



Wine Cultural Event as a Growing Phenomenon: Role of Novelty, Value and Satisfaction in Developing WOM

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Authors' contributions

This work was carried out in collaboration between both authors. Author TFY designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author MHW managed the analyses and the literature searches of the study. Both authors read and approved the final manuscript.

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ABSTRACT

Positive word-of-mouth (WOM) is a promoter of a destination. To improve the image and increase the income of wine-producing areas, holding the wine cultural event is a good approach, which also is a growing trend. Meanwhile, exploring the novelty, value and satisfaction are meaningful for WOM of wine cultural event. Thus, a total of 419 valid samples were collected from wine cultural event held at Yibin in China. This study used structural equation modeling and the regression method to examine the proposed hypothesis. The results showed that tourists' novelty, perceived value and satisfaction influence WOM. The study support three theoretical assumptions. First, novelty significantly positively affected perceived value while negatively affected event satisfaction but has no significant direct impact on WOM. Next, the perceived value had a significant and positive impact on event satisfaction and WOM, respectively. Finally, event satisfaction had a significant and positive influence on WOM. This study contributes to the literature addressing the WOM in a wine cultural tourism context. It also provides manageable results for managers involved in developing WOM.

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1. INTRODUCTION

Events or festivals were the experience way of wine tourism which was surrounded mainly by the wine culture, closely integrates industrial tourism, agriculture tourism and service industries [1,2]. And events have grown remarkably worldwide [3]. Though the wine tourism overseas was on the scale and made good achievements, it's at the beginning of development in China, especially the development of the wine tourism event and the academic research performed on the wine tourists' attitudes and behavioral intentions [2]. The related theoretical studies on the wine tourism have been booming since the 1990s and several studies have proposed wine tourism, comprising definitions, history, experiential dimension, behavioral intentions [2,4,5,6].

WOM played a significant role in behavioural decisions and destinations [7,8]. Given the WOM of wine cultural event is not widely explored, the identification of influencing factors of WOM is essential for wine tourism's effective marketing. There was a considerable amount of literature demonstrated that satisfaction, as well as perceived value, had a direct association with WOM [9,10,11]. To date, the study concerning these factors and WOM in wine cultural event context has yet been empirically examined.

Consequently, the focus of this study is the WOM of wine cultural event, which is significant to the growing wine tourism while not widely explored in recent years [9]. First, previous studies have shown that attendees' satisfaction with wine cultural events had a significantly positive impact on their willingness to revisit, WOM and other behavioral results [12,13], but few explored the antecedents of attendees' satisfaction with wine cultural events. Second, tourists' novelty was the influence factor of satisfaction and destination loyalty and the key component of travel motivation [14] while few studies investigated attendees' novelty in the wine cultural event context. Besides, although the value-satisfaction-behavior model has been verified and satisfaction mediated the relationship between value and reputation in the consumer context [15,16], the influence between attendees' value, satisfaction and WOM have not been explored in the wine cultural events.

Building on this premise, the purpose of this paper is to investigate tourists' attitudes and behaviors in wine cultural events, integrating the concepts of novelty, perceived value, event satisfaction and wine cultural event's WOM with ideas about travel behavior. Although the previous results have respectively confirmed the relationships among the four variables, few studies verify the overall effect of this path. This research seeks to explore the relationship between novelty and WOM under the influence of perceived value and event satisfaction in wine cultural event context. The conclusion of this paper will contribute to the existed literature regarding wine cultural tourism and WOM marketing and provide useful suggestions for relevant practitioners.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Word-of-Mouth (WOM)

WOM was a critical index in the marketplace, affecting customer attitudes, behavioral intentions and decisions [17,18]. WOM was recognized as "any positive or negative words or statements made by related customers about products or services" [19].

