

RESEARCH ARTICLE

The Interrelationships of Economic Experiential Value, Emotions, Satisfaction, Loyalty, and Intention to Recommend: Evidence From Attendees of Angeles City's Sisig Fiesta

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Abstract: The study aims to explore how economic experiential value, measured through consumer return on investment (CROI), affects attendees' emotions, and these emotions affect their level of satisfaction. Moreover, the present study also examines how satisfaction influences attendees' loyalty and their intention to recommend the event and the mediating role of loyalty on satisfaction-intention to recommend the relationship. The participants of the study were the attendees of *Sisig Fiesta* of Angeles City, and they were identified using a purposive sampling technique. A correlational-predictive research design was employed, and a partial least squares – structural equation modeling (PLS-SEM) was utilized to measure the parameter estimates. The findings revealed that CROI influences positive and negative emotions and satisfaction. Positive emotions were also found to be significantly and positively related to satisfaction. Moreover, satisfaction was significantly and positively related to loyalty and intention to recommend. A significant and positive relationship was also observed between loyalty and intention to recommend. The mediation analysis showed that loyalty acts as a mediator between satisfaction and intention to recommend a food-related event such as the *Sisig Fiesta*. Implications of the study and future research direction were also presented in the study.

Keywords: experiential value, consumer return on investment, emotions, satisfaction, loyalty, intention to recommend, food-related event

The level of competition among destinations and the varying tastes and preferences of the tourists are the greatest challenges being faced by various tourism key players. Today, the success of a tourist destination relies heavily on its level of competitiveness (Goffi, 2013). Competitiveness invariably affects the

performance of a tourist destination, not only in the domestic realm but also in the global setting (Enright & Newton, 2005). To be competitive, tourism key players may consider gastronomic or food tourism as a strategy for niche marketing. As a booming sector in the travel and tourism industry, gastronomic tourism

may provide tourists with new and novel experiences (Ritchie, Crouch, & Hudson, 2000) and can be a source of competitiveness and sustainability of destinations (Quan & Wang, 2004).

Furthermore, festivals and special events are now identified as one of the growing sectors in the tourism industry in the past years throughout the world (Park, Reisinger, & Kang, 2008). Food-related events can be considered essential occasions to sell and promote local food products, endorse tourist destinations, and boost the potential of these destinations, thereby encouraging tourists to visit the said destinations (Getz, 2000). The success of a destination promotion through gastronomic tourism can only be achieved by differentiating the destination's culinary resources and by having food establishments where travelers and tourists can enjoy local cuisines (Jiménez-Beltrán, López-Guzmán, & González Santa Cruz, 2016). According to Kirshenblatt-Gimblett and Fernandez (2003), Philippine food reflects the Filipinos, and it encapsulates the overall culture of the country.

Angeles City is one of the cities in Pampanga, Philippines. It is known to be a food center or a culinary destination in the Philippines. The province of Pampanga is known as the culinary capital of the Philippines (Arcellaz, 2017; de Veyra, 2017; Dy-Zulueta, 2015; Garcia, 2013; Martinez, 2018). In 2017, the first *Kapampangan* Food Festival was held in Clark Freeport Zone, Pampanga, Philippines, and food were prepared by *Culinarya Pampanga*, a group of well-recognized chefs and restaurant owners of Pampanga (Arcellaz, 2017).

On the other hand, Angeles City has its *Sisig Fiesta*, a food event that is staged annually to commemorate the importance of sisig not only in Pampanga but in the entire Philippines (Magalog-De Veyra, 2018). Sisig is a local dish that is a pork hash made with pork face, ears, cheeks, and snout. According to the late renowned chef Anthony Bourdain, sisig could be the next big trend (Thomson, 2017) and considered by New York Times as the "greatest pork dish on earth" (Mishan, 2014). Sisig is considered part of Angeles City's identity, and it embodies the culinary prowess of the people of Angeles City. In 2017, the local government unit of Angeles City, through Ordinance No. 405, Series of 2017, declared sizzling sisig as an intangible heritage of the city to protect the original recipe as part of culinary traditions of not only of the

city but of the whole province of Pampanga ("Foodies troop to Angeles," 2019).

