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Measuring Tourist Festival Experience: Development and Validation of the PHF-TX Model

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Abstract

Despite the economic and academic importance of periodic hallmark festivals (PHFs) and customer experience, knowledge about the tourist experience (TX) in a PHF consumption context remains limited. In response, this research conceptualizes a novel "periodic hallmark festival tourist experience" (PHF-TX) construct and develops a measurement instrument. Findings from three empirical studies of PHF tourists confirmed six constituent perceived value dimensions of PHF-TX. Empirically, PHF-TX was positively associated with behavioral intentions and subjective wellbeing, with festival attachment playing a mediating role. Important theoretical and practical implications include heterogeneity with prior experience and an attenuated impact of PHF-TX in the proposed relationships, indicating that the relationship between PHF-TX and behavioral intention may differ between first-time and repeat PHF tourists. This finding suggests there may be a point on the perceived value spectrum where the benefits of PHF-TX increase at a decreasing rate. Consequently, PHF organizers are recommended to nurture festival attachment opportunities for first-time tourists.

Keywords: customer experience; periodic hallmark festival; tourist experience; event tourism; nonlinear effect; scale development

1 Introduction

Festivals are important aspects of society that facilitate social cohesion and enhance wellbeing (Getz & Page, 2019). The concept of the 'hallmark festival' was first defined by Ritchie (1984), who outlined its differences from other hallmark event formats that involve tourists, such as world fairs or the Olympic Games (Ritchie, 1984). A 'periodic hallmark festival' (PHF) is characterized as a recurring event with international status that is synonymous with the host destination (Getz & Page, 2016; Getz et al., 2012). The degree of permanence and frequency that constitutes a hallmark festival has been a source of conjecture in the literature. Nonetheless, to achieve hallmark status, PHFs develop their character and international recognition over several years and enhance the identity of the destination, attract non-local inhabitants, and attract political and community resources and support (Getz & Page, 2019; Laing et al., 2018; Ritchie, 1984). Examples include the Edinburgh Festival Fringe, the Carnival in Rio de Janeiro, the Melbourne International Comedy Festival, and the Adelaide Festival (also known as the Adelaide Festival of Arts).

These types of festival can attract large numbers of visitors to a destination and strengthen event tourism expenditure on travel, accommodation, recreation, and food (Getz & Page, 2019; Ritchie, 1984; Todd et al., 2017). A PHF can contribute significantly to the economy (Todd et al., 2017). For example, the 2018 Adelaide Festival contributed AU$109 million to the economy of the state of South Australia (Government of South Australia, 2019). In the same year, the Adelaide Fringe generated another AU$95.1 million in national and international expenditure for South Australia's tourism market (Harrington & Smith, 2019). Given the number of competing PHFs, tourism managers need to develop outstanding experiential value propositions to differentiate their festivals from competitors and attract tourists (Getz & Page, 2019; Todd et al., 2017).

Customer experience (CX) has been widely considered in academic and industry domains within marketing and tourism. CX has been operationalized as a multidimensional construct (Rahman, Carlson, Gudergan, et al., 2022) based on customer perceptions of value offerings (Lemon & Verhoef, 2016; Rather et al., 2022). Over several decades, scholars have sought to understand the value creation process more deeply from the customer perspective, along with its management (Zeithaml et al., 2020). Customer-perceived value (CPV) has been studied in diverse contexts across tourism, retail, and service provision, revealing context-specific CPV and unique influences on overall CX judgements (Zeithaml et al., 2020).

In tourism, some CPV research has focused on understanding how customers assess value, including in group travel to large events (Carlson et al., 2016), shopping tourism (Choi et al., 2018), hotels (Gallarza et al., 2019), multicultural festivals (J.-S. Lee et al., 2011) travel websites (Mohd-Any et al., 2015) country-specific tourism (Pandža Bajs, 2015), tourism services via different media (Sabiote-Ortiz et al., 2016), timeshare accommodation (Sparks et al., 2008), and adventure tourism (Williams & Soutar, 2009). Despite the growing CPV focus in the travel research literature, an empirical examination has not been made of CPV associated with the tourist experience (TX) in the PHF consumption context. Consequently, there is limited literature on the dimensions of value tourists derive from PHF experiences, and how overall TX may benefit organizers and tourists alike (Lemon & Verhoef, 2016; Rather et al., 2022).

A review of the festival tourism CPV literature (see supplementary Table S.1) shows that most studies adopt a multidimensional approach to CPV that varies based on context, such as cultural festivals (e.g., Akhoondnejad, 2016; Fu et al., 2018) and group travel to major events (e.g., Carlson et al., 2016). Indeed, the nature and number of CPV dimensions vary widely (i.e., from two to 11) across tourism consumption contexts, including utilitarian and hedonic dimensions (e.g., Bradley & Sparks, 2012; Gursoy et al., 2006). Given the lack

of a mutually agreed set of CPV dimensions (Bradley & Sparks, 2012), scholars suggest that generic value measures lack validity in specific contexts (Rather et al., 2022). For instance, "sacredness" (i.e., entering into spiritual consciousness), identified as one of five value dimensions in the South Korean domestic festival context (H. Lee et al., 2019), is unlikely to be a key value dimension operating in the PHF context more broadly.

While the CPV literature provides some direction for research, without identifying the constituent CPV dimensions capturing tourists' experience of PHFs involving both individual *and* social interactions, the domain is hindered. This is particularly critical since festivals become social spaces where continuous interactions with festival providers and other visitors become crucial indicators of the event's success (Zhang, Fong & Li, 2019). Consequently, experiential value theorizing in unique tourism consumption settings, such as PHFs, remains underexplored.

Although conflation appears between related TX concepts, such as value co-creation and value-in-use (Rather et al., 2022), there is limited rigorous consideration of how tourists form their perceptions and thus how CPV should be conceptualized. Similarly, although multidimensional frameworks presented in the literature offer insight into the underlying benefits that customers derive from different tourism consumption settings, it does not offer a precise solution to explain value appraisals based on individual and social interactions within the PHF-TX consumption context. Therefore, the development of a more precise PHF-TX construct with constituent CPV dimensions and operationalization of PHF-TX with empirical validation is needed. Further, empirical research in the festival tourism and travel research domains has largely comprised a single study/survey approach, with few mixed-methods and multi-studies adopted for empirical rigor.

To address these gaps in literature, for the first time, the present study aimed to conceptualize a model of tourist experience of periodic hallmark festivals (PHF-TX) and

develop and validate a robust PHF-TX measurement instrument. *We defined a PHF as a major, large-scale, recurring (usually annual) hallmark festival that attracts tourists from a wide geographical area and enhances the awareness, appeal, and profitability of the festival destination*. To examine the experiences of PHF tourists, we posed two research questions:

(1) What benefits do tourists derive from a PHF experience?

(2) How does PHF-TX contribute to positive outcomes such as festival attachment, behavioral intentions (i.e., revisit and word-of-mouth), and subjective wellbeing?

2 Theoretical Foundation and Hypothesis Development

2.1.1 Theoretical Foundation

Consumption value theory, value-in-use theorizing, and associated multidimensional frameworks (see Gallarza & Gil Saura, 2020; Mohd-Anyet al., 2015) enable insight into the benefits tourists may derive from PHF consumption experiences. Various conceptual and empirical studies have illuminated the mechanisms by which CPV is conceptualized and operationalized. Early services literature considered value to be unidimensional, reflecting a summary judgment by the customer of the trade-off between what is given (i.e., costs) and what is received (i.e., benefits) in relation to a service (Zeithaml, 1988). More recently, rather than treating CPV merely as a comparison of benefits and costs, literature has emerged about consumer behavior that recognizes that value can be derived from consumption experiences (Hirschman & Holbrook, 1982; Holbrook, 1999). Holbrook (1999, p. 5) describes value as an "interactive relative preference experience" subject to personal and situational factors. This means that value is (1) comparative, as it varies across objects for a customer; (2) a personal assessment, as what is deemed valuable for one customer may not be as valuable for others; and (3) situational and context specific, whereby the value of an object is embedded in the specific context in which the experience occurs. Holbrook's value typology recognizes the

variety in value (e.g., active versus reactive, self-oriented versus other-oriented, extrinsic versus intrinsic) that may arise in consumption experiences.

The notion that value is perceived and derived from a consumption experience and that customers can be observed as rational, economic decision-makers but also emotional experience-seekers is pertinent to the PHF context. This view is underpinned by the early conceptual research of Hirschman and Holbrook (1982) and Holbrook (1999), in which value is seen as an affective and cognitive experience outcome. Thus, in the present study, tourists are considered to perceive and derive value from PHF consumption experiences through affective and cognitive processes.

The "value-in-use" literature provides a further theoretical foundation for CPV in the PHF context. Grönroos and Voima (2013) describe the value creation process on a three-sphere continuum. The first sphere is the provider sphere, where the provider offers resources to customers that may facilitate value-in-use, for example, by organizing PHF activities for tourists. This is a process from which customers are excluded. The second is the joint sphere, where the provider and customers interact. This joint integration of resources enables the provider to co-create value with customers, such as tourists attending PHF activities. The third is the customer sphere, where the customer independently creates value as value-in-use and may socially co-create value with other actors (e.g., other PHF tourists). This sphere is closed to the provider. Therefore, value-in-use is co-created in the joint sphere or independently created in the customer sphere and arises through experiences as opposed to products or services (Grönroos & Voima, 2013).

Importantly, emergent customer dominant logic theorizing further considers the importance of value formed within experiences and practices situated in, and influenced by, the customer's own social contexts rather than how firms provide the core service to customers to create value (Heinonen and Strandvik, 2015; Helkkula, Kelleher, & Pihlström,

2012). In this sense, tourism customers possess operant resources (i.e., physical, mental, and emotional) as part of their lifeworld and deploy them for value creation purposes, often outside of the service provider's zone of influence (e.g., in customer-to-customer or actor-to-actor interactions) (Malone et al., 2018). This distinction is important in the PHF consumption context where it often involves spending time with peers and family members, interacting and connecting with strangers, or simply being co-present as part of a larger collective which are not directly linked to the immediate service exchange (Getz and Page, 2016; Rihova et al., 2018; Zhang et al., 2019). This highlights the active role of PHF tourists in shaping the PHF value creation process within their social context. This perspective of value creation is adopted in the present study.

As value-in-use emerges through an evolving and dynamic experiential process, it is important to note its dual nature, where the customer feels better off (i.e., positive value) or worse off (i.e., negative value) through experiences related to consumption (Grönroos & Voima, 2013). Consistent with this view, Plewa et al. (2015) argue that the perceived benefit in this context is the positive value that emerges for, or is created by, the customer as value-in-use. Here, an organization can facilitate potential value by supporting customers in creating value-in-use or producing and offering resources that represent expected value-in-use yet cannot themselves deliver value-in-use (Grönroos & Voima, 2013). That is, value-in-use cannot be readily made or handed over by PHF organizers (Busser & Shulga, 2018). Value-in-use in the context of tourists at PHFs is generated when they participate in and experience festival activities, as well as interact with their own social context and engage in extensive customer-to-customer interactions (Malone et al., 2018; Rihova et al., 2018).

