CHAPTER IV

RESULT AND DISCUSSION

Descriptive Analysis

In this research, there were 410 volunteer tourists to be the samples; they got from the Government Departments, NGO or NPO and General Organization in Taiwan, the social statuses of the samples are presented in Table 7.

Table 7 Descriptive Analysis of Social Status

Status		Frequency	Percent	Status		Frequency	Percent
Gender	Male	214	52.2	Marital Status	Single	337	82.2
	Female	196	47.8		Married	60	14.6
Age	Below 18	20	4.9		Others	13	3.2
	18-25	302	73.7	Education Level	Junior high school & under	5	1.2
	26-35	22	5.4		High school / Vocational school	18	4.4
	36-45	21	5.1		College / University	353	86.1
	46-55	21	5.1		Postgraduate	34	8.3
	56-65	18	4.4	Occupation	Educator/Researcher	31	7.6
	66-75	6	1.5		Manager/Executive	4	1.0
Work Status	Full time	64	15.6		Clerical/Sales	6	1.5
	Part time	82	19.8		Student	314	76.6
	Retired	29	7.1		Owner/Self-employed	3	.7
	Unemployed	9	2.2		Laborer/Farming/ Fishing	4	1.0
	None	226	55.1		Professional/ Technical	10	2.4
					Military/Gov-officer	7	1.7
					Homemaker	19	4.6

As the Table 7 shows that the gender of the volunteer tourists, the number of male is slightly higher than female, there are 52.2% of them are male and 47.8% are female. From this number this research found out that it is different from the finding of the former research whichconcluded that the majority of volunteer tourists are female. Compare the result of this research and former research, we can know that there are more males willing to join the volunteer work during their vacation in Taiwan. Furthermore, there are 82.2% of them are single. Moreover, the major age of the volunteer tourists is between 18 to 25 years old, there are 74.1% of them in this age and 11% are beyond 46 years old.

Moreover, there are 86.1% of them are graduated from college or university. Furthermore, the major occupation of the volunteer tourists is students, there are 76.6% of them and 57.3% of their work status is unemployed or none work. That means the volunteer tourist program now is a popular activities in the young generation, the university students will be the target market in the voluntourism.

Other information about the volunteer tourists in Taiwan knows the volunteer tourist program from friends / word of mouth (58.3%) and websites/internet (39.5%). Moreover, the main purpose of their program, there are 41.1% is fully involving in to education and teaching work, and 26.8% is join into the community development, and 21.8% are taking a part into working with children. And the average days in their voluntourism program are around 3 days and spent around $2000 NTD in those days.

Second-Order Confirmatory Factor Analysis

The research model of this study consists of four second-order constructs (i.e., activity involvement, experiential marketing, experiential value, and place attachment); thus, we carried out four second-order CFAs respectively to test whether or not the four second-order factor models can fit the empirical data well. After confirming the fit of the four second-order factor models, this study will reduce the four second-order factor models to first-order factor models which were used for subsequent analysis. The results of the four second-order CFAs were as follows.

Second-order Confirmatory Factor Analysis for Activity Involvement

Based on the results of the t-value and completely standardized factor loadings, the results of the initial estimation of the second-order CFA of the activity involvement construct indicated that one indicators (item 3 of the dimension 'centrality') were dropped because of lower completely standardized factor loading (i.e., standardized factor loading < 0.5).

Based on Byrne (1998), the t-value, which represents the parameter estimate divided by its standard error, should be greater than + 1.96 at the 0.05 significant level to be an important indicator for the associated construct. The value is used to estimate the indicator reliability that explains the extent to which an item adequately measures its associated underlying construct (Bollen, 1989). The t-value for all items were higher than 1.96, therefore all items were considered to be able to effectively reflect the potential sub-dimensions of the construct.

After deleting the irrelevant item, this study re-evaluated the Cronbach Aplha of each sub-dimension of the construct and the Cronbach Aplha of the construct. The results of the Cronbach alpha test for the three sub-dimensions making up the activity involvement scale were: 0.845 in the attraction sub-dimension, 0.681 in the centrality sub-dimension, and 0.793 in the self-expression sub-dimension (see Table 8). Besides, the results of the Cronbach alpha test for the activity involvement construct were 0.900.