Given that attending gastronomic tourism and food-related events such as the Sisig Fiesta of Angeles City is experiential, the present study aims to explore how economic experiential value measured through consumer return on investment (CROI) affects attendees' emotions, and these emotions affect their level of satisfaction. Moreover, the present study also examines how satisfaction influences attendees' loyalty and their intention to recommend the said event and the mediating role of loyalty on satisfaction-intention to recommend relationship.

Research Framework and Hypothesis Development

Many research studies have identified the relative importance of emotions in the context of tourist experience, attitudes, and behaviors (Hosany & Gilbert, 2010; Lee, 2014; White & Scandale, 2005). In the field of tourism, emotions are universal (Aho, 2001) and are essential in shaping lasting tourist experiences (Tung & Ritchie, 2011). According to Cohen and Areni (1991), emotions are episodes of strong feelings linked with a referent, and they activate particular behavioral responses. Tourism studies focused on emotions are generally examined based on emotional reactions to stimuli and the role of emotions on attitudes and behaviors of tourists and travelers. Additionally, several studies have also investigated the consequence of emotions, which include satisfaction, loyalty, behavioral intentions, and others (Liu, 2016; Ma, 2013).

When the perceived value of a consumer toward a product or service is high, he or she tends to exhibit favorable responses toward that product or service (Chen & Chen, 2010; Gallarza & Saura, 2006; Petrick & Backman, 2002). Perceived value is the derived utility from a product or service, and it considers the benefits a consumer received and the costs associated with the said product or service (Holbrook, 1999; McDougall & Levesque, 2000). In the context of tourism experience, a value can be equated into experiential value. The concept of experiential value is determined by the usage of a consumer and his or her appreciation towards goods and services (Mathwick, Malhotra, & Rigdon, 2001) and offers benefits to consumers both extrinsically and intrinsically (Babin

& Darden, 1995; Batra & Ahtola, 1991; Crowley, Spangenberg & Hughes, 1992; Mano & Oliver, 1993). One of the dimensions of experiential value is consumer return on investment (CROI). This economic dimension refers to consumer's investment of resources, may it be financial, time-based, behavioral, and mental, which may result in a return (Lee, Sung, Suh, & Zhao, 2017; Mathwick et al., 2001). In the study of Kim and Stepchenkova (2018), they found out that CROI is positively and significantly related to positive emotions and negatively but insignificantly associated with negative emotions. Moreover, in the study of Lee et al. (2017), CROI was found to be directly and significantly related to the satisfaction of a food and wine festival attendees. Wu and Liang (2009) also investigated the influence of CROI on luxury hotel clients' satisfaction. The findings showed that CROI and satisfaction are positively and significantly related. Therefore, I propose the following hypotheses:

H1a. Consumer return on investment positively influences positive emotions.

H1b. Consumer return on investment negatively influences negative emotions.

H1c. Consumer return on investment positively influences satisfaction.

Several studies have also identified the effects of emotions (positive and negative) on satisfaction. In the study of Io (2018), the author explored the impact of positive emotions on the level of satisfaction of hotel-casino clients. The results revealed that positive emotions positively influence clients' satisfaction. Furthermore, del Bosque and San Martín (2008) also examined how positive and negative emotions influence satisfaction. The authors found out that positive emotions positively affect satisfaction, whereas negative emotions negatively affect satisfaction. Grappi and Montanari (2011) also examined how positive and negative emotions affect the satisfaction of festival attendees. They observed that, when attendees exhibit positive emotions, their level of satisfaction towards a festival rises, but when they show negative emotions, the level of satisfaction declines. The same is valid with the study of Lee, Lee, Lee, and Babin (2008), where they also identified that festival attendees' emotions influence satisfaction.

Positive emotions positively lead to higher satisfaction, but negative emotions lead to lower satisfaction. A similar study was also conducted by Faullant, Matzler, and Mooradian (2011), where the authors argued that joy, a positive emotion, positively and significantly influence the level of satisfaction of mountaineers. Hence, I hypothesize that:

H2a. Positive emotions positively influence satisfaction.

H2b. Negative emotions negatively influence satisfaction.