In addition to the values literature, the dimensionality of CPV and its empirical validation have been explored in the consumer behavior literature, which conceives of CPV as an experiential construct consisting of cognitive and emotional elements that influence

customer choice (Babin et al., 1994). Early empirical studies tested the view that perceived value is multidimensional, encompassing functional, emotional, social, conditional, and epistemic value (Sheth et al., 1991). Later, Sweeney and Soutar (2001) introduced the PERVAL framework (i.e., PERceived VALue scale) after empirically identifying four perceived value dimensions for durable goods: quality (performance) value, social approval value, emotional value, and monetary value. Recent empirical studies in travel research have further advanced multidimensional theorizing of CPV (Carlson et al., 2016; Eid & El-Gohary, 2015; Gallarza et al., 2019; Prebensen et al., 2013).

Based on the theoretical discussion thus far, we conceptualize CPV in PHFs for tourists as representing value-in-use in the PHF setting, that is, the positive benefits of PHF experiences tourists realize through interactions with the PHF provider and other stakeholders. This conceptualization is akin to the value-in-use concept of Grönroos and Voima (2013) and Plewa et al. (2015), who refer to value-in-use as the benefits perceived by the consumer within a joint sphere of resource integration with a provider, which reflects the positive value that emerges for the consumer as value-in-use. It also draws upon customer dominant logic theorizing in tourism that emphasizes value creation from a socially constructed perspective, and the social forms of value that emerge (Malone et al., 2018; Rihova et al., 2018), whereby the PHF tourist is an experiential value co-creator.

Further, considering means-end-chain (MEC) theory (Gutman, 1982) and its application in CX literature (Rahman, Carlson, Gudergan, et al., 2022), we conceptualize that tourists' value judgments in the PHF context are multidimensional, and that the values of these CPV dimensions are aggregated to form an overall experiential judgment. MEC theory suggests that consumers evaluate and retain information at multiple levels of abstraction (Reynolds & Gutman, 1988). They first develop distinct CPV dimensions at a lower level of abstraction. For instance, perceptions of a first-order CPV dimension may regard functional

benefits (e.g., the program and activities at a festival). Another first-order CPV dimension may regard tourists' perceptions of safety at the festival. According to MEC theory, tourists combine evaluations of several lower-order CPV dimensions to form an overall perception of experience (Gutman, 1982). In the present study, we term this value-based overall experiential construct "*PHF-TX*" and *define it as the total utility of benefits derived by tourists from PHF consumption experiences*.

2.1.2 Hypothesis Development

To help us identify the benefits derived by tourists from PHF consumption experiences, and answer our first research question, we posed several hypotheses. Recent tourism research calls for robust formative measurement models to comprehensively capture a construct's domains (Boukamba et al., 2021; do Valle & Assaker, 2016). Moreover, in the CPV and CX literature streams, Zeithaml et al. (2020) advocate for a combination of techniques to fully understand the complex nature of value perception and experience formation. Recently, tourism scholars have also advocated for the use of mixed-methods and multi-study approaches to advance and refine theoretical and practical knowledge development (Boukamba et al., 2021; Ghosh & Mandal, 2019; Zhang et al., 2021).

Over the past two decades, various empirical studies investigating CPV in broader tourism contexts have reported managerially beneficial outcomes of experiential value judgments, such as satisfaction and future travel intentions (see Bradley & Sparks, 2012; Carlson et al., 2016; Gallarza et al., 2019; Gursoy et al., 2006; Mohd-Any et al., 2015; Shin & Perdue, 2022). Nevertheless, opportunities exist to examine a more rewarding and expansive nomological network of attitudinal and behavioral outcomes associated with tourists' overall experience in a PHF context. Therefore, to answer our second research question, a sound nomological network is necessary for validating how tourists' overall PHF experience is theoretically placed within a network of relationships beyond satisfaction and

loyalty. In this regard, recent studies have increased interest in the impact of CX on customer wellbeing, which has been recognized as a common goal of societies (McColl-Kennedy et al., 2017; Rahman, Carlson, & Chowdhury, 2022; Zeithaml et al., 2020).

In addition, while most CPV research in the tourism literature demonstrates linear relationships between experiential constructs and their outcomes, some marketing literature suggests a nonlinear relationship, that is, an attenuated or enhanced impact of the focal construct on its outcomes (Lemon & Verhoef, 2016). This should be investigated to optimize TX. Therefore, the robustness of a PHF nomological network needs to be thoroughly tested (Rather et al., 2022). To account for the nomological validity of a newly developed measurement tool (F. Kock et al., 2019), we undertook nomological network conceptualization that focused on the second research question regarding how tourist perceptions of value derived from a PHF experience contribute to beneficial outcomes. We relied on the literature not only for conceptualizing potential outcomes of PHF-TX but also for likely tourist behavioral outcomes.

MEC value theory (Gutman, 1982) serves as the overarching foundation for the nomological network, i.e., the research framework in Figure 1. As discussed earlier, according to MEC theory, customers use their own method to combine the evaluative information from lower-order dimensions and form an overall higher-order summary construct such as PHF-TX (Gutman, 1982). That summary construct is then associated with the end of a value chain, such as customers' behavioral intentions. Because of the complexity in perceptual dimensions, the summary construct can directly affect the end state of a value chain, and the impact can also take a mediated route through one or more levels of abstraction, that is, intervening variables (Reynolds & Gutman, 1988).

[Insert Figure 1 about here]

2.1.3 Behavioral Intention and Subjective Wellbeing

Informed by prior studies (Ghosh & Mandal, 2019; S. Y. Lee et al., 2007), we defined behavioral intentions (INT) in the present study as the likelihood of a tourist engaging in the following behaviors in the future that are beneficial for the PHF organizers: (1) returning to the PHF in the future, and (2) encouraging friends and relatives to attend the PHF. For this key outcome of PHF-TX, with support from prior literature, we hypothesized that:

H1: Tourists' appraisal of the PHF experience has a significant, positive effect on behavioral intentions.

In the literature, subjective wellbeing refers to happiness and life satisfaction, that is, the more affective dimensions of positive functioning (Malone, McKechnie, and Tynan 2018). Recent value literature suggests that subjective wellbeing as an outcome is dependent on a value-creation process that may involve multiple actors at PHFs, such as entertainers and other tourists (Chen et al. 2020). In addition, the tourism literature provides some empirical evidence that the value-creation process increases tourists' subjective wellbeing (J. Ballantyne, Ballantyne, and Packer 2014; D. Ballantyne and Varey 2006; Malone, McKechnie, and Tynan 2018). Therefore, it can be expected that positive evaluations of PHF-TX will lead to greater benefits for PHF tourists by stimulating their subjective wellbeing. Therefore, we define subjective wellbeing in the PHF context as the extent to which a tourist's PHF consumption experience contributes to their feeling that their life is comfortable and satisfying, and we hypothesize that:

H2: Tourists' appraisal of the PHF experience has a significant, positive effect on subjective wellbeing.

2.1.4 Festival Attachment

The literature suggests that the self-event identification process, where the tourist can integrate the festival into their personal self-concept and subsequently build an emotional

connection to the festival itself, enables the formation of festival attachment (Chou et al., 2018; Ouyang et al., 2017; Zhang et al., 2019). Tourists internalize the festival into their self-concept by going through several stages, including awareness, attraction, and allegiance to the festival (Getz & Page, 2019). Therefore, a strong attachment to the festival can be formed by an affective bond between the tourist and the festival itself (Wang et al., 2020). In the present study, festival attachment to a PHF was defined as the extent of functional, emotional, and symbolic connections between a PHF and its tourists.

A PHF acts as the source of unique consumption experiences, such as the particular types of activities at the PHF (e.g., visual art displays at Adelaide Festival) and social interaction with other travelers at the PHF (e.g., other tourists who like visual arts displays), stimulating tourists' sense of connections/attachment through participation. Moreover, participation in a festival, such as a PHF, could contribute to a tourist's sense of wellbeing by stimulating their sense of a meaningful life (Tsaur et al., 2019). Past tourism studies provide evidence that attachment can influence consumers' decision-making processes, and is a vital antecedent of participation behavior, including return visits and positive word-of-mouth (Brown et al., 2016; Chi et al., 2018; Chou et al., 2018; Wang et al., 2020), which results in free tourism promotion (J. Lee, & Kyle, 2014; I. Lee et al., 2012). Studies have also demonstrated associations between attachment and quality of life (Ouyang et al., 2019; Wickham & Kerstetter, 2000). From this discussion, we argue that the positive assessment of PHF-TX stimulates the positive assessment of festival attachment, and that the positive assessment of festival attachment is extended to other outcomes, such as behavioral intentions and subjective wellbeing. Therefore, we posited the following mediated outcomes:

H3: Tourists' positive appraisal of PHF-TX leads to a positive appraisal of festival attachment, which in turn positively influences behavioral intentions.

H4: Tourists' positive appraisal of PHF-TX leads to a positive appraisal of festival

attachment, which in turn positively influences subjective wellbeing.

3 Three Studies: Methods and Results

After establishing the theoretical foundations of PHF-TX with an extensive literature review and developing the study hypotheses, we set out to conceptualize the PHF-TX construct. Tourism scholars stress that the formative nature of the relationship between a second-order overall construct and its constituent first-order dimensions needs to be thoroughly theorized and empirically validated (Boukamba et al., 2021; Mohd-Any et al., 2015). Thus, following the development processes of similar tourism measurement models and scales (e.g., Ghosh & Mandal, 2019; Kim, 2022; Shin & Perdue, 2022), we employed a rigorous mixed-methods approach involving three studies in the present research.

3.1 Study 1: Conceptualizing the PHF-TX Measurement Model and Generating Items

While the conceptualization of the PHF-TX construct was theory-driven and the CPV literature provided guidance on its potential dimensions, the literature lacks guidance on salient CPV dimensions operating in the PHF-TX consumption context. To this end, in Study 1, we conducted in-depth interviews with tourists and tourism experts (managers/organizers) and developed a first draft of the PHF-TX measurement model[1].

3.1.1 Study 1: Method and Data Collection

Following recommendations for best practice in measurement model development research (MacKenzie et al., 2011; Netemeyer et al., 2003), semi-structured, in-depth interviews (i.e., of 45–60 minutes duration) were conducted to identify the dominant PHF-TX dimensions. Participants—tourism experts and PHF tourists—were selected on a purposive basis and targeted sociodemographic diversity (Getz & Page, 2019). Expert participants were selected according to their proven work experience in travel and tourism, including in the PHF context. PHF tourist participants originated from various countries and were selected if they had traveled to a PHF in the previous 12 months and stayed for at least one night in

accommodation at the host destination. Interviews were conducted via Skype or face-to-face depending on participant convenience. In total, 28 interviews were carried out with 12 tourism experts and 16 PHF tourists; see Study 1 participant profiles in supplementary Table S.2.