In the tourism literature, WOM was defined as "post-consumer evaluation and tourists' positive response to specific tourism products" [20]. Good WOM was a good promoter of a destination, which could create a positive image for the destination and recommend a destination to friends and relatives [8]. Thus, WOM marketing was more important and influential in customer attitudes and behaviors such as reputation dissemination and a consumer's repeated purchase behavior [21]. That is, if consumers meet their needs and exceeded their expectations after shopping, and then want to share with others, which is positive WOM. In the same vein, negative WOM shows that due to the unpleasant shopping experience, consumers may disseminate bad reviews to others. Through Hennig-Thurgau et al. [19] and Yen [20], WOM refers to "the behavior that attendees make positive or negative statements and whether to recommend to others, after obtaining the experience and services from the wine cultural events".

2.2 Novelty and WOM

According to some reports, the novelty was someone's perceived feelings that a stimulus was conflicting with an expectation, and it's something new, lacks the familiarity and compelling experience, not new knowledge [22,23,24]. Sung et al. [24] proposed that novelty was an individual's perception or interpretation that a product is a new weather than its features. Thus, in the tourism context, tourists tended to be motivated by new, different and unfamiliar travel experiences [25,26,27]. Results from earlier researches described that novelty played a pivotal role in fostering travel intentions and decision-making [28,29,30]. In other words, tourists tend to look for unique destinations that are different from their daily residences. They hope that the destination's travel experience brings them a new feeling that they have never experienced before, to satisfy their inner needs for novelty. Consequently, the novelty in this study is defined as "the emotion or feeling comprising fresh, exciting, surprising, and challenging that attendees get through visiting, interacting, experiencing and consuming in wine cultural events" [9,25].

Although novelty played a moderating role on the relationship between satisfaction and WOM intention in wine cultural event [9], research showed that there was a significant positive correlation between tourists' novelty and WOM [31]. Thus, when attendees are freed from their usual daily lives, they will make a positive evaluation of wine cultural events and share with others if they have obtained a higher novelty from wine cultural tourism events. Hence, it could conceivably be assumed:

H1: Attendees' novelty may significantly lead to his/her WOM in wine cultural event.

2.3 Perceived Value and Novelty

Perceived value was viewed as two dimensions: gain and loss [32,33]. Consumers paid price when purchasing goods or services, if the received benefits were greater than the paid costs, consumers might have a higher perceived value [34]. Perceived value was the consumer's overall assessment of quality, benefits, utility, price, and sacrifices of a product or service based on the perceived received and given [35]. Hence, perceived value reflected tourists' overall evaluation of tourism products and services throughout the whole travel experience process

in the tourism context [10]. When the attendees perceive the costs between the event and wine tourism to be related and expected, they are likely to link the positive influence of wine tourism's benefits [9,33].

Although empirical research proved that novelty had no direct effect on perceived value, while indirectly enhanced perceived value through hedonism [36]. A great deal of studies has believed that novelty was a significant antecedent of perceived value [37,38,39]. To seeking fun, tourists wanted to experience novel and diverse travel experiences in a short period, and more novel experiences produced more happiness and perceived value on activities [23,29]. In the wine cultural event, the higher the tourists' novelty, the benefits they received may be greater than the price they paid. In general, therefore, we proposed the following hypothesis:

H2: Attendees' novelty may significantly lead to his/her perceived value in wine cultural event.

2.4 Satisfaction and Novelty

The literature on consumer satisfaction highlighted that consumers' input and expectations of commodities affected their satisfaction and then affected their subsequent purchase behavior [40]. Consumers were satisfied when the product or service provides them with additional fun and exceed expectations (over-satisfaction) [41,42]. Wu [43] performed research on satisfaction in hotel management, specifically contained the evaluation of specific resorts, time allocation, and travel agency arrangements. In the same vein, Grisseman and Sauer [44] addressed that satisfaction was divided into specific satisfaction and overall satisfaction. Furthermore, tourism satisfaction was the comparison of tourists' expectations and actual feelings [45]. Thus, event satisfaction in wine cultural events context refers to "attendees compare the difference between the expected and actual experiences of main activities/services and additional activities/services, and judge whether the pleasant level related to consumption-related is insufficient or excessive" [9,41,45].