Table 8 Cronbach Aplha of Each Sub-dimension of Activity Involvement

Construct	Sub-dimension	Cronbach Aplha	Overall Cronbach Aplha
Activity Involvement	Attraction	0.845	0.900
	Centrality	0.681	
	Self-expression	0.793	

Out of the four sub-dimensions and construct, three sub-dimensions were above the cut-off criterion of 0.7 recommended by Nunnally (1978) while one were just below this level. However, Peterson (1994) suggested that a value of 0.6 is the 'criterion-in-use'. Therefore, it suggests that all sub-dimensions and construct were well above the 'criterion-in-use' and thus

acceptably reliable.

After one item was deleted from the data and the Cronbach's alpha of each sub-dimension and the Cronbach's alpha of the construct were confirmed to be above the cut-off criteria, the second-order CFA was re-run to estimate whether or not the collected data fit the modified model. The final results of the second-order CFA for activity involvement construct are presented in Table 9. The results indicated that there is a Chi-square (χ^2) of 99.662 with 32 degrees of freedom that is significant at a level of 0.05 (p = 0.000). All other indices showed that the data successfully fit the model with GFI = 0.894, NFI = 0.899, CFI = 0.928, and RMSEA = 0.057.

Table 9 Fit indices of Second Order Confirmatory Factor Analysis of Activity Involvement

Construct	χ^2	**df**	χ^2**/d.f.**	**GFI**	**NFI**	**CFI**	**RMSEA**
Activity Involvement	99.662	32	3.114	0.894	0.899	0.928	0.057

Figure 4 showed the standardized parameter estimates (i.e., completely standardized factor loadings and error variances) of the second-order confirmatory factor analysis for activity involvement. As shown in Figure 7, the corresponding completely standardized factor loadings of three dimensions for activity involvement construct were higher than 0.5, ranging from 0.879 to 0.979. And the corresponding completely standardized factor loadings for the measuring items of three dimensions of activity involvement were also higher than the required lowest standard of 0.5, ranging from 0.624 to 0.792. Besides, there were not negative error variances. Overall, the activity involvement construct retained three dimensions and ten items with satisfactory results of fit indices, as discussed. Therefore the second-order model of activity involvement was acceptable.

Fig 4 Standardized Parameter Estimates of Second-order Confirmatory Factor Analysis of Activity involvement

Remark AI1-AI11 (AI10 is removed) are the measurement items for activity involvement

Second-order Confirmatory Factor Analysis for Experiential Value

Based on the results of the t-value and completely standardized factor loadings, the results of the initial estimation of the second-order CFA of the experiential value construct indicated that one indicators (item 2 of the dimension 'playfulness') was deleted because of lower completely standardized factor loading (i.e., standardized factor loading < 0.5).

Based on Byrne (1998), the t-value, which represents the parameter estimate divided by its standard error, should be greater than + 1.96 at the 0.05 significant level to be an important indicator for the associated construct. The value is used to estimate the indicator reliability that explains the extent to which an item adequately measures its associated underlying construct (Bollen, 1989). The t-value for all items were higher than 1.96, therefore all items were considered to be able to effectively reflect the potential sub-dimensions of the construct.

After deleting the irrelevant item, this study re-evaluated the Cronbach Aplha of each sub-dimension of the construct and the Cronbach Aplha of the construct. The results of the Cronbach alpha test for the four sub-dimensions making up the experiential value scale were: 0.641 in the consumer return on investment sub-dimension, 0.686 in the service excellence sub-dimension, 0.772 in the aesthetics sub-dimension, and 0.849 in the playfulness sub-dimension. (see Table 10). Besides, the results of the Cronbach alpha test for the experiential value construct were 0.919.