Prior research studies examined the influence of satisfaction on loyalty and intention to recommend. For instance, Abuamoud, Ibrahim, and Alrousan (2018) investigated the relationship between tourist satisfaction and loyalty. The findings revealed that the level of satisfaction of tourists is positively related to loyalty. Lee, Jeon, and Kim (2011) also explored the relationship between satisfaction and loyalty among Chinese tourists in Korea. The authors found a direct link between satisfaction and loyalty. Do Valle, Silva, Mendes, and Guerreiro (2006) also examined how the satisfaction of tourists affects loyalty and intention to recommend. The findings showed that tourist satisfaction and loyalty are positively and significantly related, and this relationship leads to intention to recommend. Whereas, in the study of Prayag, Hosany, Muskat, and Del Chiappa (2017), the authors revealed that the level of satisfaction influences intention to recommend. When tourists are satisfied, their propensity to recommend a destination is high. Based on these related studies, I propose the following hypotheses:

H3a. Satisfaction positively influences loyalty.

H3b. Satisfaction positively influences the intention to recommend.

H4. Loyalty positively influences the intention to recommend.

Most of the previous studies scrutinized the impact of satisfaction on loyalty and intention to recommend a destination (e.g., Abuamoud et al., 2018; Lee et al., 2011; Prayag et al., 2017) and the effect of loyalty on

intention to recommend (e.g., Do Valle et al., 2006). In contrast, Jaiswal and Niraj (2011) explored the mediating effect of loyalty on the relationship between satisfaction and behavioral intentions. The results indicated that loyalty acts as a mediator between the satisfaction-behavioral intentions relationship. Studies on tourist loyalty are mostly focused on the identification of its antecedents. For instance, Prayag and Ryan (2012) argued that the image of the destination, involvement of tourists, and attachment to the destination are the predictors of loyalty. Therefore, I hypothesize that:

H5. Loyalty mediates the positive relationship between satisfaction and intention to recommend.

Based on the formulated research hypotheses, the proposed model is presented in Figure 1. The proposed model examines the influence of economic experiential value (measured through CROI) on positive and negative emotions and the effects of these emotions on satisfaction. Moreover, the present study also investigates how satisfaction influences loyalty and intention to recommend and the mediating role of loyalty on the relationship between satisfaction and intention to recommend. The full lines measure

directs effects of the hypothesized relationships while the dashed line gauges the indirect effect.

Methods

Participants of the Study

The respondents of the present study were the attendees of Sisig Fiesta of Angeles City, Philippines. On April 27, 2019, the local government of Angeles City staged the third Sisig Fiesta, and it was well attended by residents, local, and foreign tourists. Participants were identified during this event, and they were selected using a purposive sampling technique. Out of 350 distributed survey-questionnaires, 277 were retrieved and were accurately answered by the respondents, a response rate of 79.14%.

Table 1 presents the characteristics of the participants in the study. The majority of the respondents were in the age groups of 21 to 30 and 20 and below. Only 18.4% of total respondents were in the brackets 31 to 40 and 41 and above. Almost all of the participants were Filipinos, and 71.5% were residing in Angeles City. In terms of sex, 54% were female; in terms of civil status, 75% of the total sample size was single, and 22.7% were married. Lastly, 171 out of 277 finished college degrees; 35% of the total respondents were high school graduates.