The novelty was the new experience that was different from daily life and the pleasure in travel experience [46]. Individuals tended to like a specific level of stimulation when the environment could not provide stimulation at this

optimal level, they felt bored and wanted to seek novelty and increased the desire for stimulation. On the other hand, when the stimulation reached the optimal level, they sought approaches to reduce the stimulation [23]. In tourism context, novelty as one of tourist's emotion was regarded as an important antecedent of a tourist's decision-making, including satisfaction and willingness to revisit [47]. In the wine cultural event, this study supposes that before novelty reaches the optimal level, the satisfaction of attendees enhances their novelty, once the optimal level is exceeded, novelty negatively influence on the event satisfaction. Hence, we proposed the following hypothesis:

H3: Attendees' novelty is likely to significantly reduce his/her event satisfaction in wine cultural event.

2.5 Perceived Value, Satisfaction and WOM

Perceived value meant that tourists weighed the gains and losses of purchasing products or services and increased perceived value promoted tourist satisfaction [48]. Perceived benefits have been viewed as a vital antecedent of satisfaction and behavioral intention [18,49,33]. Moreover, researches verified the relationship of the value-satisfaction-behavior intentions [15,50] and attendees' perceived value was an important determinant of behavioral intentions for festivals [51]. Thus, in wine cultural events, when the benefits gained by the attendees are greater than the price paid, they are satisfied with the events, therefore attendees' perceived value will positively affect

event satisfaction. Hence, these findings may support the following hypothesis:

H4: Attendees' perceived value may significantly promote event satisfaction in wine cultural event.

Research showed that formulating appropriate strategies for product or service could attract consumers' value awareness, increase their interest, evaluate the perceived value and decide whether to adopt it [35]. If consumers did not receive enough value that satisfies their expectations, they would not share a positive view with one or a few others at any given time. That is, perceived value affected WOM [10,51]. Only when an attendee's perceived value is high does his or her willingness to offer WOM and consequently increase revisit intention [9]. Meanwhile, an attendee may visit or revisit a wine tourism destination if an additional value was provided and if they had a more enjoyable travel experience than they would receive from other destinations [52,53]. Thus, the following hypothesis was proposed:

H5: Attendees' perceived value may significantly promote WOM in wine cultural event.

Many studies showed that satisfaction positively influenced future behavioral intentions [54]. Other than repurchase intention, willingness to recommend to others was another common measurement of future behavior [55]. Tourists with higher cognitive and emotional satisfaction were more loyal to a destination, and they had a higher willingness to recommend and revisit the destination [10,56]. Therefore, higher satisfaction leads to effective WOM spreading effect, that is,

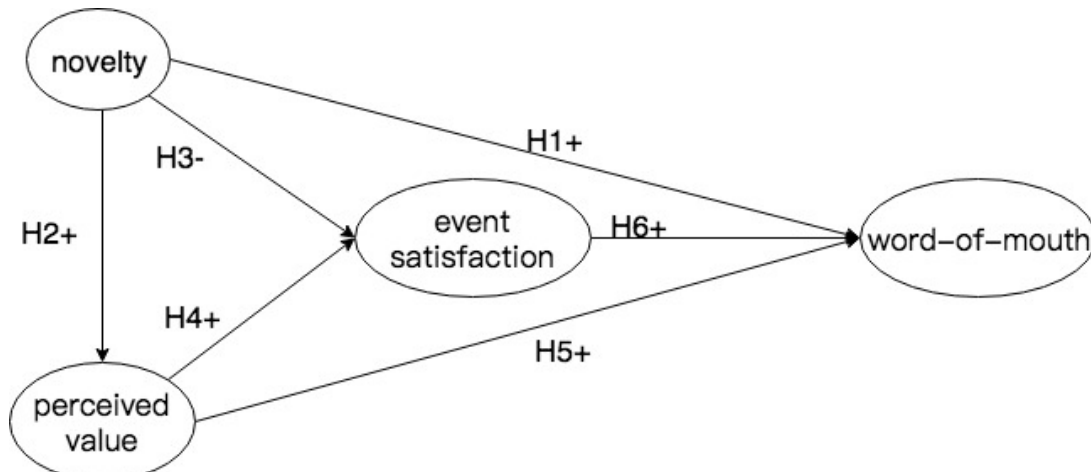


Fig. 1. Conceptual framework

oral publicity and promotion of attendees can bring greater publicity and economic benefits to the wine cultural events. On the contrary, if attendees were dissatisfied with the wine cultural activities, they shared bad reviews with others via oral communication, which negatively affected the image and marketing of the tourist destination [8,16]. Hence, this article proposes the following assumption:

H6: Attendees' event satisfaction may significantly promote WOM in wine cultural event.