3.1.2 Study 1: Data Analysis

The interview transcripts were analyzed using NVivo v12 with two foci. The first was to compare the emergent perceived value constructs in the interview data with those identified in the literature review. The second was to determine which dimensions of value existed in the PHF context.

3.1.3 Study 1: Results – Generation of Scale Items and Model Specifications

Results from the analysis of the interview data supported CPV theory and identified novel dimensions (e.g., PHF safety value) to inform the development of the PHF-TX model. Based on this analysis, seven dimensions of PHF value were conceptualized and defined (see Table 1) at this stage: PHFs' emotional, functional, monetary, social approval, self-image congruency, safety, and novelty value.

[Insert Table 1 about here]

The most dominant outcome of tourists' positive evaluation of PHF-TX from the Study 1 qualitative data was tourists' intention to return to the festival and encourage others to attend the festival. These findings support prior studies across tourism formats illustrating that when tourists positively evaluate an experience, they form favorable future behavioral intentions (Ghosh & Mandal, 2019; S. Y. Lee et al., 2007). A large proportion of interviewees (89%) identified that their wellbeing was influenced by attending the festival. Both tourist and expert interviewees recounted their personal festival experiences and the significance and relevance of how these affected their own subjective wellbeing. Study 1 data also showed that festival attachment was a key construct in the PHF nomological network. A

majority (64%) of interviewees expressed affinity with the PHF across various aspects relating to (1) belonging to the festival and (2) possessing special feelings toward the festival.

3.1.3.1 *Measurement Items Development*

We used the interview data and relevant literature to develop an initial pool of 49 measurement items for the conceptual first-order dimensions of the PHF-TX model. Multiple content validation assessments by native English-speaking academics and tourism managers and face-validation assessments by consumers with prior PHF experience were performed to ensure clarity, applicability, avoidance of double-barreled questions, and representativeness of the newly developed measurement items (Netemeyer et al., 2003). After review, a final list of 38 measurement items (i.e., minimum of five items for each first-order dimension) was retained and used in the subsequent model refinement (Study 2). In addition, a single item overall assessment of PHF-TX was included to aid the confirmatory composite analysis (see section *3.2.2 Study 2 Data Analysis* for details)

3.1.3.2 *Model Specification of the PHF-TX Construct*

To avoid misspecification and consequent biased estimates, tourism studies recommend identifying the nature of the measurement model—that is, reflective, formative, or a combination—before developing measures and designing survey questionnaires (Mikulić & Ryan, 2018). Following guidelines from Hair et al. (2022) and empirical evidence from prior value theorizing (e.g., Gallarza et al., 2019; Mohd-Any et al., 2015; Zeithaml et al., 2020), we conceptualized PHF-TX as a Type II, reflective–formative hierarchical component model (HCM).

A HCM allows formative model specification (at the second-order level) of measurement model configuration, using the following decision criteria (MacKenzie et al., 2005; do Valle & Assaker, 2016): (a) the first-order dimensions are viewed as defining

characteristics of the construct; (b) the causal indicators of the second-order construct (i.e., the first-order dimensions) have different content; (c) changes in the indicators from the first-order dimensions to the second-order construct are expected to explain changes in the construct; and (d) the removal of an indicator may alter the construct's conceptual domain.

There was a relatively high degree of interchangeability in the indicators of the first-order dimensions (Table 2) even though they captured slightly different aspects of the construct. For example, eliminating an item from the monetary value dimension to develop a more parsimonious measure did not alter the meaning of PHF-TX. Therefore, the first-order dimensions of the PHF-TX construct were measured reflectively. From the value-in-use theory perspective, as discussed, some value dimensions can create value in the tourist–PHF organizer joint sphere, while others can create value in the tourist sphere. For example, a PHF organizer might prioritize certain value dimensions of PHF-TX, such as safety, while having less or no control over other value dimensions, such as social approval value. Consequently, the first-order dimensions of the higher-order PHF-TX construct have different content; they cause changes in the PHF-TX construct and do not necessarily co-vary. Subsequently, dropping a first-order value dimension from the higher-order PHF-TX measurement would remove a vital aspect of the construct's theoretical domain, significantly altering the meaning of the construct and reducing measurement accuracy. Thus, a Type II, reflective–formative HCM configuration for the PHF-TX construct is considered justified. This configuration also responds to calls to develop advanced scales and measurement models in tourism studies (do Valle & Assaker, 2016).

[Insert Table 2 about here]

3.2 Study 2: Refining the Measurement Model

Having set the operational framework for the measurement of the PHF-TX construct in Study 1, Study 2 involved refining the measurement items and developing a parsimonious PHF-TX instrument with distinct dimensions.

3.2.1 Study 2: Method and Data Collection

Study 2 data were collected from tourists who attended the Adelaide Festival in 2018. A self-administered, paper-based intercept survey was selected as an appropriate data collection method. The order of the PHF-TX measurement items was randomized in the questionnaire. A 7-point balanced Likert response scale was used to rate items (from 1 = "*strongly disagree*" to 7 = "*strongly agree*" with "*neither agree nor disagree*" as the mid-point). One of the researchers attended the festival and used a purposive sampling technique (Wen et al., 2018) to identify and approach potential respondents, who were (1) at least 18 years old, (2) not engaged in deep conversation with fellow tourists, and (3) seemed relaxed and with time on their hands (e.g., not participating in an activity). Selection criteria included that the respondent was a PHF tourist who had traveled to the festival destination and was staying for at least one night at the host destination. To minimize missing values, the researcher collecting the data quickly screened each survey on submission and respondents were requested to provide missing responses. Respondents did not receive any compensation for their participation in this research.

3.2.2 Study 2: Data Analysis

The survey data were subjected to exploratory factor analysis (EFA) using SPSS, confirmatory composite analysis (CCA) using PLS-SEM, and discriminant validity test using the Heterotrait–Monotrait (HTMT) ratio of correlations. In addition, common method bias (CMB) tests were undertaken, and the formative model configuration was verified using confirmatory tetrad analysis (CTA-PLS).

To identify the dimensional structure of the PHF-TX construct and to refine the initial pool of measurement items, EFA was first performed using SPSS. Because the first-order dimensions of the second-order PHF-TX construct were conceptualized as distinct, a principal components analysis with varimax (orthogonal) rotation was applied to extract the underlying factors.

The specifications and performance of the PHF-TX measurement model were tested with SmartPLS v3.3.2 (Ringle et al., 2015) because PLS-SEM enables the construction of complex reflective–formative models (Carlson et al., 2021; Hair et al., 2022). Following Hair et al.'s (2020) guidelines, CCA was performed to confirm the internal consistency of the retained items measuring the underlying first-order dimensions of the purified PHF-TX measurement model and the formation of the second-order PHF-TX construct. Recommended PLS-SEM procedures were also followed (Hair et al., 2022), including the use of 5,000 bootstrap samples. The appropriateness of the formative measurement model specification (Rahman, Carlson, Gudergan, et al., 2022) was confirmed using a confirmatory tetrad (CTA-PLS) analysis (Gudergan et al., 2008) in SmartPLS following recommended guidelines (Hair et al., 2018).

3.2.1 Study 2: Results – Measurement Model Refinement

In total, 269 completed questionnaires were received over 6 days of surveying. After responses were screened for data-quality issues, such as straight-line responses, 260 responses were retained for analysis, which is sufficient for EFA (Netemeyer et al., 2003). Following the rule of thumb for the minimum sample size in partial least squares structural equation modeling (PLS-SEM) analysis (Hair et al., 2022), a sample size that exceeds 60 is acceptable for the required estimations (i.e., six formative indicators of PHF-TX multiplied by ten responses). See supplementary Table S.3 for the sociodemographic profile of the Study 2 sample.

Using EFA, nine items with low factor loadings (< 0.40) and higher cross-loadings (> 0.30) were removed (Hair et al., 2014). Notably, the items for novelty value did not perform well in the EFA, and the dimension was dropped from the analysis. Finally, six factors (i.e., dimensions) with three measurement items each were retained; these explained 75.6% of the total variance. For all six remaining factors, there were at least two items with high loading (> 0.70; Table 2), which demonstrated reliability (Netemeyer et al., 2003).

As the first step in CCA for the reflectively measured first-order dimensions using PLS-SEM based analysis, the loadings of all first-order reflective measurement items (Indicator ← Dimension) were checked and they were greater than 0.70 with $p < 0.000$ (see Table 2). Second, the PLS weight associated with each item was above 1.96 for a two-tailed test at the 5% level. Third, composite reliability (CR ≥ 0.70) and Cronbach's alpha ($\alpha \geq 0.70$) were found to satisfy the respective thresholds for the reliability of the dimensions (Table 5). Fourth, the average variance extracted (AVE ≥ 0.50) confirmed the convergent validity of the dimensions. Fifth, all HTMT values were well below the cut-off value of 0.90 (Table 5), demonstrating discriminant validity.

As the first step in CCA for the formatively measured second-order PHF-TX construct, the convergent validity of the formative PHF-TX measurement models was assessed by examining the path coefficient (β) between PHF-TX and a single item overall assessment of PHF-TX (i.e., Overall, the [PHF] is an excellent experience). The outcome ($\beta = 0.81$) confirmed a strong convergent validity of the PHF-TX measurement model (Hair et al., 2020). Second, the low variance inflation factors (VIFs < 3 in Table 5) provided strong evidence that multicollinearity was not a concern (Kenny, 2018). Third, the effect size of all formative indicators ($f^2 > 0.025$; Dimension → PHF-TX) was large (Hair et al., 2020). Fourth, the PLS *t*-values (Dimension → PHF-TX in Table 2) were significant ($p < 0.000$) and above 1.96, where all formative first-order dimension weights (i.e., second-order indicators)

were high.

[Insert Table 3 about here]

The outcome of the CTA-PLS reported in Table 3 indicates that at least one tetrad interval did not contain zero, empirically confirming that the PHF-TX measurement model specification is indeed formative for the higher order. In sum, the CCA and CTA-PLS confirmed the measurement quality of the purified PHF-TX measurement model with 18 items—and the formative nature of the higher-order construct—for the PLS-SEM approach being used. Finally, a refined PHF-TX measurement model with 18 items across six dimensions was generated.

3.3 Study 3: Measurement Model Validation and Impact Assessment

The purpose of Study 3 was to replicate Study 2, re-validate the newly developed PHF-TX measurement model, and empirically test the hypotheses theorized in this research.