Table 10 Cronbach Aplha of Each Sub-dimension of Experiential value

Construct	Sub-dimension	Cronbach Aplha	Overall Cronbach Aplha
Experiential Value	CROI	0.641	0.919
	Service Excellence	0.686	
	Aesthetics	0.772	
	Playfulness	0.849	

Out of the five sub-dimensions and construct, three sub-dimensions were above the cut-off criterion of 0.7 recommended by Nunnally (1978) while two were just below this level. However, Peterson (1994) suggested that a value of 0.6 is the 'criterion-in-use'. Therefore, it suggests that all sub-dimensions and construct were well above the 'criterion-in-use' and thus acceptably reliable.

After one item was deleted from the data and the Cronbach's alpha of each sub-dimension and the Cronbach's alpha of the construct were confirmed to be above the criteria, the second-order CFA was re-run to estimate whether or not the collected data fit the modified model. The final results of the second-order CFA for experiential value construct were presented in Table 11. The results indicated that there is a Chi-square (χ^2) of 42.801 with 41 degrees of freedom that is significant at a level of 0.05 (p = 0.000). All other indices showed that the data successfully fit the model with GFI = 0.886, NFI = 0.889, CFI = 0.917, and RMSEA = 0.074.

Table 11 Fit indices of Second Order Confirmatory Factor Analysis of Experiential Value

Construct	χ^2	df	χ^2/d.f.	GFI	NFI	CFI	RMSEA
Experiential Value	42.801	41	3.483	0.886	0. 889	0. 917	0.074

Figure 5 showed the standardized parameter estimates (i.e., completely standardized factor loadings and error variances) of the second-order confirmatory factor analysis for experiential value. As shown in Figure 9, the corresponding completely standardized factor loadings of four dimensions for experiential value construct were higher than 0.5, ranging from 0.940 to 0.993. And the corresponding completely standardized factor loadings for the measuring items of four dimensions of experiential value were also higher than the required lowest standard of 0.5, ranging from 0.561 to 0.825. Besides, there were not negative error variances. Overall, the experiential value construct retained four dimensions and nineteen items with satisfactory results of fit indices, as discussed. Therefore the second-order model of experiential value was acceptable.

Figure 6 Standardized Parameter Estimates of Second-order Confirmatory Factor Analysis of Experiential Value

Remark EV1-EV12 (EV11 is removed) is the measurement items for experiential value

Second-order Confirmatory Factor Analysis for Experiential Marketing

Based on the results of the t-value and completely standardized factor loadings, the results of the initial estimation of the second-order CFA of the experiential marketing construct indicated that the factor loadings for all items were higher than 0.5, therefore all items were considered to be able to effectively reflect the potential sub-dimensions of the construct.

Based on Byrne (1998), the t-value, which represents the parameter estimate divided by its standard error, should be greater than+1.96 at the 0.05 significant level to be an

important indicator for the associated construct. The value is used to estimate the indicator reliability that explains the extent to which an item adequately measures its associated underlying construct (Bollen, 1989). The t-value for all items were higher than 1.96, therefore all items were considered to be able to effectively reflect the potential sub-dimensions of the construct.

This study evaluated the Cronbach Aplha of each sub-dimension of the construct and the Cronbach Aplha of the construct. The results of the Cronbach alpha test for the five sub-dimensions making up the experiential marketing scale were: 0.800 in the sense sub-dimension, 0.805 in the feel sub-dimension, 0.808 in the think sub-dimension, 0.832 in the act sub-dimension, and 0.802 in the relate sub-dimension (see Table 12). Besides, the results of the Cronbach alpha test for the experiential marketing construct were 0.951.

Table 12 Cronbach Aplha of Each Sub-dimension of Experiential marketing

Construct	Sub-dimension	Cronbach Aplha	Overall Cronbach Aplha
Experiential Marketing	Sense	0.800	0.951
	Feel	0.805	
	Think	0.808	
	Act	0.832	
	Relate	0.802	

Out of the six sub-dimensions and construct, all were above the cut-off criterion of 0.7 recommended by Nunnally (1978). Therefore, it suggests that all sub-dimensions and construct were well acceptably reliable.