Based on the above discussions, this study tries to confirm the relationships among novelty, perceived value, event satisfaction and WOM in wine cultural event, and test two paths "novelty - event satisfaction - WOM" and "perceived value - event satisfaction - WOM". The conceptual model is shown in Fig. 1.

3. METHODOLOGY

3.1 Measurement Items

The structured survey questionnaire measured novelty, perceived value, event satisfaction and WOM. The instrument for data collection was based on existing validated scales from the previous studies and was modified to be suitable in the present study setting. Multiple items and a five-point scale were used for the assessment of all constructs. The higher the score, the more agree with the statement of the item.

In particular, perceived value (PV) was assessed using three items from Al-Ansi & Han [10] and Oriade & Schofield [57]: "Compared to the time and money and effort I spent, I got a good return", "The wine culture event in Yibin offers good value for the time, money and effort I spend", "Overall, the wine culture event provides a good deal", ranging from "totally disagree" (1) to "totally agree" (5).

Novelty (NV), was measured with four items from Yen [9] and Cheng & Lu [36] using the novelty scale: "I like to do something new", "I like to take risks", "I like to stimulate challenges", "I like to thrill and stimulate", ranging from "totally disagree" (1) to "totally agree" (5).

Event satisfaction (SA), was assessed with three items ranging from "totally disagree" (1) to "totally agree" (5). These items were from Konuk [58] and Gallarza, Arteaga, & Gil-Saura [56], their satisfaction scales have been verified as good

reliability and validity. According to the research needs, a total of 3 questions were designed: "I am glad to take the time to attend the Yibin's wine cultural event", "It was a good decision to attend the Yibin's wine cultural event", "I am glad that I decided to attend the Yibin's wine cultural event", ranging from "totally disagree" (1) to "totally agree" (5).

Lastly, WOM (WO), was assessed with two items from Konuk [58], with "totally disagree" (1) to "totally agree" (5): "I would tell others the advantages of leisure in Yibin's wine cultural event", "I would recommend others leisure activities in Yibin's wine cultural event".

3.2 Sampling

Data were collected by questionnaire survey at Yibin, a historical city and famous destination for wine cultural tourism in Sichuan, southwest China during the October of 2019. Domestic tourists who attended the "Yibin Wine Culture Tourism Event" were asked to take part in the survey under the guidance of the surveyors. Altogether, a total of 419 usable survey questionnaires were obtained from the pool of 430 distributed questionnaires. This revealed a usable returned rate of roughly 97%.

3.3 Demographic Characteristic

Among the 419 respondents, female respondents amounted to 39.1%, male respondents 60.9%. Besides, the results of the descriptive statistics suggest ages between 23-28 prevailed among survey participants, and 59.4% of the survey participants had a high school education or above. The occupational composition included military and police officials (4.5%), manufacturing personnel (4.8%) and business/service personnel (22.2%), agricultural personnel (4.3%) and students (13.1%), other occupational personnel accounted for 51.1% among survey participants. The respondents were mainly low- and middle-income earners, with a monthly income of less than 3,000 RMB, accounting for 54.7% of the total sample.

4. RESULTS AND DATA ANALYSIS

This research uses the SEM to investigate the relation among novelty, perceived value, satisfaction and WOM. The SEM was a variable-oriented technique and focused on the net effect of the independent variable on the dependent variable, and it viewed independent variables as competing to explain the variation in the

dependent variables and relied on the principles of additive effects, linearity, and unifinality [6,59].