3.3.1 Study 3: Method and Data Collection

Study 3 replicated the paper-based intercept survey data collection method from Study 2. A new set of data for validating the PHF-TX measurement model was collected from tourists who attended the 2018 World of Music, Arts and Dance (WOMAD) festival in Adelaide, South Australia (WOMADelaide). In addition to the items for the PHF-TX measurement model, content-valid measurement items for the constructs used in the nomological validity tests drawn from the literature were included in the questionnaire (see Table 4).

[Insert Table 4 about here]

3.3.2 Study 3: Data Analysis

The survey data were subjected to EFA using SPSS, CCA using PLS-SEM, and discriminant validity test using the HTMT ratio of correlations. In addition, CMB tests were undertaken, and the formative model configuration was confirmed using CTA-PLS.

The 6-dimension, 18-item PHF-TX measurement model was validated using PLS-SEM-based model-robustness and predictive-validity tests, PLS-SEM-based analysis of PHF-TX's nomological network (i.e., hypothesis testing), and post hoc assessments using PLS-SEM. The quadratic effect of PHF-TX on tourists' intentions (INT) was tested along with the moderating role of first-time versus repeat tourists in the PHF-TX → INT quadratic relationship. The role of tourists' festival attachment (ATT) acted as a moderated mediator. The most impactful first-order dimensions of PHF-TX across tourists segments (i.e., first-time versus repeat) were identified using importance-performance matrix analysis (IPMA) in SmartPLS.

3.3.3 Study 3: Results – Measurement Model Validation

3.3.3.1 *Model Validation*

In total, 263 completed questionnaires were received. After being visually checked for issues such as straightlining, 257 responses were retained for analysis, which is sufficient for PLS-SEM analysis (Hair et al., 2022). See supplementary Table S.3 for the sociodemographic profile of the Study 3 sample.

All EFA, CCA, and SmartPLS analyses were performed using the Study 3 dataset to validate the PHF-TX measurement model. In the EFA, all measurement items loaded onto their appropriate dimensions and the six factors with three measurement items in each dimension explained 77.01% of the total variance. All measured items had significant ($p <$ 0.000) PLS-SEM-based factor loadings above 0.70, and their weights were large (> 1.96) and significant (see Table 2 and Table 4). The α, CR, and AVE values of all first-order reflective dimensions of PHF-TX were above the recommended thresholds (see Table 5), supporting construct reliability (Hair et al., 2022). All HTMT values were well below the cut-off value of 0.90 (see Table 5), providing support for the newly developed PHF-TX measurement model's discriminant validity (Henseler et al., 2015). The low VIFs (< 3; see Table 5) for all

dimensions provided strong evidence that multicollinearity was not a concern. The CTA-PLS analysis also indicated that at least one tetrad interval did not contain zero, empirically reconfirming that the PHF-TX measurement model specification is formative for the higher order (Gudergan et al., 2008).

[Insert Table 5 about here]

After conducting a rigorous measurement validation procedure, we finalized PHF-TX as a Type II, reflective–formative measurement model with six first-order dimensions: emotional value, functional value, monetary value, social approval value, self-image congruency value, and safety value. These analyses addressed the first research question of the present study. The following section discusses the answer to the second research question.

3.3.3.2 *Nomological Validity Test of the Model*

PLS-SEM employing SmartPLS was used to assess the structural properties of the framework (Figure 1) because PLS-SEM generates more accurate estimates of a complex Type II, reflective–formative model such as PHF-TX (Sarstedt et al., 2016). The assessment of tourists' intentions (INT), tourists' subjective wellbeing (SWB), and tourists' festival attachment (ATT) indicated the reliability and validity of the model (Table 4 and Table 5). All HTMT estimates were less than 0.90, indicating excellent discriminant validity of the structural model (Table 5). VIF values of < 3 for all paths eliminated the likelihood of collinearity in the structural model. The model accounted for 63% of the variance in INT ($R^2_{Adjusted}$ = 0.63), 42% of the variance in SWB ($R^2_{Adjusted}$ = 0.42), and 34% of the variance in ATT ($R^2_{Adjusted}$ = 0.35), indicating a sound model performance (Hair et al., 2022). Moreover, the $R^2_{Adjusted}$ estimates of less than 0.90 suggested that over-fitting issues were not a concern in the PHF-TX model (Hair et al., 2022).

Further, to assess the predictive relevance of the path model, blindfolding (distance D = 7) and PLSpredict (folds k = 10) procedures were conducted using SmartPLS. The

Q^2_*predict* values for all items were positive and ranged from 0.126 to 0.572. Blindfolding Q^2 values for both endogenous constructs (INT = 0.467; SWB = 0.276) were considerably above zero, indicating strong predictive accuracy of the path model (Hair et al., 2022). These results indicate excellent predictive performance of the structural model.

To test the hypotheses, we examined standardized path coefficients (β values), *t*-values, and confidence intervals (CIs) using the BCa (bias-corrected and accelerated) method, and f^2 effect size. The results revealed that PHF-TX had a significant, positive influence on INT ($\beta = 0.795$, $p < 0.000$, $t = 32.204$; the CI did not include zero) with an effect size (f^2) of 1.717, supporting H1. The findings also indicate that PHF-TX had a significant, positive influence on SWB ($\beta = 0.647$, $p < 0.000$, $t = 18.426$; the CI did not include zero) with an effect size (f^2) of 0.720, supporting H2.

Analysis of the mediating effects of ATT revealed both a direct effect of PHF-TX on INT ($\beta = 0.711$, $p < 0.000$, $t = 15.866$; the CI did not include zero) and an indirect effect of PHF-TX on INT mediated through ATT ($p < 0.007$, $t = 2.676$; the CI did not include zero); both were significant. Therefore, the findings offer empirical support that ATT partially mediates the link between PHF-TX and INT, and the type of mediation is "complementary" (i.e., overall positive impact when the direct and indirect effects are both positive; Hair et al., 2022). Hence, our empirical findings supported H3. Regarding the mediating role of ATT on PHF-TX → SWB, the ATT → SWB path was not significant ($p > 0.887$, $t = 0.142$; the CI included zero); therefore, H4 was not supported.

In sum, the outcome of the PHF-TX nomological network analysis addressed the second research question and integrated the newly developed PHF-TX measurement model with existing theory, demonstrating its usefulness in tourism research and practice.

3.3.3.3 *Common Method Bias Tests*

Because of the nature of the data collection, that is, a self-administered intercept survey,

several procedural remedies were applied to reduce CMB (in both Study 2 and 3). First, no personal identifier-type questions, such as a request for a respondent's contact details, were included in the questionnaire to ensure anonymity. Second, respondents were informed that the research was interested in their opinion and there were no right or wrong answers to the survey questions. Third, once a respondent was comfortable with the survey tasks, the researcher moved on to the next potential respondent so that the first respondent did not feel obliged. Fourth, roughly an equal number of females and males were approached to avoid gender bias.

Fifth, potential respondents were informed before starting that they had the right to withdraw from the study at any time, such as if they felt uncomfortable about filling out the questionnaire or had to leave the location without rating all statements. Sixth, using Harman's one-factor test, the EFA results indicated that a unidimensional PHF-TX model would be unacceptable, as one general factor did not account for a majority of the covariance among the items, indicating that CMB is unlikely to seriously affect the estimate (Podsakoff et al., 2003).

Seventh, the low VIFs (< 3; see Table 5) for all dimensions provide strong support for the assessment that CMB is not a significant threat to the study (N. Kock, 2015). Last, following the marker variable technique used by Carlson et al. (2021), respondents' ages were used in the CMB test. The results of the CMB tests indicated that the variables in the PHF-TX measurement models did not significantly correlate with the marker variable, supporting the conclusion that CMB was not a concern in this research.

3.3.3.4 *Post Hoc Structural Model Robustness Test*

As a final step to support the stability of results, we conducted robustness checks by testing for nonlinear structural model effects (Hair et al., 2019). The SmartPLS analysis revealed that PHF-TX has a significant negative quadratic effect (i.e., attenuated impact of PHF-TX) on

INT (PHF-TX$_{Quadratic}$ → INT: $\beta = -0.091$; $t = 3.563$, $p = 0.000$) with a large effect size ($f^2 = 0.048$). This intriguing finding piqued our interest in identifying the cause of the diminishing effect of PHF-TX on tourists' intentions. Thus, we assessed prior travel experience more closely to identify differences. This post hoc analysis was triggered by findings from Rather et al. (2022), who report significant differences for first-time versus repeat customers in their CX modeled associations, where repeat customers had stronger perceptions of tourism CX evaluations and revisit intention.

Accordingly, prior travel experience was considered a moderator, and we assessed the moderating effect of first-time versus repeat tourists using multigroup analysis (PLS-MGA). The results (supplementary Table S.4) indicate a significant difference in the linearity of the PHF-TX → INT relationship. For instance, for first-time PHF tourists, the PHF-TX → INT relationship was found to be linear (Figure 2), whereas for repeat PHF tourists, the relationship was found to be nonlinear with a significant negative quadratic functional form ($\beta = -0.107$, $t = 3.542$, $p < 0.000$; the CI did not include zero). This indicates that as PHF-TX perceptions increase, tourists' intentions increase at a decreasing rate, revealing a point of diminishing returns (Figure 3).

[Insert Figures 2 and Figures 3 about here]

We then investigated the mediating effect of festival attachment and conducted an importance–performance map analysis (IPMA) in SmartPLS. The mediation tests of festival attachment revealed a significant ($p < 0.05$) complementary mediating effect of festival attachment for repeat PHF tourists, but not for first-time PHF tourists (supplementary Table S.5). In terms of the relative importance of the effect of each of the six value dimensions in the PHF-TX construct on tourist intentions, the IPMA results reveal that functional value was the dominant driver for repeat PHF tourists, while emotional value was the dominant driver for first-time PHF tourists (supplementary Table S.6).

4 Conclusions and Implications

4.1 Theoretical Implications

Six key theoretical implications of this research were identified. First, it offers for the first time a new and detailed theory-driven conceptualization of PHF-TX as an experiential construct involving multiple benefits (i.e., CPV dimensions) derived by the tourist from a PHF consumption context. These benefits are derived within the joint sphere of interaction (i.e., value-in-use experiences), which features the integration of resources among the PHF provider, and the tourist (Grönroos & Voima, 2013; Vargo & Lusch, 2008). Importantly, drawing on customer dominant logic (Heinonen and Strandvik, 2015; Helkkula, et al., 2012) in the PHF tourism context (Malone et al., 2018; Rihova et al., 2018), this joint sphere of interaction takes place in the individual's lifeworld which is intra-subjective and socially (i.e., inter-subjectively) constructed. Therefore, within the PHF consumption setting, the PHF tourists' value judgment of multiple benefits is directly influenced by interactions from a myriad of stakeholders beyond the core service exchange.