The final results of the second-order CFA for experiential marketing construct are presented in Table 13. The results indicated that there is a Chi-square ($\chi 2$) of 577.124 with 205 degrees of freedom that is significant at a level of 0.05 ($p = 0.000$). All other indices showed that the data successfully fit the model with GFI = 0.766, NFI = 0.799, CFI = 0.859, and RMSEA = 0.095.

Table 13 Fit indices of Second Order Confirmatory Factor Analysis of Experiential marketing

Construct	χ^2	df	χ^2/d.f.	GFI	NFI	CFI	RMSEA
Experiential Marketing	577.124	205	2.815	0.766	0.799	0.859	0.095

Figure 6 showed the standardized parameter estimates (i.e., completely standardized factor loadings and error variances) of the second-order confirmatory factor analysis for experiential marketing. As shown in Figure 9, the corresponding completely standardized factor loadings of three dimensions for experiential marketing construct were higher than 0.5, ranging from 0.862 to 0.992. And the corresponding completely standardized factor loadings for the measuring items of five dimensions of experiential marketing were also higher than the required lowest standard of 0.5, ranging from 0.552 to 0.770. Besides, there were not negative error variances. Overall, the experiential marketing construct retained five dimensions and twenty two items with satisfactory results of fit indices, as discussed. Therefore the second-order model of experiential marketing was acceptable.

Figure 6 Standardized Parameter Estimates of Second-order Confirmatory Factor Analysis of Experiential Marketing

Remark EM1-EM22 is the measurement items for experiential marketing

Second-order Confirmatory Factor Analysis for Place Attachment

Based on the results of the t-value and completely standardized factor loadings, the results of the initial estimation of the second-order CFA of the place attachment construct indicated that the factor loadings for all items were higher than 0.5, therefore all items were considered to be able to effectively reflect the potential sub-dimensions of the construct.

Based on Byrne (1998), the t-value, which represents the parameter estimate divided by its standard error, should be greater than+1.96 at the 0.05 significant level to be an important indicator for the associated construct. The value is used to estimate the indicator reliability that explains the extent to which an item adequately measures its associated underlying construct (Bollen, 1989). The t-value for all items were higher than 1.96, therefore all items were considered to be able to effectively reflect the potential sub-dimensions of the construct.

This study evaluated the Cronbach Aplha of each sub-dimension of the construct and the Cronbach Aplha of the construct. The results of the Cronbach alpha test for the two sub-dimensions making up the place attachment scale were: 0.786 in the place dependence sub-dimension and 0.864 in the place identity sub-dimension (see Table 14). Besides, the results of the Cronbach alpha test for the place attachment construct were 0.902.

Table 14 Cronbach Aplha of Each Sub-dimension of Place Attachment

Construct	Sub-dimension	Cronbach Aplha	Overall Cronbach Aplha
Pace Attachment	Place Dependence	0.786	0.902
	Place Identity	0.864	

Out of the three sub-dimensions and construct, all of three were above the cut-off criterion of 0.7 recommended by Nunnally (1978). Therefore, it suggests that all sub-dimensions and construct were well acceptably reliable.

The final results of the second-order CFA for place attachment construct are presented in Table 15. The results indicated that there is a Chi-square ($\chi 2$) of 212.030 with 44

degrees of freedom that is significant at a level of 0.05 (p = 0.000). All other indices showed that the data successfully fit the model with GFI = 0.839, NFI = 0.814, CFI = 0.845, and RMSEA = 0.077.

Table 15 Fit indices of Second Order Confirmatory Factor Analysis of Place Attachment

Construct	χ^2	df	χ^2/d.f.	GFI	NFI	CFI	RMSEA
Place Attachment	212.030	44	4.819	0.839	0.814	0.845	0.077

Figure 7 showed the standardized parameter estimates (i.e., completely standardized factor loadings and error variances) of the second-order confirmatory factor analysis for place attachment. As shown in Figure 10, the corresponding completely standardized factor loadings of two dimensions for place attachment construct were higher than 0.5 and were 0.910 and 0.998. And the corresponding completely standardized factor loadings for the measuring items of two dimensions of place attachment were also higher than the required lowest standard of 0.5, ranging from 0.500 to 0.786. Besides, there were not negative error variances. Overall, the place attachment construct retained two dimensions and eleven items with satisfactory results of fit indices, as discussed. Therefore the second-order model of place attachment was acceptable.