4.1 Exploratory Factor Analysis

Exploratory factor analysis is mainly used to test the structural validity of the latent variable measurement scale, and judge redundant questions based on the analysis results. We first ran the KMO value of the overall scale, it was .844 ($> .7$), and Bartlett sphere test chi-square value was 2584.124 ($df = 66$, $Sig. = .000$), which passed the Bartlett sphericity test ($p < .001$), indicating that the scale's data was suitable for factor analysis. This study factor-analyzed the measure items for novelty, perceived value, event satisfaction, and WOM to verify the quality of the measurement instruments. Load items is usually above the .5 threshold except for NV2(.41) leading to the deletion of one item (see Table 1).

After excluding NV2, we reran the overall scale's KMO value which was .84 ($> .7$), and all items loaded highly on their appropriate construct with values above the .5 threshold. Moreover, the results indicated Cronbach's alpha was above .7 threshold: event satisfaction (.87), WOM (.73), perceived value (.87) and novelty (.83). The overall questionnaire of Cronbach's α coefficient value is .84, indicating that the four-dimensional variables of the measurement scale have good internal consistency.

4.2 Measurement Model

Confirmatory factor analysis (CFA) was further assessed the factor structure. To analyze the convergent validity of the scale, a CFA was performed using the AMOS, and the results show that the model obtained an acceptable fit: $X^2/df = 2.30$, root mean square error of approximation (RMSEA) = .06, goodness-of-fit index (GFI) = .97, adjusted GFI (AGFI) = .94, comparative fit index (CFI) = .98.

The convergent validity of the CFA results should be supported by item reliability, construct reliability, and average variance extracted (AVE) [60]. As shown in Table 2, t-values for all the standardized factor loading (SFL) were significant ($p < .01$), which indicates the item reliability was confirmed. From Table 2 we can see that construct reliability estimates that ranged from .77 to .92 exceeded the critical value of .7 [60], indicating a satisfactory estimation. Moreover, AVE ranging from .53

to .79 presented in Table 2 all exceed the .5 threshold, which indicates the convergent validity for the measurement model was met. Discriminant validity was confirmed when the square roots of AVE exceed the coefficients of correlation between constructs (see Table 3). Finally, the correlation coefficients of the four variables have been examined by the current findings.

4.3 Structural Model Evaluation and Hypotheses Testing

As a next step, we evaluated the proposed model by running the structural equation modeling (SEM) using AMOS 22.0. Using a maximum likelihood estimation approach, the structural model involved estimated the path loading and the R^2 values.

To confirm the causal relationships among variables, a six-step procedure was adapted and the path was added step by step (see Table 4). The overall model indicates ($X^2=544.52$, $d.f.(p)=43$, $X^2/df=12.67$, $GFI=.81$, $AGFI=.71$, $CFI=.76$, $RMSEA=.17$) in M1 revealed that the value of GFI, AGFI and CFI were barely acceptable (i.e. $GFI > .9$, $AGFI > .9$, $CFI > .9$), but the RMSEA value does not exceed the recommended value 0.08, indicating that the M1 fitting effect is not good. In M2, the NV - PV path was added and the model fitness ($X^2=516.99$, $d.f.(p)=42$, $X^2/df=12.31$, $GFI=.82$, $AGFI=.71$, $CFI=.81$, $RMSEA=.16$) were barely accepted, but still needs improvement. In M3, the NV-SA path was added and the model fitness ($X^2=511.23$, $d.f.(p)=41$, $X^2/df=12.47$, $GFI=.82$, $AGFI=.71$, $CFI=.81$, $RMSEA=.17$) were barely accepted, but still needs improvement. Then, PV - SA path was added into M4. The model fitness ($X^2=265.96$, $d.f.(p)=40$, $X^2/df=6.65$, $GFI=.91$, $AGFI=.85$, $CFI=.91$, $RMSEA=.12$) were accepted except the the RMSEA value is not ideal. In M5, the PV-WO path was added and the model fitness ($X^2=92.5$, $d.f.(p)=39$, $X^2/df=2.37$, $GFI=.96$, $AGFI=.94$, $CFI=.98$, $RMSEA=.06$) found that the value of GFI, AGFI and CFI exceeded the recommended value, as well as $RMSEA < 0.08$ indicating that empirical data fit the proposed model well. Lastly, the SA-WO path was added and the model fitness ($X^2=87.49$, $d.f.(p)=38$, $X^2/df=2.30$, $GFI=.97$, $AGFI=.94$, $CFI=.98$, $RMSEA=.06$) were acceptably and adequately matched the model well.