Second, we revealed six distinct constituent CPV dimensions of the PHF-TX construct, including PHF emotional value, PHF functional value, PHF monetary value, PHF social approval value, PHF self-image congruency value, and PHF safety value. In contrast to other measurements of value across travel contexts, including cultural and heritage festivals (Akhoondnejad, 2016; Fu et al. 2018), group travel to major events (Carlson et al., 2016), online travel websites (Mohd-Any et al., 2015), and tourism destinations (Rather et al., 2022), this approach takes into account the multidimensional nature of this construct in the PHF consumption context, and demonstrates how these six distinct dimensions in combination form overall PHF-TX value perceptions. This operationalization is also consistent with the latest advancement in CX measurement approach (e.g., Rahman et al., 2022) for clarifying the complex cognitive schematic process of how consumers evaluate CX within a specific

consumption context.

The clarity and detail provided by the PHF-TX construct gives rise to a third theoretical contribution, which is the operationalization of the PHF-TX construct. The empirical findings of this research, for the first time, demonstrate that conceptualizing and operationalizing PHF-TX as a second-order, reflective–formative Type II construct through the combination of its first-order dimensions is a valid approach to apply in the PHF consumption settings. This finding also provides further empirical evidence for perceived value constructs in tourism consumption contexts to be modeled as Type II configurations (e.g., Gallarza et al., 2019; Mohd-Any et al., 2015). Such operationalization enables the application of the importance-performance map analysis (IPMA) for PHF practitioners to more precisely identify and optimize those first-order PHF-TX dimensions that are most critical in driving the PHF-TX outcomes in the research framework (we elaborate on these in section *4.2 Practical Implications*).

Fourth, while it is well established in the literature that TX influences behavioral intentions in the tourism and services fields, several noteworthy contributions are advanced. Chief among these is the important theoretical finding of the present study that subjective wellbeing is a direct outcome of PHF-TX. We provide empirical evidence that tourists' positive appraisal of PHF-TX positively influences their propensity to perceive subjective wellbeing in a PHF consumption setting. Therefore, it can be concluded that tourists perceive and evaluate the various forms of value (i.e., benefits) from a PHF consumption experience arising from employee–tourist interactions and tourist-to-tourist interactions, which then positively influences PHF tourists' subjective wellbeing in the form of: (1) feeling more positive about life, (2) experiencing happiness and high spirits, (3) feeling more positive about the world, and (4) having a greater sense of purpose. As such, subjective wellbeing occurs as a result of co-creation of value with these actors (i.e., performers, other tourists,

employees), supporting the conceptual arguments of Chen et al. (2020) and Wang et al., (2020).

Fifth, the present study finds support for a (partial) mediation effect of festival attachment, whereby PHF-TX leads to behavioral intentions, but also contributes to the development of festival attachment, which in turn increases behavioral intentions. Therefore, this research contributes to the tourism literature by introducing festival attachment as a potential bridge between PHF-TX and behavioral intentions.

Last, three interesting findings have been revealed that add to the knowledge base on the role of prior travel experience and value appraisals (e.g., Rather et al., 2022), including empirical evidence for the first time of heterogeneity in the PHF context. First, we show an attenuated impact of PHF-TX on behavioral intentions for repeat PHF tourists, but a linear impact for first-time PHF tourists, indicating that the relationship between PHF-TX and behavioral intentions may vary across PHF tourist segments. This finding suggests there is a point on the perceived value spectrum where the benefits of PHF-TX improvement programs increase at a decreasing rate; that is, they follow a negative response function. This finding corresponds with the view of PHF-TX as a hygiene factor according to needs-gratification theory (Agustin & Singh, 2005; Herzberg et al., 1959), where it is viewed as necessary but not sufficient on its own to sustain long-term relationships. As the PHF-TX experience intensifies and the level of perceived value increases, this may begin to saturate the consumer's fulfillment response as the (expected) PHF-TX experience is had by the repeat PHF tourist. This suggests that a "zone of indifference" (Oliver et al., 1997) might exist in a tourist's mind concerning the expectation fulfillment (i.e., cost–benefit analysis of behavioral alternatives) underlying PHF-TX.

Second, we find that a complementary mediating effect exists for festival attachment in the PHF-TX → behavioral intentions relationship for repeat PHF tourists only; hence,

festival attachment acts as a moderated mediator in the PHF-TX nomological network. This may be because the first-time PHF tourist is yet to accumulate the necessary level of attachment with the PHF. Therefore, the results reveal an important boundary condition of repeat PHF-TX in the mediating effect of festival attachment. Third, in terms of the relative importance of the six value judgment types in the PHF-TX construct on tourists' behavioral intentions, the results for repeat PHF tourists reveal that functional value is the dominant driver. This contrasts with emotional value as the dominant driver for first-time PHF tourists.

4.2 Practical Implications

Of several interesting managerial implications of the present study, the robust ability of PHF-TX to help PHF practitioners understand their tourists is the most important contribution. As discussed earlier, PHF practitioners need frameworks and measurement models that empower them to understand their tourists in the PHF consumption context (Kock et al., 2019). From the perspective of application in the field, the second-order model provides an easy yet efficient approach to assessing the total effects of PHF-TX structural model estimates as well as the influence (i.e., weights) of the first-order PHF value dimensions. Therefore, the PHF-TX model in Figure 1 offers PHF practitioners a useful tool to clearly recognize the six forms of value PHF customers derive from the experience and how they react within this setting, which can vary between first-time and repeat tourists.

Here, PHF practitioners need to consider their role as a facilitator of potential value-in-use experiences for each dimension in their TX design efforts. These collective insights are of strategic importance because positive value assessments by PHF tourists in the joint tourist–provider sphere mean that practitioners can expect that these appraisals will give rise to favorable overall value judgments and drive tourists' behavioral intentions, such as engaging in positive recommendation behaviors and revisiting the festival, as well as positively influencing their subjective wellbeing. Practitioners can then support the value-

creating activities (i.e., value dimensions) identified in the current research when designing and positioning the PHF offering, and developing marketing communications, to appeal to various benefits for PHF tourists in motivating them to attend the PHF.

The PHF-TX model developed in the present study can be used as a diagnostic tool by CX managers to monitor and gauge tourist needs and preferences regarding a PHF. As such, practitioners can examine the performance of specific PHF-TX dimensions of a PHF (i.e., benefits derived from the PHF that tourists value). For instance, as discussed in section 4.1, the IPMA results reveal that functional value was the most dominant driver for repeat PHF tourists in this study, while emotional value was the dominant driver for first-time PHF tourists. Moreover, using the precise assessments of PHF-TX dimensions using IPMA, managers can then allocate resources to improving the underperforming benefits (i.e., forms/types of value) needed to drive profitable outcomes, such as returning tourists. For example, if the IPMA score is low on the emotional value dimension, then resources need to be focused on adopting a creative and differentiating approach to design the PHF experience to evoke and arouse a greater intensity of emotion. Similarly, if a PHF scores low on the PHF's safety value dimension, then focus is required to improve safety features as captured in its measurement items in Table 2 (e.g., security personnel and procedures and policies) to support a safe PHF atmosphere.

We established the existence of prior travel experience-based differences for first-time versus repeat PHF tourists, which indicates an important basis for tourist segmentation (Rather et al., 2022). As outlined, the findings for repeat tourists include that (1) PHF-TX has a diminishing impact on behavioral intentions, (2) a (partial) mediating effect of festival attachment in this relationship exists, and (3) the functional value dimension has a dominant effect on behavioral intentions. These findings have important practitioner implications for targeting repeat PHF tourists. First, practitioners should closely monitor the delivery of PHF-

TX via its underlying value dimensions to this segment from moderate to high levels, but not at extraordinarily high levels, given the presence of a saturation point resulting in a decreasing rate of return on behavioral intentions. Second, practitioners should nurture and enhance festival attachment opportunities for first-time tourists to enable the mediating effect to operate between PHF-TX perceptions and behavioral intentions.

Third, we assert that repeat (versus first-time) PHF tourists should be more receptive to utilitarian marketing strategies, while first-time PHF tourists will be more motivated by value propositions emphasizing emotional/hedonic benefits. Fourth, it is plausible that the downward trajectory of the PHF-TX effect on repeat tourists' behavioral intentions is caused by the predictable nature of PHFs, that is, the same location and value offerings (Shen et al., 2019). To restore the linear effect of PHF-TX in the repeat-tourist segment, tourism managers could consider the concept of "involvement spirals" when designing the TX of their PHFs to refresh the customer journey and experience so that customers yearn to continue visiting. Involvement spirals are cyclical patterns of unpredictable CXs that increase customers' experiential involvement over time (Siebert et al., 2020). For example, unpredictable rewards, such as much higher than expected monetary incentives, could be offered (Siebert et al., 2020), and the latest technologies (e.g., augmented reality) could be implemented to heighten experiential involvement and engagement (Olya et al., 2020) of tourists in the PHF experience.

4.3 Limitations and Future Research

As with all research, this research has limitations. First, although we collected data from two different PHFs, data collection was restricted to one country, which represents a potential limitation. A PHF from a different category held in a different country may have a different tourist composition and national institutional systems and infrastructure, which could be investigated in future research testing the PHF-TX model in different countries.

Second, our findings highlight the importance of safety in PHF settings; however, this dimension requires enrichment. We collected data directly before the COVID-19 pandemic, which devastated the global tourism industry. Undoubtedly, future PHF tourists will be more concerned about their health and safety, and PHF managers will need to investigate and implement more rigorous safety measures. More needs to be known on measures that may need improvement to capture changes in tourists' value perceptions caused by COVID-19 safety fears; see Rahman, Carlson, and Chowdhury (2022) for guidance. Because PHF-TX is a robust second-order, formatively measured construct with distinct first-order dimensions that are not highly dependent on each other, it lends itself to easy updating (i.e., extension) of the first-order safety value dimension without developing a whole new measurement model. Therefore, we encourage tourism researchers to expand the safety value dimension in future studies and test its PHF-TX impact and the resulting consequences (e.g., tourists' intentions).

Finally, the findings reveal that the PHF-TX effect on tourist behavioral intentions for repeat PHF tourists reaches a saturation zone, indicating PHF-TX as encompassing hygiene properties. In this scenario, for this segment of PHF tourist consumer, further research is needed to identify possible motivating variables that capture the emotional side of the experience, such as customer delight (Ahrholdt et al., 2017) and other emotionally laden variables, to sustain a linear effect on tourists' behavioral intentions.

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Endnotes

[1] We have operationalized PHF-TX as a Type II, reflective–formative hierarchical component model where the first-order dimensions are reflectively measured scales and the second-order PHF-TX construct is a formatively measured index. Because of this composition of scales and index in the PHF-TX measurement instrument, following Hair et al. (2017), we have referred to it as the "PHF-TX measurement model" throughout this article.