Based on the results of the above four second-order confirmatory factor analyses, all four second-order models were acceptable. Furthermore, the arithmetic mean of each multi-item dimensions of these four constructs were calculated (sum all the variables and divide by the number of items). Those mean were used as new variables in subsequent analysis to explain sub-dimensions of each constructs.

After confirming the fit of these four second-order factor models, following recommended two-stage analytical procedures (Anderson and Gerbing, 1988; Hair et al., 1998), confirmatory factor analysis was first conducted to assess the measurement model; then, the structural relationships were examined.

Figure 7 Standardized Parameter Estimates of Second-order Confirmatory Factor Analysis of Place Attachment

Remark PA1-PA11 is the measurement items for relationship marketing outcomes

Measurement Model

A confirmatory measurement model that specifies the posited relationships of the observed variables to the underlying constructs, with the construct allowed to intercorrelate freely was tested as recommended by Anderson and Gerbing (1988); Jöreskog and Sörbom (1993); Sethi and King (1994). They recommended the use of a measurement model to separate measurement issues from model structure issues. The use of confirmatory factor analysis (CFA) ensures the unidimensionality of the scales measuring each construct in the model and avoids the interaction of the measurement and structural models that can affect the parameters associated

with the hypothesized relationships between the constructs in the model.

First, a Cronbach's alpha test was used to determine the internal consistency for each of these five constructs. The results of the Cronbach's alpha test for the different constructs were as follows: activity involvement 0.842, experiential marketing 0.939, experiential value 0.886, place attachment 0.855, and revisiting intention 0.761. All five constructs were above the cut-off criterion of 0.7 recommended by Nunnally (1978). Therefore, it suggests that all constructs were well acceptably reliable. That is, these items of these five constructs have high internal consistency. This is because this study referred to previous research to design each part of questionnaires; we can gain high Cronbach's alpha value. Such high values mean if this study conducts the survey again, we can gain similar answers.

Second, the fit indices for measurement model were tested. The fit indices suggested by Jöreskog and Sörbom (1993) and Hair et al. (1998) were used to assess the model adequacy. Indices generated by this measurement model suggest acceptable fit. [χ^2 = 364.225 (109df.), (p = 0.000); RMSEA = 0.083; GFI = 0.805; CFI = 0.918; n = 201].

Figure 8 showed the standardized parameter estimates (i.e., completely standardized coefficient loading, error variance, and correlation coefficients) of measurement model. Figure 11 showed the corresponding standardized factor loadings for the measuring items of all five constructs were higher than the required lowest standard of 0.5, ranging from 0.587 to 0.977. Besides, there were not negative error variances. These four constructs were related to each other. Therefore the measurement model was acceptable.

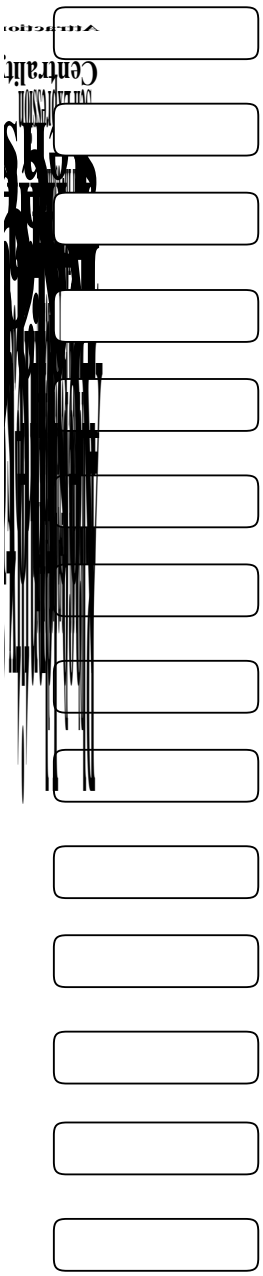


Figure 8 Standardized Parameter Estimates of Measurement Model

Third, the convergent and discriminate validity of measurement model were tested. The validity of the constructs was tested using the procedure recommended by Fornell and Larcker (1981). Then, confirmatory factor analysis (CFA) was conducted using AMOS 18.0 to test the convergent and discriminate validity of the constructs used in subsequent analysis.