Now, the Goodness-of-fit statistics have been improved and it cannot be modified any more.

Then we discussed these results. Table 4 displayed that novelty developed positive perceived value and event satisfaction, respectively ($\gamma_2=.25$, $t\text{-value}=4.84$, $p < .01$; $\gamma_3=-.13$, $t\text{-value}=-2.76$, $p < .05$). Perceived value significantly influenced event satisfaction and WOM, respectively ($\gamma_4=.99$, $t\text{-value}=-2.76$, $p < .01$; $\gamma_5=.60$, $t\text{-value}=4.30$, $p < .01$). Hypotheses including H2, H3, H4, H5, H6 were statistically supported. However, the novelty has no significantly influenced WOM ($\gamma_1=-.02$, $t\text{-value}=-.40$, $p > .1$), then H1 was not supported.

Table 5 illustrated the measured effects of all the relationships. Firstly, the direct effect of novelty

on perceived value (.28) was greater than that on WOM (-.02) and event satisfaction (-.12). However, novelty, perceived value, event satisfaction did not have significant indirect effects on perceived value, event satisfaction and WOM, respectively. Secondly, the effects of the novelty on WOM were mediated by perceived value (.22) and event satisfaction (.23). Novelty had an indirect effect of WOM via perceived value and event satisfaction (.18). Therefore, the influence mechanism of novelty on WOM existed in the following three paths: “novelty → perceived value → WOM”, “novelty → event satisfaction → WOM”, “novelty → perceived value → event satisfaction → WOM”.

Table 1. Principal components analysis (N=419)

	Components			
	1	2	3	4
SA1	.81			
SA2	.81			
SA3	.86			
PV1				.61
PV2				.69
PV3				.68
NV1		.80		
NV2		.41		
NV3		.90		
NV4		.89		
WO1			.79	
WO2			.85	
eigenvalues	39.28	20.58	7.28	6.72
Cronbach's α	.87	.83	.73	.79

Note: NV: novelty; PV: perceived value; SA: event satisfaction; WO: word-of-mouth.

Extraction method: principal component analysis; Rotation method: Caesar's normalized maximum variance method; The rotation has converged after 5 iterations.

Table 2. Results of CFA (N=419)

Constructs	Indicator	Standardized factor loading	t-values	SMC	CR	AVE
NV	NV1	.79***	13.76	.42	.92	.79
	NV3	.94**	2.99	.92		
	NV4	.93***	6.18	.83		
PV	PV1	.65***	11.27	.56	.77	.53
	PV2	.68***	8.93	.68		
	PV3	.84***	12.55	.43		
SA	SA1	.85***	10.56	.67	.86	.67
	SA2	.79***	10.84	.65		
	SA3	.82***	9.14	.73		
WO	WO1	.78***	7.00	.64	.8	.67
	WO2	.85***	9.65	.52		

Notes: SMC: Square multiple correlations; CR: Composite reliability; AVE: average variance extracted. All t-statistics are significant at .01 level; $\chi^2 = 87.49$, $d.f. = 38$, $p = .000$, $\chi^2 / d.f. = 2.30$, $GFI = .97$, $AGFI = .94$, $CFI = .98$, $RMSEA = .06$

Table 3. Discriminate validity (N=419)

Items	M	SD	NV	PV	SA	WO
NV	3.04	1.13	.89			
PV	3.34	.81	.25**	.73		
SA	3.62	.87	.11*	.67**	.82	
WO	3.36	.93	.16*	.55**	.54**	.82

Note: *** $p < .001$, ** $p < .01$, * $p < .05$; Diagonal elements are the square root of the average variance extracted (AVE). Off-diagonal elements are the coefficients of correlation between factors.