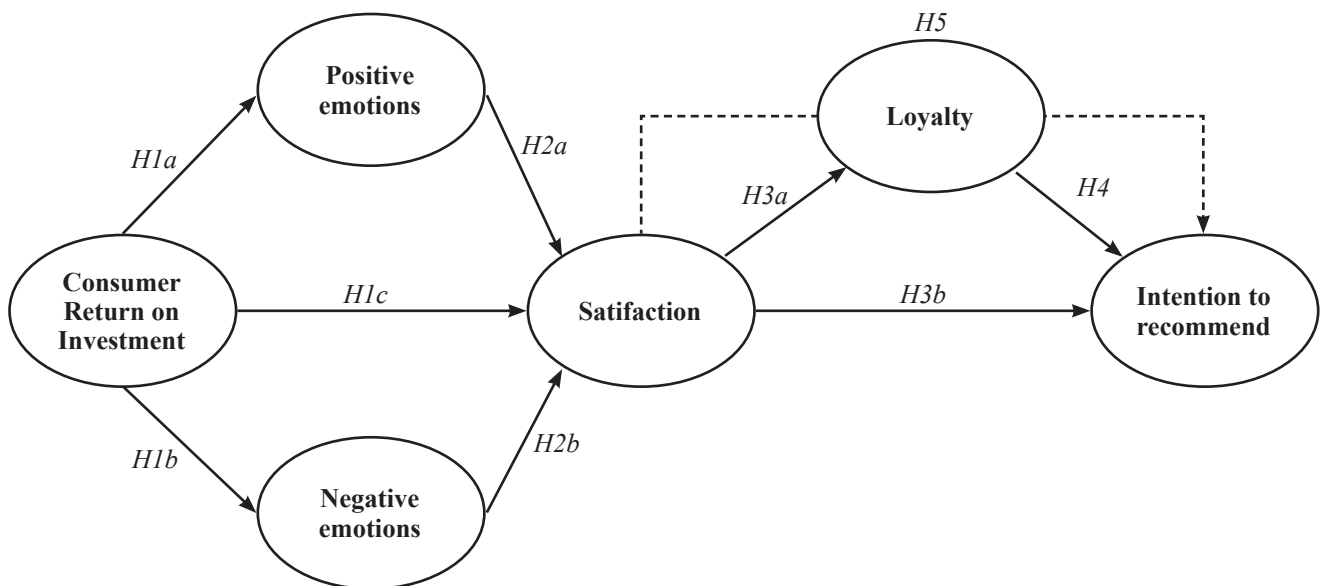


Figure 1. Proposed model of attendees’ satisfaction and intention to recommend a food-related event.

Table 1*Characteristics of the Respondents*

Respondents' Characteristics	Frequency	Percentage
Age		
20 and below	52	18.8
21 – 30	174	62.8
31 – 40	27	9.7
41 – above	24	8.7
Nationality		
Filipino	269	97.1
Foreigner	8	2.9
Residence		
Angeles City	198	71.5
Outside Angeles City	79	28.5
Sex		
Male	127	45.8
Female	150	54.2
Civil Status		
Single	208	75.1
Married	63	22.7
Separated / Annulled	4	1.4
Others	2	.7
Highest Educational Attainment		
High School	97	35.0
College	171	61.7
Masters/Doctorate	6	2.2
Others	3	1.1

Research Instrument

The research instrument used in the present study is a survey questionnaire. The first part of the instrument contains the demographic profile of the respondents, which include participant's nationality, residence, sex, civil status, and highest educational attainment. The second part of the instrument details the items for the latent constructs—positive emotions (five items), negative emotions (three items), CROI (two items), satisfaction (three items), and intention to recommend (three items). The items for positive and negative emotions and intention to recommend were taken from previous studies (e.g., Hosany & Gilbert, 2010; Hosany & Prayag, 2013; Hosany, Prayag, Van Der Veen, Huang, & Deesilatham, 2017). On the other

hand, the items for CROI, satisfaction, and loyalty were taken from the study of Lee et al. (2017). All items were measured using a 5-point Likert scale where 5 means strongly agree, and 1 means strongly disagree. Furthermore, all constructs were subjected to validity (discriminant and convergent validity) and reliability (Cronbach's alpha and composite reliability) tests. Results are presented in Tables 3 and 4.

Data Analysis

To test the applicability of the proposed structural model of attendees' satisfaction and intention to recommend a food-related event, a correlational-predictive design was utilized. To estimate the parameters of the proposed model, a partial least

squares–structural equation modeling (PLS-SEM) using WarpPLS 6.0 was employed. The PLS-SEM is a statistical test that follows three stages: specification of the model, evaluation of the outer model, and assessment of the inner model. The present study also employed mediation analysis to gauge how mediators absorb the effect of the exogenous variable on an endogenous construct in PLS-SEM (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014).

Results

Table 2 presents the 10 global model fit quality indices namely: average path coefficient (APC), average R-squared (ARS), average adjusted R-squared (AARS), average block variance inflation factor (AVIF), average full collinearity VIF (AFVIF), Tenenhaus goodness of fit (GoF), Simpson’s paradox ratio (SPR), R-squared contribution ratio (RSCR), statistical suppression ratio (SSR), and non-linear bivariate causality direction ratio (NLBCDR). The model fit and quality indices evaluate whether the model fits with the data (Kock, 2017).

In evaluating the fit of the structural model, the values of APC, ARS, and AARS must be significant; meaning, the corresponding p-values of each index must be equal to or below 0.05 (Kock, 2011). The coefficients of APC = 0.335, ARS = 0.266, and AARS = 0.263 have p-values less than 0.05, therefore, the

structural model satisfied the criteria for model fit.