Table 1: Conceptual First-Order Dimensions of the PHF-TX Measurement Model and their Definitions

First-Order Dimension	Definition	Verbatim Example from the Interviews
PHF's Emotional value	The utility derived by a tourist from the ability of the periodic hallmark festival to arouse feelings or affective states for the tourist.	"Joy, obviously excitement, glee … the kids just shriek with fun and the crowd scream with laughter and cheer the kids on … that is just like fun, excitement, happiness and joy" (respondent id: C20).
PHF's Functional value	The utility derived by a tourist from the quality of the periodic hallmark festival, including an excellent program, good quality entertainment, activities and infrastructure.	"The quality of the festival is very, very important because, if it is not well organised or if the shows are not up to standard or if the food is not good, festival goers would never go again–they would rather find another festival where they can be sure of the quality. This has a great impact [on] their choice and decision if they will go back or not. This is what makes them decide if they will support the festival again in the future. They are looking for overall quality and will revisit and seek the same or better experience in the future based on their perception of the [festival's] quality" (respondent id: E6).
PHF's Monetary value	The utility derived by a tourist from the pricing policies and pricing levels of the periodic hallmark festival being considered acceptable and fair.	"For me, there is certainly a cost limit … let me use the example [of] the festival that I went to in Perth recently, between $15 and $25 for a ticket at the Fringe World Festival. For me, that's a reasonable priced festival; so, you can see four or five shows for $100. So, unfortunately, if every show was around $100, I would not be able to see the amount of shows that I would like to at a festival. So, it's a reality that you need to calculate how many shows you can afford to go to at the festival" (respondent id: C15).
PHF's Social approval value	The utility derived by a tourist from obtaining approval from others through traveling to attend the periodic hallmark festival, thereby enhancing their social self-concept.	"Oh yeah, group belonging, 100%. It's like we are all wearing the same type of clothing with your boots, belts and your cowboy hats—it's like we all have the same attitude for that time. Yeah, it's like a celebration, these are my people, you know, but it's not exclusive" (respondent id: C14).
PHF's Self-image congruency value	The utility derived by a tourist from the periodic hallmark festival's image being perceived as congruent with the individual's self-concept.	"I definitely think they identify with the specific event image, and especially when its a big concert or a big event or festival, everyone is there to support the same band or because it provides the opportunity to be aligned with others who feel the same about their passion or interest" (respondent id: E8).
PHF's Safety value	The utility derived by a tourist in feeling safe and secure at the periodic hallmark festival.	"Well, you know, there are a lot of people and, sometimes, when I have been to a festival, there has been rain, perhaps rain, and there could be danger and you think, 'Wow, I'm in the middle of thousands of people right now—I hope that I don't get crushed or trampled' … like 30,000 people … so it can be a little bit scary, but that's okay" (respondent id: C6).
PHF's Novelty value[a]	The utility derived by a tourist from the periodic hallmark festival being able to arouse curiosity, offer novelty and/or satisfy a desire for knowledge.	"Yes, it is always something that is at the back of your mind keeping me curious, when I'm going to a festival–some more than others. That you are going to see some kind of either wacky things … generally … so, there is a big novelty aspect that I am hoping for" (respondent id: C4).

[a] Supported by data and literature. Periodic hallmark festival (PHF) novelty value was conceptualized as one of the dimensions of PHF-TX in Study 1. However, this dimension was dropped in Study 2 due to poor performance in EFA. Therefore, the final model (Figure 1) and Study 3 do not include the PHF's novelty value dimension.

Note: PHF-TX is operationalized in this study as a higher second-order construct formed by its first-order dimensions. PHF-TX is defined as the total utility of benefits derived by the PHF tourist from the PHF consumption experience.

Table 2: Performance of the Measurement Items in the Final PHF-TX Measurement Model

Item ID	Dimension Name and Items	EFA Loading		PLS *t*-values (Dimension → PHF-TX)		PLS Loading		PLS Weight	
	Study 2 measurement model development (n = 260)	*Study*	*Study*	*Study*	*Study*	*Stud*	*Study*	*Study*	*Study*
	Study 3 measurement model and nomological network validation (n = 257)	*2*	*3*	*2*	*3*	*2*	*3*	*2*	*3*
	PHF's Emotional Value (EMV)			13.65	16.15				
EMV1	The [PHF] is making me feel happy.	0.776	0.782			0.854	0.883	41.761	62.292
EMV2	The [PHF] is making me feel elated.	0.677	0.688			0.859	0.854	48.095	44.227
EMV3	The [PHF] is making me feel excited.	0.811	0.775			0.845	0.840	32.200	36.104
	PHF's Functional Value (FCV)			10.15	17.48				
FCV1	The [PHF] provides an acceptable standard of quality.	0.666	0.817			0.884	0.889	40.702	47.707
FCV2	The [PHF] is well organised.	0.785	0.758			0.867	0.798	30.481	16.465
FCV3	I think the [PHF] provides consistent quality.	0.741	0.665			0.830	0.867	34.128	41.836
	PHF's Monetary Value (MOV)			16.23	13.77				
MOV1	I think the [PHF] is good value for the price paid.	0.848	0.866			0.907	0.947	70.370	111.883
MOV2	The [PHF] offers great value for money.	0.812	0.742			0.856	0.898	34.942	56.098
MOV3	I think the [PHF] is reasonably priced.	0.793	0.852			0.853	0.915	35.228	66.075
	PHF's Social Approval Value (SAV)			11.09	6.94				
SAV1	The [PHF] makes me feel accepted by others.	0.730	0.731			0.880	0.889	64.505	68.770
SAV2	The [PHF] improves the way I am perceived by others.	0.888	0.859			0.871	0.863	30.820	38.393
SAV3	My attendance at the [PHF] will give a good impression to others.	0.785	0.830			0.856	0.859	37.240	34.424
	PHF's Self-image Congruency Value (SCV)			13.72	15.68				
SCV1	I can identify with the people that are attending this [PHF].	0.818	0.842			0.876	0.881	37.427	41.632
SCV2	I feel a sense of sharing with others here at the [PHF].	0.813	0.801			0.892	0.860	44.637	47.462
SCV3	Attending this [PHF] says a lot about who I am as a person.	0.679	0.578			0.755	0.803	20.063	30.245
	PHF's Safety Value (SFV)			9.11	13.01				
SFV1	The [PHF] atmosphere makes me feel safe.	0.744	0.791			0.877	0.907	49.946	76.267
SFV2	The friendliness of the people at the [PHF] makes me feel safe.	0.597	0.698			0.851	0.878	45.151	55.772
SFV3	The presence of security personnel at this [PHF] makes me feel safe.	0.769	0.741			0.733	0.621	18.966	10.932

In future studies, replace [PHF] in each statement with the name of the specific festival; for example, "The Adelaide Festival is well organised".

The second-order PHF-TX construct was configured in SmartPLS using the repeated indicator approach (Hair et al., 2022).

Table 3: Confirmatory Tetrad Analysis (CTA-PLS) of the Second-Order PHF-TX Construct (Study 2)

PHF-TX	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	*t*-statistics (|O/STDEV|)	*p*-values	Bias	Alpha adj.	z(1-alpha)	CI Low adj.	CI Up adj.
1: EMV,FCV,MOV,SAV	0.059	0.059	0.036	1.635	0.102	−0.001	0.011	2.540	−0.032	0.152
2: EMV,FCV,SAV,MOV	−0.021	−0.021	0.045	0.477	0.634	0.000	0.011	2.540	−0.135	0.092
4: EMV,FCV,MOV,SCV	−0.048	−0.047	0.042	1.146	0.252	0.000	0.011	2.540	−0.154	0.058
6: EMV,MOV,SCV,FCV	0.044	0.044	0.037	1.196	0.232	0.000	0.011	2.540	−0.049	0.137
7: EMV,FCV,MOV,SFV	−0.001	−0.002	0.034	0.043	0.966	0.000	0.011	2.540	−0.088	0.085
10: EMV,FCV,SAV,SCV	−0.124	−0.123	0.049	2.529	0.011	0.001	0.011	2.540	−0.251	−0.001
16: EMV,FCV,SCV,SFV	−0.005	−0.004	0.034	0.131	0.896	0.000	0.011	2.540	−0.092	0.083
22: EMV,MOV,SAV,SFV	−0.037	−0.037	0.032	1.158	0.247	0.000	0.011	2.540	−0.118	0.044
26: EMV,MOV,SFV,SCV	−0.024	−0.023	0.034	0.699	0.484	0.001	0.011	2.540	−0.111	0.062

PLS-SEM-based values using SmartPLS 3, weighting scheme = factor, iteration = 1,000, complete bootstrapping with 5,000 subsamples, test type = two-tailed, all significant at $p = 0.000$.

For CTA-PLS analysis, latent variable scores of the reflectively measured first-order dimensions were used as the formative indicators of second-order construct PHF-TX, bootstrapping subsamples was set to 5,000 and the significance level was set to 0.10.

Table 4: Nomological Network of the PHF-TX Framework—Descriptive Statistics (Study 3)

Item ID	Constructs and Measurement Items	PLS Loading	PLS Weight	STDEV
	Tourists' Intentions (INT)			
INT1	I will encourage my friends and relatives to attend the [PHF].	0.899	50.40	1.20
INT2	I will return to the [PHF] in the future.	0.883	51.93	1.11
INT3	I would continue to visit this [PHF] if the price would go up slightly.	0.857	42.99	1.57
	Tourists' Subjective Wellbeing (SWB)			
SWB1	By travelling to attend the [PHF], I now feel more positive about my life.	0.888	62.01	1.18
SWB2	By travelling to attend the [PHF], I am in high spirits.	0.859	59.94	1.12
SWB3	By travelling to attend the [PHF], I now feel a greater sense of purpose in my life.	0.833	33.61	1.30
SWB4	By travelling to attend the [PHF], I feel more positive about the way things are in the world.	0.809	28.60	1.35
	Tourists' Festival Attachment (ATT)			
ATT1	I feel a strong sense of belonging to the [PHF].	0.822	34.67	1.20
ATT2	I have a special feeling for the [PHF].	0.885	54.66	1.25
ATT3	There are no festivals that can substitute for the [PHF].	0.739	20.88	1.52
ATT4	It is more important for me to participate in the [PHF] rather than others.	0.817	28.93	1.58

All loadings significant at $p < 0.000$.

Respondents rated INT, SWB, and ATT items on a 7-point Likert response scale; 1 = "*strongly disagree*" to 7 = "*strongly agree*", and "*neither agree nor disagree*" as the mid-point.

In future studies, replace [PHF] in each statement with the name of the specific festival, e.g., I will return to the WOMADelaide festival in the future.