Table 4. The results of the hypotheses testing structural model

Path	M1	M2	M3	M4	M5	M6
	β (t)	β (t)	β (t)	β/γ (t)	β/γ (t)	β/γ (t)
NV - WO	.11	.12	.13	.12	-.07	-.02
H1	(1.59)	(1.80)	(1.89)	(1.78)	(-1.26)	(-0.40)
NV - PV		.25***	.26***	-.26***	.25***	.25***
H2		(4.96)	(5.04)	(4.94)	(4.85)	(4.84)
NV - SA			.14**	-.13***	-.14***	-.13**
H3			(2.38)	(-2.76)	(-2.96)	(-2.76)
PV - SA				1.00***	1.02***	.99***
H4				(12.54)	(13.04)	(12.75)
PV - WO					.9***	.60***
H5					(11.25)	(4.30)
SA - WO						.26***
H6						(2.37)
R^2_{WO}	.02	.03	.03	.03	.58	.56
R^2_{PV}		.08	.09	.08	.08	.08
R^2_{SA}			.02	.66	.69	.66
X^2	544.52	516.99	511.23	265.96	92.5	87.49
d.f.(p)	43	42	41	40	39	38
X^2/df	12.67	12.31	12.47	6.65	2.37	2.30
GFI	.81	.82	.82	.91	.96	.97
AGFI	.71	.71	.71	.85	.94	.94
CFI	.76	.81	.81	.91	.98	.98
RMSEA	.17	.16	.17	.12	.06	.06

Note: NV: novelty; PV: perceived value; SA: event satisfaction; WO: word-of-mouth; * $p < .1$; ** $p < .05$; *** $p < .01$

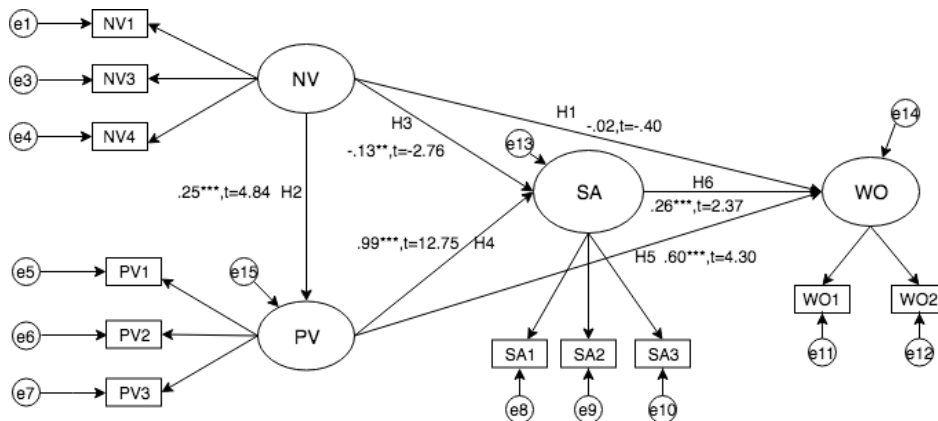


Fig. 2. The structural model and variance-test results

Note: NV: novelty; PV: perceived value; SA: event satisfaction; WO: word-of-mouth; Goodness-of-fit statistics: $\chi^2 = 87.49$, $df = 38$, $p < .001$, $\chi^2/df = 3.30$, $RMSEA = .06$; * $p < .1$; ** $p < .05$; *** $p < .01$

Table 5. Direct, indirect, and total effects of relationships

Path	Total effect	Direct effect	Indirect effect
NV - WO	.15	-.02	.18
NV - PV	.28	.28	N.A.
NV - SA	.11	-.12	.23
PV - SA	.84	.84	N.A.
PV - WO	.74	.52	0.22
SA - WO	.26	.26	N.A.

Note: N.A.: It was not possible to determine the direct or indirect effects

5. DISCUSSION AND CONCLUSION

5.1 Discussion

This study sets out to evaluate the effects of novelty, perceived value and event satisfaction on WOM. This empirical research indicates that “novelty → perceived value → WOM” and “novelty → event satisfaction → WOM” and “novelty → perceived value → event satisfaction → WOM” were confirmed. Since there were relatively little empirical investigations on these variables and WOM in wine cultural events, this theoretical model may be an empirical attempt to clearly explain WOM in wine cultural events.