In terms of AVIF and AFVIF, both indices must have values of less than or equal to 5 or ideally, equal to or less than 3.3 (Kock & Lynn, 2012). With AVIF = 1.162 and AFVIF = 1.570, both indices are within the acceptable ranges.

With regard to Tenenhaus GoF, a measure of explanatory power of the structural model (Tenenhaus, Vinzi, Chatelin, & Lauro, 2005), the coefficient corresponds to the following thresholds: small if GoF is greater than or equal to 0.1, medium if GoF is greater than or equal to 0.25, and large if GoF is greater than or equal to 0.36 (Wetzels, Odekerken-Schroder, & Van Oppen, 2009). With Tenenhaus GoF = 0.475, this indicates that the explanatory power of the structural model is large; therefore, the model is highly acceptable.

In terms of SPR, a measure of the possible causality problem in a structural model (Kock, 2017), and RSCR, an index that gauges the degree to which the structural model has no negative R-squared contributions (Kock, 2015; Kock & Gaskins, 2016; Pearl, 2009; Wagner, 1982), the thresholds are as follows: SPR and RSCR must be equal to 1 or a more relaxed criterion, they must be equal to or higher than 0.7 (Kock, 2017). With SPR and RSCR having values equal to 1, the results suggest Simpson’s paradox is not present, and there are no negative R-squared contributions in the structural model.

Table 2

Model Fit and Quality Indices

Model Fit and Quality Indices	Coefficient
APC	0.335, p < .001
ARS	0.266, p < .001
AARS	0.263, p < .001
AVIF	1.162
AFVIF	1.570
Tenenhaus GoF	0.475
SPR	1.000
RSCR	1.000
SSR	1.000
NLBCDR	1.000

As for the coefficients of SSR and NLBCDR, the acceptable values must be equal to or greater than 0.7. The SSR is an index that gauges whether the structural model does not have or does not experience suppression instances. On the other hand, NLBCR measures the degree to which the bivariate non-linear coefficients association provides support for the hypothesized directions of the path-related cases in a structural model (Kock, 2017). With SSR and NLBCDR having values equal to 1, the results indicate that the structural paths are free from statistical suppression, and the causality of the hypothesized path direction of the model is supported.

Validity and Reliability Measurements

Reliability and validity tests were performed to scrutinize the strength of the structural model. In terms of reliability tests, Cronbach's alpha (CA) and composite reliability (CR) were measured. To achieve reliability, the values of CA and CR must be equal to or higher than 0.70 (Fornell & Larcker, 1981; Nunnally 1978; Nunnally & Bernstein, 1994; Kock, 2017; Kock & Lynn, 2012). With the values of CA and CR for each construct, as shown in Table 3, food-related motivation, local food involvement, food satisfaction, and destination loyalty are highly reliable.

Table 3

Convergent Validity and Reliability Measures

Construct / Item	Factor Loading	AVE	CR	CA
<i>Positive Emotions</i>		0.726	0.873	0.914
PE1. This fiesta gives me a sense of amazement.	0.871			
PE2. This fiesta gives me a sense of caring.	0.897			
PE3. This fiesta gives me a sense of inspiration.	0.880			
PE4. This fiesta gives me a sense of pleasure.	0.753			
<i>Negative Emotions</i>		0.871	0.926	0.953
NE1. This fiesta gives me a sense of disappointment.	0.939			
NE2. This fiesta gives me a sense of displeasure.	0.951			
NE3. This fiesta gives me a sense of unhappiness.	0.909			
<i>Consumer Return on Investment</i>		0.908	0.899	0.952
CROI1. This fiesta is worth its ticket price.	0.953			
CROI2. The amount I spent on this fiesta is acceptable.	0.953			
<i>Satisfaction</i>		0.824	0.893	0.933
SAT1. Overall, I am satisfied with my experience at this fiesta.	0.914			
SAT2. This fiesta is worth what I spent.	0.924			
SAT3. This fiesta offers more value than I expected.	0.884			
<i>Loyalty</i>		0.887	0.873	0.940
LOY1. This fiesta gives a good image to Angeles City.	0.942			
LOY2. I will keep on attending this fiesta in Angeles City.	0.942			
<i>Intention to Recommend</i>		0.857	0.917	0.947
INT1. I will recommend this fiesta to other people.	0.914			
INT2. I will say positive things about this fiesta to other people.	0.942			
INT3. will encourage friends and relatives to attend this fiesta.	0.922			

All factor loadings are significant at 0.001 ($p < .001$). AVE = average variance extracted; CR = composite reliability; CA = Cronbach's alpha.