Table 5: Nomological Network of the PHF-TX Framework—PLS-based Estimates (Study 3)

	Heterotrait–Monotrait Ratio (HTMT)									Variance Inflation Factor (VIF)	Effect size (f^2) (Dimension → PHF-TX)	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Construct	EMV	FCV	MOV	SAV	SCV	SFV	PHF-TX	INT	SWB					
EMV										2.279	2.412	0.822	0.894	0.738
FCV	0.714									1.954	2.043	0.812	0.888	0.727
MOV	0.578	0.702								1.878	3.784	0.909	0.943	0.847
SAV	0.600	0.474	0.494							1.536	1.067	0.841	0.903	0.757
SCV	0.690	0.541	0.611	0.542						1.714	2.084	0.805	0.885	0.720
SFV	0.784	0.616	0.529	0.591	0.553					1.837	0.912	0.739	0.850	0.660
INT	0.749	0.728	0.855	0.475	0.672	0.552	0.873					0.854	0.911	0.774
SWB	0.693	0.501	0.549	0.600	0.572	0.559	0.707	0.589				0.874	0.913	0.724
ATT	0.563	0.517	0.506	0.338	0.681	0.422	0.635	0.642	0.423			0.836	0.889	0.668

First-order dimensions of PHF-TX: EMV = PHF's emotional value, FCV = PHF's functional value, MOV = PHF's monetary value, SAV = PHF's social approval value, SCV = PHF's self-image congruency value, and SFV = PHF's safety value.

INT = tourists' intentions, SWB = tourists' subjective wellbeing, ATT = tourists' festival attachment.

Figure 1: Periodic Hallmark Festival Tourist Experience (PHF-TX) Measurement Model and the Nomological Network Tested in the Studies

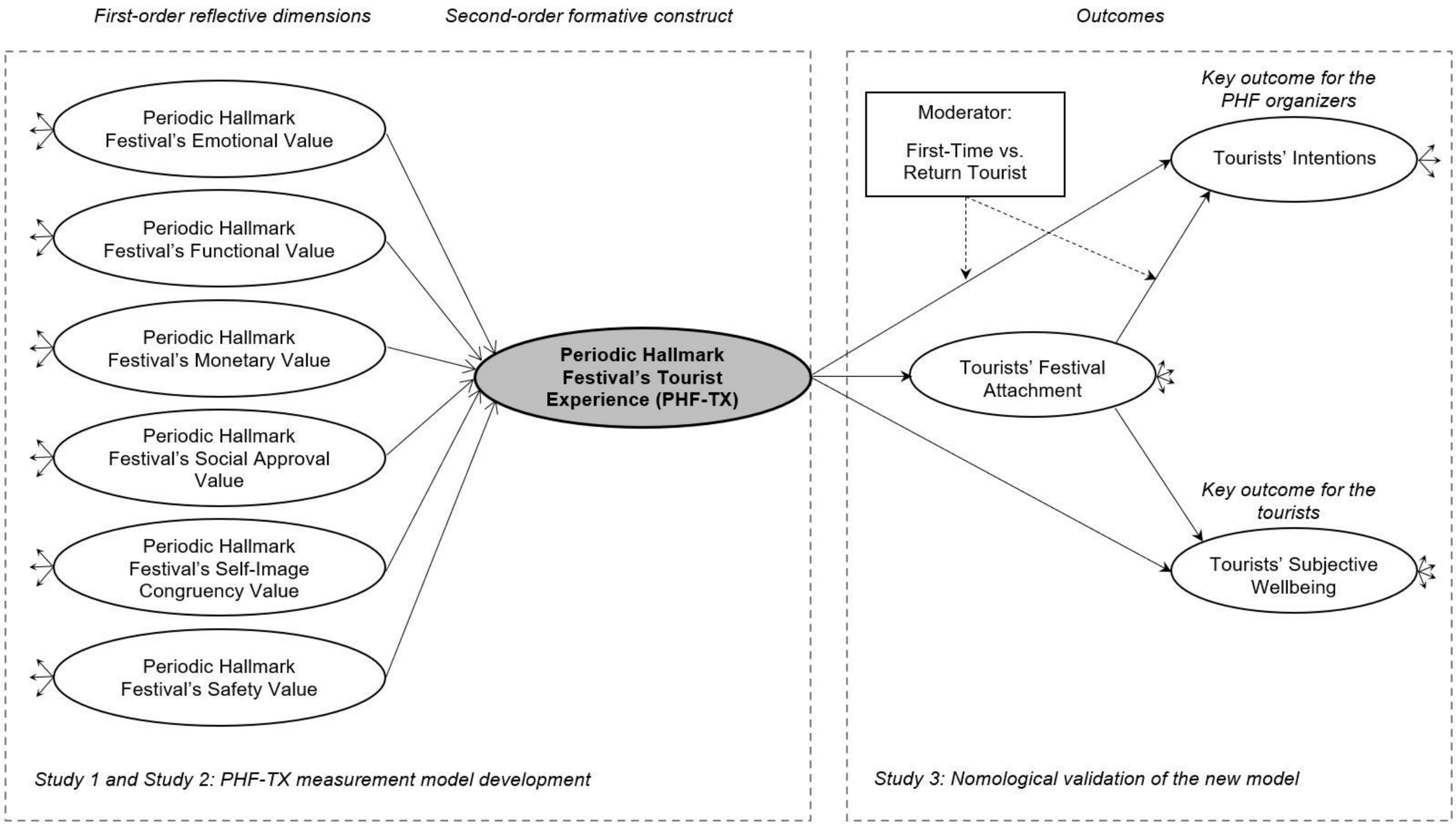


Figure 2: Linear Effect of First-Time Tourists' PHF-TX on Their Tourism Intentions (Study 3)

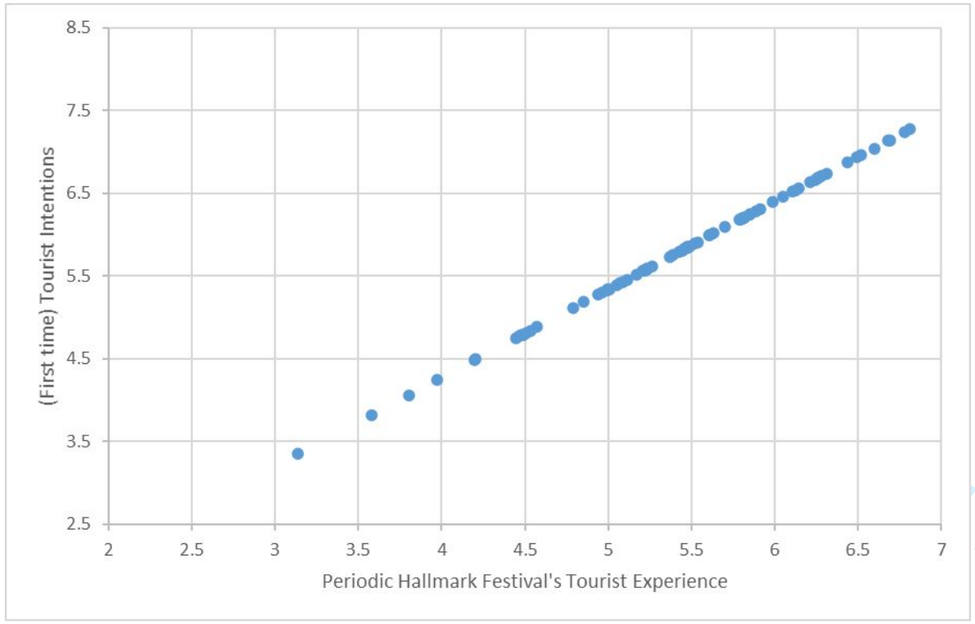
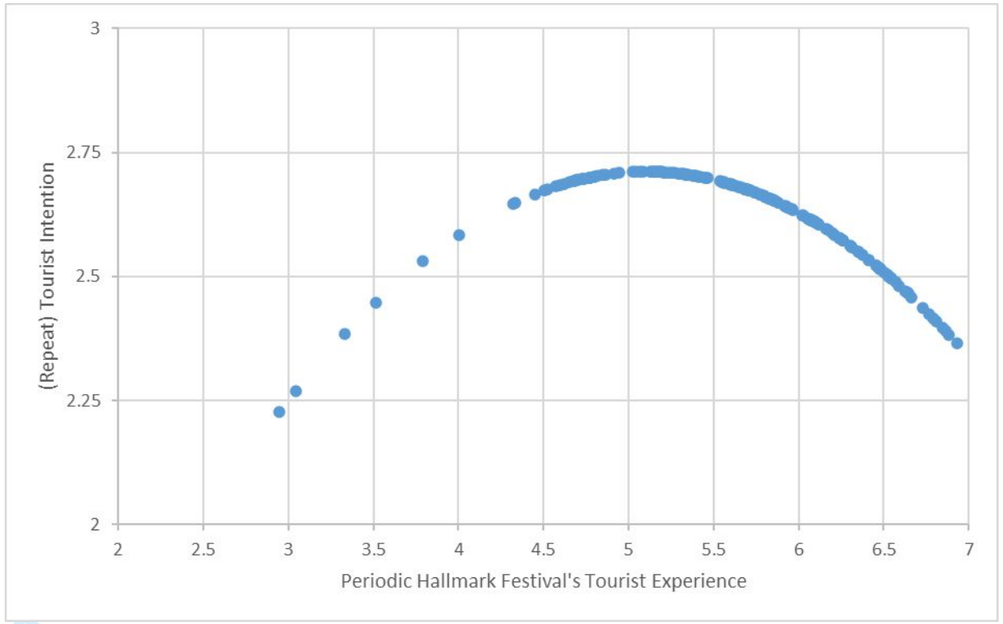


Figure 3: Nonlinear (attenuated) Impact of Repeat Tourists' PHF-TX on Their Tourism Intentions (Study 3)



Supplementary Material

Title: Measuring Tourist Festival Experience: Development and Validation of the PHF-TX Model

Table S.1: Overview of Festival Tourism Studies on Customer-Perceived Value (CPV) Dimensions, Outcomes and Measurements