The proposed model had an acceptable level of explanatory ability in predicting WOM. In the wine cultural event, novelty significantly positively affects perceived value (H2: $\beta=.25^{***}$, $t=4.84$) and negatively affected event satisfaction (H3: $\beta= -.13^{***}$, $t= -2.76$). Perceived value significantly positively affects event satisfaction (H4: $\beta=.99^{***}$, $t=12.75$). Both perceived value and event satisfaction on WOM is notable (H5: $\beta=.60^{***}$, $t=4.30$; H6: $\beta=.26^{***}$, $t=2.37$). However, the novelty has no significant direct impact on WOM (H1: $\beta= -.02$, $t= -0.40$). In sum, the five-research hypothesis H2, H3, H4, H5 and H6 were found to be supported.

Firstly, this study confirms that novelty is associated with perceived value (H2) and event satisfaction (H3). This finding is consistent with [37][38] who asserted that novelty had a direct and positive impact on perceived value. This discovery implies that in wine cultural events, managers should pay attention to the integration of local wine natural resources and the unique culture of this article, to improve the attraction of wine cultural events, to increase the feeling “tourism value, tour value” of attendees, which triggers attendees’ fresh experience. The experience contains freshness, surprise and stimulation. Also, the novelty has directly and negatively impact on event satisfaction, which is

in line with the views of [46]. Therefore, in wine cultural events, when designing experiential activities, managers must give full play to the characteristics of local wine culture, but also consider the risk of the events.

Secondly, the result is in accord with recent studies [49,33] and indicated that perceived value has a direct and significant positive impact on event satisfaction (H4). In other words, to meet the attendees’ emotional needs of “fresh, exciting, challenging and adventure” and then satisfy attendees in wine cultural event, managers can make attendees’ value available as effective promotional tools, design and provide valuable experience activities.

Additionally, perceived value and event satisfaction play essential roles in WOM (H5, H6). These results agree with the findings of [8][10][56]. Furthermore, novelty indirectly affects WOM via perceived value and event satisfaction, indicating that wine cultural event leads to different perceived values of attendees, and they are more concerned about the pleasure and identification of spiritual and emotional levels during the activities. As mentioned above, three likely paths are influencing WOM. When experiencing wine cultural events, attendees experience fresh, surprises, adventures and then increase their gains and satisfaction, thereby willing to share their happiness with others. In wine cultural event practice, managers could take more diversified measures to enhance attendees’ fresh experience, like hold ancient wine brewing conferences, poetry and wine cultural events, etc., to enhance their perceived value and surprise of activities through personal experience, then enhance attendees’ willingness to recommend WOM.

Taken together, it has been shown from this study that attendees’ novelty has an indirect influence on WOM through perceived value and event satisfaction in wine cultural event. Consequently, the attitude of attendees plays an

important role in WOM. Perceived value and event satisfaction significantly influenced WOM, which was consistent with the conclusion of [10][52][56]. To better promote the WOM of the wine cultural event, the relevant departments are suggested to appropriately improve the novelty of the events, strengthen the attendees' perceived value and event satisfaction.

5.2 Limitations and the Directions for Future Study

Firstly, this study explained the link of "novelty→perceived value → event satisfaction → WOM". This study does not engage with an independent variable "cognition" defining the attendees' perception of participating in wine cultural tourism activities. Therefore, future research can use an independent variable as the "cognitive" category to improve the overall explanatory ability of the structural model.

Secondly, perceived value is mainly considered from the single dimension of perceived benefits and perceived costs, to explore the impacts of perceived value on event satisfaction and WOM. The predictive effect of the dependent variable may be constrained. Therefore, future research may consider using multidimensional perceived value to improve event satisfaction and WOM prediction.

In the end, the sample belonging to a single region was not representative regarding the region. So future research can expand the sample range.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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