Table 4

Discriminant Validity

	PE	NE	CROI	SAT	LOY	INT
PE	0.852					
NE	-0.172	0.933				
CROI	0.372	0.045	0.953			
SAT	0.588	-0.145	0.373	0.908		
LOY	0.470	-0.127	0.299	0.384	0.942	
INT	0.558	-0.175	0.340	0.589	0.516	0.926

PE – positive emotions; NE – negative emotions; CROI – consumer return on investment; SAT – satisfaction; LOY – loyalty; INT – intention to recommend. The diagonal values are the square root of AVE of constructs, whereas the off-diagonal elements are the correlation between constructs.

Concerning validity, both convergent and discriminant validity tests were performed. To achieve convergent validity, the factor loading for each item must be equal to or greater than 0.5, and the corresponding p-value must be equal to or lower than 0.05 (Hair, Black, Babin, & Anderson, 2009; Kock, 2014). Additionally, the evaluation of discriminant validity includes looking at the values of the average variance extracted (AVEs). The AVEs, to be acceptable, must be equal to or higher than 0.5 (Fornell & Larcker, 1981; Kock & Lynn, 2012). At the same time, discriminant validity also involves the scrutiny of the correlations among constructs with square roots of

AVEs (Kock, 2017; Lacap, 2019). The diagonal values (see Table 4) must be higher than any of the values to their left in the same row (Kock, 2017). As shown in Tables 3 and 4, all constructs exhibit convergent and discriminant validity.

PLS-Path Model

Figure 2 and Table 5 present the parameter estimates of the hypothesized relationships of the structural model. Analysis of the data showed that CROI significantly and positively influences positive ($\beta = 0.422, p < 0.001$) and negative ($\beta = 0.128, p = 0.015$) emotions, and satisfaction ($\beta = 0.274,$

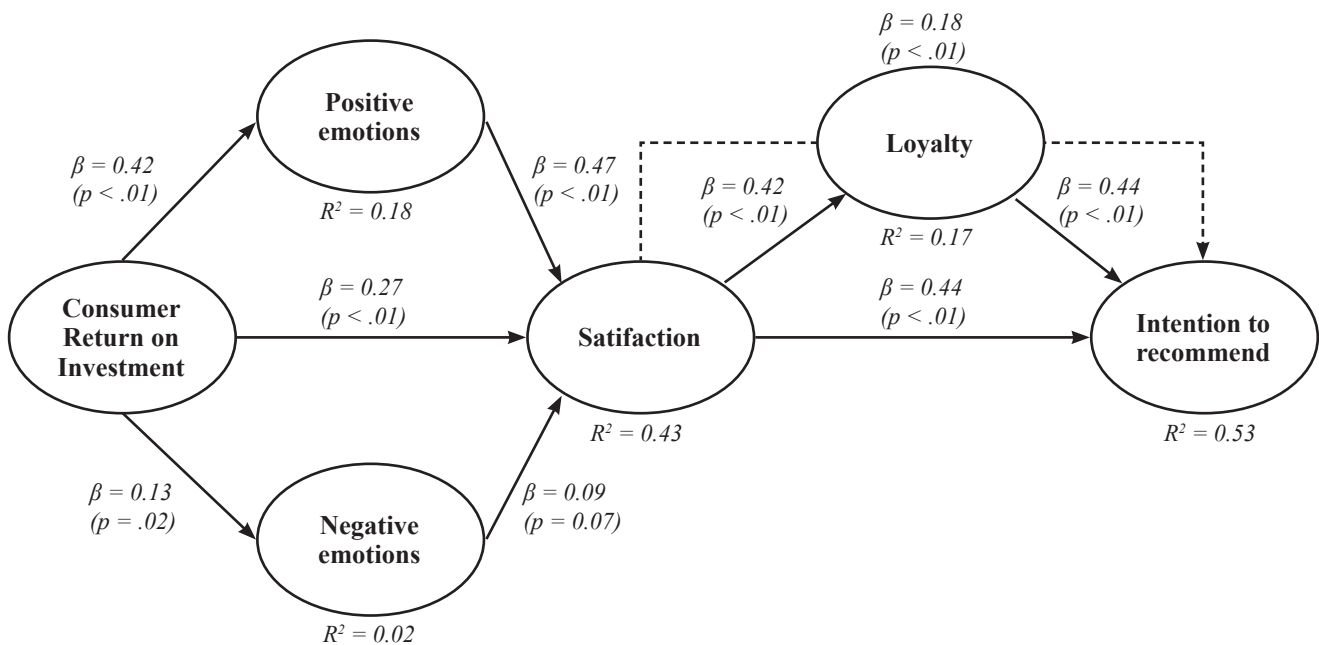


Figure 2. The structural model with parameter estimates.

