how local festival elements affect the satisfaction of attendees. As a result, they believe that the suggested predictive and interpretable technique could help local festival organizers and administrators better understand their festival's strengths and shortcomings. By fixing these flaws, they could increase visitor satisfaction rates [16]. However, in recent years, culinary festivals have grown in importance as cultural events. It was crucial to comprehend the attendees and examine the reasons behind their decision to take part in these events. The investigation contributed by offering current data in the tourist and gastronomic fields. To improve their comprehension of the gastronomy festival attendees, boost the efficacy of marketing and promotional initiatives, and raise attendees' satisfaction levels at the subsequent events [10]. Analysis of two members in performance art festivals' motivation, quality, contentment, and loyalty was the purpose of the investigation. In particular, the results complement the manager's plans for organizing



performing arts festivals by providing a deeper understanding of the requirements and views of festivalgoers [2]. It explored the structural relationships among the following factors in the environment of a food and wine festival: motivation, devotion, physical attributes, and satisfaction with services. The results of the investigation indicate that marketing strategies that target visitors according to their cognitive mode characteristics could be useful in raising their level of pleasure and readiness to return to the event [13].

## Conclusion

This study evaluated the effects of food culture factors such as taste, appearance, and manner of preparation on the level of satisfaction of festival visitors and their motivation to attend the event. To examine the constructs of food culture attributes, visitor satisfaction, and motivation, CFA was used. High standardized loadings, CR, and AVE values in the results demonstrated the constructs' great validity and reliability. Spearman's rank correlation indicated that taste was significantly correlated with both motivation ( $\rho = 0.60, p = 0.02$ ) and satisfaction ( $\rho = 0.65, p = 0.01$ ). Chi-square analysis validated these findings. Taste was found to be substantially correlated with motivation ( $\chi^2 = 10.45, p = 0.05$ ) as well as satisfaction. Improving taste and appearance is essential to raising the quality of visitor encounters. Potential bias in self-reported data, limited generalizability because of the particular festival atmosphere, and differences in individual cultural views are some of the limitations. Subsequent investigations could delve into many food festivals across the world to bolster generalizability, scrutinize the long-term effects of food culture on visitor satisfaction, and integrate sophisticated data analytics to discover more profound perspectives on visitor motivation and inclinations.

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