Convergent validity of CFA results should be supported by item reliability, composite reliability and average variance extracted (Hair et al., 1998). As shown in Table 16, t-values for all the standardized factor loadings of the items were found to be significant ($p<0.01$). In addition, composite reliability estimates ranging from 0.8521 to 0.941 exceeded the critical value of 0.7 recommended by Hair et al. (1998), indicating it was satisfactory. The average variances extracted for all the constructs fell between 0.5798 and 0.7753, and were greater than the value of 0.5 suggested by Hair et al. (1998).

Discriminate validity was tested by comparing the square root of the average variance extracted by each construct to the correlations between the construct and all other constructs. Table 17 shows the square root of the average variance extracted of each construct and correlation coefficients of any two constructs. The criterion this study used to test discriminate validity is: 75% of the total comparisons should consist of constructs with AVE (square root) bigger than the correlation coefficient of any two constructs (Hair et al., 1998). For each comparison, the majority of the AVE square roots are greater than the correlation coefficient of any two constructs (see Table 17). This confirms that each construct is statistically different from one another, which means each construct of this study has very good discriminant validity.

Table 16 Measurement Model Results in SEM (n= 410)

Measurement model		χ^2	df	RMSEA	Overall Model Fit	GFI		CFI
		364.225	109	0.083		0.918		0.805
						Internal Consistency		
Construct and sub-dimensions		Standardized Factor Loading	Standard Error	t-value	Squared Multiple Correlation	Composite Reliability	Coefficient Alpha	Average Variance Extracted
Activity Involvement	Attraction	0.880	0.074	14.862***	0.774	0.8521	0.842	0.6591
	Centrality	0.717	0.057	11.197***	0.513			
	Self Expression	0.830	-	-	0.689			
Experiential Marketing	Sense	0.809	0.061	15.192***	0.654	0.941	0.939	0.7617
	Feel	0.884	0.053	18.179***	0.782			
	Think	0.866	0.056	17.368***	0.750			
	Act	0.920	0.051	19.871***	0.846			
	Relate	0.881	-	-	0.775			
Experiential Value	CROI	0.743	0.043	14.322***	0.552	0.8943	0.886	0.6812
	Service Excellence	0.767	0.060	15.268***	0.589			
	Playfulness	0.813	0.075	17.331***	0.661			
	Aesthetic	0.961	-	-	0.924			

Table 16 (Continued)

Measurement model		χ2	df	RMSEA	Overall Model Fit	GFI		CFI
		364.225	109	0.083		0.918		0.805
						Internal Consistency		
Construct and sub-dimensions		Standardized Factor Loading	Standard Error	t-value	Squared Multiple Correlation	Composite Reliability	Coefficient Alpha	Average Variance Extracted
Place Attachment	Place Dependence	0.772	0.062	14.634***	0.596	0.8719	0.855	0.7753
	Place Identity	0.977	—	—	0.954			
Revisit Intentions	de1	0.846	0.126	8.548***	0.716	0.8016	0.761	0.5798
	de2	0.824	0.132	8.439***	0.679			
	de3	0.587	—	—	0.344			

Remark ***p<0.001

Table 17 Analysis of Discriminate Validity (SEM correlations[a])

Constructs	Activity involvement	Experiential marketing	Experiential value	Place attachment	Revisit intentions
Activity Involvement	0.8118[b]				
Experiential Marketing	0.829	0.8728			
Experiential Value	0.811	0.891	0.8253		
Place Attachment	0.867	0.826	0.832	0.8805	
Revisit Intentions	0.731	0.834	0.787	0.773	0.7614