$p < 0.001$). The effect sizes for CROI \rightarrow PE is medium ($f^2 = 0.176$), for CROI \rightarrow NE is small ($f^2 = 0.016$), and for CROI \rightarrow SAT is medium ($f^2 = 0.284$). Therefore, H1a and H1c are accepted while H1b is rejected.

In terms of the relationships between positive and negative emotions to satisfaction, the results indicate that positive emotions are significantly and directly related to satisfaction ($\beta = 0.473$, $p < 0.001$) with an effect size of medium ($f^2 = 0.284$). Negative emotions showed no significant relationship with satisfaction ($\beta = -0.088$, $p = 0.070$). Hence, H2a is accepted, whereas H2b is rejected.

The results also revealed that the relationships of satisfaction and loyalty ($\beta = 0.417$, $p < 0.001$), satisfaction and intention to recommend ($\beta = 0.442$, $p < 0.001$), and loyalty and intention to recommend ($\beta = 0.437$, $p < 0.001$) are significant and positive. The effects sizes of SAT \rightarrow LOY ($f^2 = 0.174$), SAT \rightarrow INT ($f^2 = 0.268$), and LOY \rightarrow INT ($f^2 = 0.263$) are all medium. Therefore, H3a, H3b, and H4 are accepted.

The mediation analysis revealed that loyalty mediates the significant and positive relationship between satisfaction and intention to recommend ($\beta = 0.182$, $p < 0.001$) with a medium effect size ($f^2 = 0.263$). Hence, H5 is accepted.

The coefficient of determination or the R-squared (R^2) values were also shown in Figure 2. Based on the structural model, the R^2 coefficients of 0.18, 0.02, 0.43, 0.17, and 0.53 or an ARS of 0.226 indicate that about 22.6% of the variability of endogenous variable/s can be explained by the exogenous variable/s and its corresponding p -value is significant ($p < 0.001$).

Discussion

The present undertaking showed that the relationship between CROI and positive emotions and CROI and negative emotions are significant and positive. The result signifies that when respondents perceive that the amount they spent in a food-related event is acceptable and economical, their propensity to exhibit favorable and unfavorable emotions is high. In short, when an attendee of a food-related event feels that he or she receives what he or pays for, he or she can still exhibit positive emotions such as joy, pleasure, and amazement and at the same time negative emotions such as disappointment, displeasure, and unhappiness. This situation can be attributed to the fact that food-related event is still experiential. This finding is similar to the study of Kim and Stepchenkova (2018), where the authors argued that CROI and positive emotions

Table 5

Direct and Indirect Effects

Hypothesis	β	f^2	SE	p -value
Direct Effects				
H1a. CROI \rightarrow PE	0.422	0.178	0.056	< 0.001
H1b. CROI \rightarrow NE	0.128	0.016	0.059	0.015
H1c. CROI \rightarrow SAT	0.274	0.128	0.057	<0.001
H2a. PE \rightarrow SAT	0.473	0.284	0.056	<0.001
H2b. NE \rightarrow SAT	-0.088	0.021	0.059	0.070
H3a. SAT \rightarrow LOY	0.417	0.174	0.056	<0.001
H3b. SAT \rightarrow INT	0.442	0.268	0.056	<0.001
H4. LOY \rightarrow INT	0.437	0.263	0.056	<0.001
Indirect Effect				
H5. SAT \rightarrow LOY \rightarrow INT	0.182	0.110	0.041	<0.001

PE – positive emotions; NE – negative emotions, CROI – consumer return on investment; SAT – satisfaction; LOY – loyalty; INT – intention to recommend. f^2 is the effect sizes (Cohen, 1988) where 0.02 = small, 0.15 = medium, 0.35 = large. SE = standard error; β = standardized path coefficient.

are indeed directly related but CROI and negative emotions are negatively, but not significantly related.