Study	Context	Value Dimensions	Outcome Variables	Approach Method
Gursoy et al. (2006)	Local festival attendees across eight counties in Washington and five counties in Idaho, United States	1. Hedonic 2. Utilitarian	1. Festival attendance	Quantitative: random sampling approach via mailing list from telephone directory database, with a self-administered survey questionnaire and self-addressed, stamped return envelope *N* = 414
Williams et al. (2009)	Adventure tourism customers traveling on 4WD adventure tours to Pinnacles in Western Australia	1. Functional value 2. Value for money 3. Emotional value 4. Social value 5. Novelty value	1. Satisfaction 2. Revisit intentions	Quantitative: onsite administered questionnaires *N* = 402
Carlson et al. (2016)	Market research firm randomly selected 18+ Australians who had traveled as part of a group to a major event and stayed overnight within the previous 12 months	1. Functional value 2. Social value 3. Hedonic value 4. Epistemic value 5. Monetary value 6. Convenience value	1. Group travel intentions 2. Satisfaction	Quantitative: self-administered, web-based survey *N* = 389
Akhoondnejad (2016)	Domestic tourists who attended the Turkmen handicrafts festival in Gonbad-e Kavus, Iran	1. Festival authenticity 2. Festival quality 3. Festival value (time, money, effort)	1. Satisfaction 2. Loyalty 3. Trust	Quantitative: self-administered intercept survey at entrance and exit of festival *N* = 301
Yürük et al. (2017)	Participants in the 655-year-old UNESCO Kırkpınar Oil Wrestling festival in Turkey	Social benefits: 1. Community benefits 2. Cultural and educational benefits Social costs: 1. Quality of life concern 2. Community resource concerns	1. Satisfaction 2. Loyalty	Quantitative: face-to-face questionnaire *N* = 542
Fu et al. (2018)	Both residents and visitors to the Feast of the Hunters' Moon—a heritage festival staged as a recreation of the autumn gathering of French and Native Americans in a town located in the Midwestern region of the United States	1. Functional value for price 2. Functional value for quality 3. Social value 4. Emotional value	1. Personal benefits 2. Symbolic meanings	Quantitative: survey questionnaire *N* = 248
This study	Conceptualises, develops and validates tourist experience framework for measuring value creation in periodic hallmark festival's context.	*Six first-order dimensions:* 1. Periodic Hallmark Festival's Emotional Value 2. Periodic Hallmark Festival's Functional Value 3. Periodic Hallmark Festival's Monetary Value 4. Periodic Hallmark Festival's Social Approval Value 5. Periodic Hallmark Festival's Self-image Congruency Value 6. Periodic Hallmark Festival's Safety Value *Second-order overall construct* Periodic Hallmark Festival's Tourist Experience (PHF-TX)	1. Tourists' intentions 1. Tourists' subjective wellbeing 2. Tourists' festival attachment (mediator) Moderator: First-time vs. repeat tourist	Study 1: *N* = 28 qualitative interviews (with 12 tourism experts and 16 customers). Qualitative and quantitative - face validation and content validation using multiple respondents at different steps. Study 2: Quantitative - pen-and-paper intercept survey at a periodic hallmark festival, *N* = 260. Study 3: Quantitative - pen-and-paper intercept survey at another periodic hallmark festival, *N* = 250.

Table S.2: Summary of Interviewee Profiles in Study 1

ID #	Occupation	Gender	Age	Country of Residence	No. of Prior Tourism/Travel Experience	International PHF Experience
Expert Group:						
E1	Event tourism producer	M	48	Australia	50+	Yes
E2	Travel services	F	61	Holland	50+	Yes
E3	Tourism researcher	F	55	Australia	20+	Yes
E4	Event tourism producer	M	65	New Zealand	50+	Yes
E5	Tour coordinator	M	71	Australia	20+	Yes
E6	Tourism planner	F	54	South Africa	20+	Yes
E7	Tour coordinator	F	31	England	20+	Yes
E8	Tourism services	F	25	Australia	10+	Yes
E9	Event bidding	F	59	South Africa	50+	Yes
E10	Tourism researcher	M	45	Australia	20+	Yes
E11	Tourism planner	M	72	South Africa	50+	Yes
E12	Travel services	M	48	United States	50+	Yes
Customer Group:						
C1	Wine industry	M	30	Australia	20+	Yes
C2	Media	F	52	South Africa	20+	Yes
C3	Wine industry	F	31	England	20+	Yes
C4	Law student	M	27	Australia	20+	No
C5	Accountant	F	28	South Africa	20+	Yes
C6	Cleaner	M	40	Australia	20+	Yes
C7	Video editor	F	25	South Africa	20+	Yes
C8	Medical doctor	M	42	England	20+	Yes
C9	Horticulturist	M	42	Australia	20+	No
C10	Mortgage broker	F	52	Australia	20+	Yes
C11	Business student	F	28	Australia	20+	Yes
C12	Town planner	F	55	Australia	20+	Yes
C13	Business owner	M	43	Australia	20+	Yes
C14	Marine	F	35	United States	20+	Yes
C15	Real estate agent	F	52	Australia	20+	Yes
C16	Lawyer	F	29	New Zealand	20+	Yes

Table S.3: Sociodemographic Profile of the Survey Samples in Study 2 and Study 3

Study 2: Measurement model development Study 3: Measurement model and nomological network validation		**Study 2** *N* = 260		**Study 3** *N* = 257	
		n	%	*n*	%
Age					
	25 and under	3	1.2	4	1.6
	26–35	16	6.2	31	12.1
	36–45	49	18.8	42	16.3
	46–55	61	23.5	62	24.1
	56 and above	102	39.2	107	41.6
	Did not disclose	29	11.2	11	4.3
Gender					
	Female	144	55.4	149	58.0
	Male	112	43.1	107	41.6
	Other	4	1.5	1	0.4
Annual Income (in AUD)					
	$18,000 or less	16	6.2	19	7.4
	$18,000–$37,000	46	17.7	33	12.8
	$37,001–$87,000	83	31.9	97	37.7
	$87,001–$180,000	61	23.5	78	30.4
	$180,001 +	26	10	23	8.9
	Did not disclose	28	10.8	7	2.7
Travel companion					
	Alone	27	10.4	12	4.7
	With a partner	70	26.9	52	20.2
	With friends	73	28.1	65	25.3
	With children	77	29.6	98	38.1
	With relatives	4	1.2	22	8.2
	Other	9	3.5	8	3.1
Attended the festival in the past					
	First time	77	29.6	78	30.6
	2–5 times	104	40.0	105	41.2
	6–10 times	40	15.4	37	14.5
	More than 10 times	38	14.6	35	13.7
	Did not disclose	1	0.4	2	0.8

- Study 2 respondents = tourists at the Adelaide Festival.
- Study 3 respondents = tourists at the WOMADelaide (World of Music, Arts and Dance) festival.

Table S.4: Post Hoc Analysis—Moderating Role of First-Time vs. Repeat Tourists in the PHF-TX Framework (Study 3)

Moderator = Tourist Type	Path	Standardized Estimate (β)	Standard Deviation (STDEV)	t-value (β/STDEV)	p-value	Confidence Interval (CI) [5%, 95%]	Adjusted R^2	f^2 (Effect Size)	Outcome
First-Time	PHF-TX$_{Quadratic}$ → INT	-0.051	0.063	0.811	0.417	[-0.162, 0.076]	0.524	0.011	No quadratic relationship for this group of tourists.
Repeat	PHF-TX $_{Quadratic}$ → INT	-0.107	0.030	3.542	0.000	[-0.167, -0.049]	0.705	0.092	Significant negative quadratic relationship for this group of tourists.

- PHF-TX$_{Quadratic}$ = quadratic effect of tourists' experience, INT = tourists' intentions.
- The estimates are based on the full dataset in Study 3 using bootstrapping with 5,000 subsamples, where 78 tourists traveled to the festival for the first time, and 177 were repeat tourists. Following the rule of thumb for the minimum samples in each group (Hair et al. 2017), a sample size that exceeds 60 is acceptable for our estimations (i.e., six formative indicators of PHF-TX multiplied by ten cases/responses). Therefore, the sample size in the first-time tourist group is adequate for the analysis.
- We also confirmed the findings by creating a random subsample of the repeat tourist group with 78 responses. The post hoc analysis with a sample size of 156 tourist (78 in first-time and 78 in repeat tourist group) yielded a consistent estimate, e.g., PHF-TX$_{Quadratic}$ → INT is not significant in the first-time group, but significant with large effect size in the repeat tourist group (β = -0.101, p = 0.001, t = 3.196, CI = [-0.159,-0.040],f^2 = 0.082). Thus, observed heterogeneity is present in this study for first-time versus repeat PHF tourist types.
- To rule out a potential alternate explanation of the negative quadratic effect, we also tested the group-specific effect for gender, which did not indicate a significant difference between the male (n = 107) and female (n = 149) groups. Thus, gender-specific observed heterogeneity is not present in this study.

Table S.5: Post Hoc Analysis—Moderated-Mediation in the PHF-TX Framework (Study 3)

Moderator = Tourist Type	Path	Direct Effect	95% Confidence Intervals of the Direct Effect	t-value	p-value	Indirect Effect *Mediator = ATT*	95% Confidence Intervals of the Indirect Effect	t-value	p-value	Outcome
First-Time	PHF-TX → INT	0.649	[0.425, 0.823]	6.390	0.000	0.081	[-0.042, 0.233]	1.159	0.247	The complementary mediating effect of ATT is not significant for this group of tourists.
Repeat	PHF-TX → INT	0.746	[0.654, 0.826]	16.851	0.000	0.079	[0.025, 0.145]	2.562	0.010	The complementary mediating effect of ATT is significant for this group of tourists.

- INT = tourists' intentions, ATT = tourists' festival attachment.

Table S.6: Post Hoc Analysis—Total Effect of PHF-TX's First-Order Dimensions on Tourists' Intentions (Study 3)

First-time Tourist to the Festival:		
Importance	**PHF-TX's First-Order Dimension**	**Tourists' Intention (INT)**
1	EMV	0.290
2	MOV	0.196
3	SCV	0.188
4	SFV	0.163
5	FCV	0.148
6	SAV	0.084
Repeat Tourist to the Festival:		
Importance	**PHF-TX's First-Order Dimension**	**Tourists' Intention (INT)**
1	FCV	0.271
2	EMV	0.249
3	MOV	0.223
4	SCV	0.152
5	SFV	0.148
6	SAV	0.118

- INT columns show PHF-TX first-order dimensions' total effect (unstandardized) on the outcomes estimated using IMPA in PLS-SEM; a larger total effect means more important.
- First-order dimensions of PHF-TX: EMV = PHF's emotional value, FCV = PHF's functional value, MOV = PHF's monetary value, SAV = PHF's social-approval value, SCV = PHF's self-image congruency value, and SFV = PHF's safety value.

Post Hoc Analysis—Total Effect of PHF-TX's First-Order Dimensions on Tourists' Intentions on Subjective Wellbeing and Festival Attachment (Study 3)

Importance	**PHF-TX's First-Order Dimension**	**Subjective Wellbeing (SWB)**	**Festival Attachment (ATT)**
1	EMV	0.200	0.190
2	FCV	0.179	0.171
3	MOV	0.169	0.164
4	SCV	0.124	0.128
5	SFV	0.120	0.110
6	SAV	0.086	0.079

- SWB and ATT columns show PHF-TX first-order dimensions' total effect (unstandardized) on the outcomes estimated using IMPA in PLS-SEM; a larger total effect means more important.