Moreover, it was also found that CROI is significantly and positively related to satisfaction. This result indicates that a food-related event attendee will feel satisfaction when he or she gets what he or she spent in the said event. This finding is comparable to the study of Wu and Liang (2009), who also found out that CROI influences the satisfaction of hotel clients.

It was also found that positive emotions positively influence satisfaction, although negative emotions negatively but insignificantly impact satisfaction. The finding means that only positive emotions affect the level of satisfaction of attendees of a food-related event. When attendees have favorable feelings towards a food-related event, their level of satisfaction rises. Prior studies also found that positive emotions and satisfaction are directly related, whereas negative emotions are negatively correlated (del Bosque & San Martin, 2008; Faullant et al., 2011; Grappi & Montanari, 2011; Io, 2018; Lee et al., 2008).

In terms of the influence of satisfaction on loyalty and intention to recommend, and the impact of loyalty on the intention to recommend, positive and significant relationships were observed. When respondents are satisfied with the experience they gained from a food-related event, and they felt that their expectations were met, a good image regarding the event and of the place is formed in their cognitive frame. Moreover, a satisfied food-related attendee will keep on visiting the said event, and the propensity for them to recommend the event to others is high. These results are in congruence with the research studies of Abuamoud et al. (2018), Do Valle et al. (2006), and Lee et al. (2011), where they found out that satisfaction leads to loyalty and intention to recommend. Additionally, when these attendees became loyal in attending the said event, their inclination to recommend it to others is high. Previous studies of Do Valle et al. (2006) and Prayag et al. (2017) also argued that loyalty positively affects intention to recommend.

The mediation analysis showed that loyalty acts as a mediation between the positive and significant relationship between satisfaction and intention to recommend. The result indicates that when attendees are satisfied with the experience, they gained from a food-related event, their propensity to recommend the event to others is high, and this strength of this relationship is due to the loyalty that attendees will

exhibit. Loyalty reinforces the relationship between satisfaction and intention to recommend.

Implications of the Study and Future Research Directions

Festivals and special events are now considered growing sectors of the tourism industry (Park et al., 2008), and food-related events are now essential, particularly if one wants to promote local products, promote destinations, and augment the potential of an attraction (Getz, 2000). Thus, the present study opens many implications on how food-related events such as the Sisig Fiesta of Angeles City can be utilized to attract more tourists for the city while preserving the culinary heritage of not only of the city but of the whole province of Pampanga where Angeles City is situated. First, the current undertaking is the first quantitative research study that explored economic experiential value, emotions, satisfaction, loyalty, and intention to recommend where attendees of the Sisig Fiesta were used as the respondents. Based on the results, food-related event organizers must foremost consider the experiential nature of events. Attendees are looking for an event where they will get what they paid for. The level of satisfaction of attendees relies on CROI and positive emotions. Therefore, food-related event organizers must always consider that economic experiential value and positive emotions are essential factors to satisfy attendees. Second, attendees' satisfaction may lead to loyalty and intention to recommend the food-related event to others. When the experience that the attendees gained from a food-related event is favorable, the propensity for repeat visit is possible.

Additionally, satisfied attendees will encourage others to attend the said event and will invoke positive reviews regarding their experience. Lastly, loyalty plays a significant role in the relationship between satisfaction and intention to recommend. Food-related organizers must anchor all their activities to gain not only satisfied attendees but also loyal visitors. Sisig Fiesta organizers must realize that showing culinary resources is not only about staging activities, but new and novel experiences (Ritchie et al., 2000) must also be emphasized.

Indeed, the level of competition among destinations is truly stiff (Goffi, 2013), and gastronomic tourism and activities related to gastronomy can be a differentiating strategy to achieve success (Jimenez-Beltran et al.,

2016). The present study also has limitations because it only explored economic experiential value, emotions, satisfaction, loyalty, and intention to recommend. Other researchers may want to look for additional experiential value aside from CROI and scrutinize not only positive and negative emotions but also other forms of emotions to widen the possible factors that may contribute to the satisfaction of food-related event attendees. Others may also consider examining other mediating constructs on the relationship between satisfaction and intention to recommend or identify moderators that may influence the said relationship.

Declaration of ownership

This report is my original work.

Conflict of interest

None.

Ethical clearance

This study was approved by the institution.

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