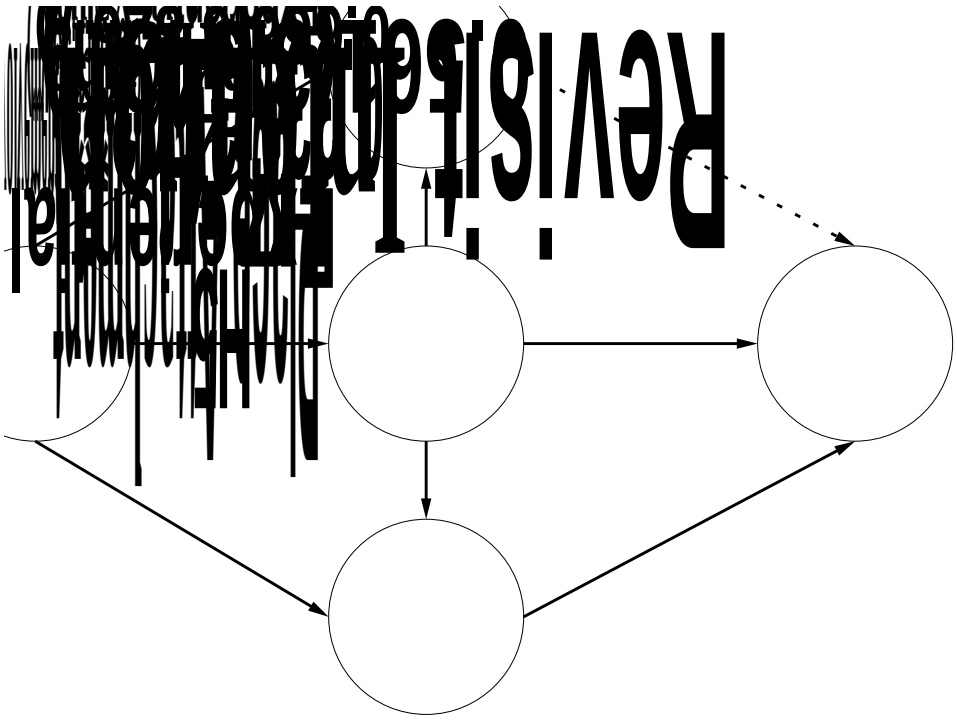
Remark a: All correlations are significant at $p < 0.01$.

b: Diagonal elements in bold are square roots of average variable extracted(AVE)

Structure Model

The primary purpose of this study was to develop an integrated theoretical model of revisit intentions to discover the interplay of relationships among the constructs of this study, including activity involvement, experiential marketing, experiential value, place attachment, and revisit intentions. This study employed structure equation modeling to test the fit of the proposed research framework presented in Figure 3 and hypotheses (H1 to H8). Factors of “attraction”, “centrality”, and “self expression” were served as the measurement variables of activity involvement. Factors of “sense”, “feel”, “think”, “act”, and “relate” were served as the measurement variables of experiential marketing. Factors of “consumer return on investment”, “service excellence”, “aesthetics”, and “playfulness” were served as the measurement variables of experiential value. Factors of “place dependence” and “place identity” were used as the

measurement variables of place attachment. Factors of “willing to revisit”, “willing to recommend”, and “the first choice to visit” were served as the measurement variables of revisit intentions. Employing the covariance matrix among 15 measurement items as input, the SEM analysis was conducted to examine the relationships between each pair of constructs as hypothesized. The results of SEM analysis were depicted in Figure 9. The fit indices of the model were summarized in Table 18. The overall model indicates that χ^2 is 370.972 with 111 degrees of freedom (d.f.) ($p<0.000$).Technically, the p-value should be greater than 0.05, i.e., statistically insignificant. However, in practice the χ^2-value is very sensitive to sample size and frequently results in the rejection of a well-fitting model. Hence, the ratio of χ^2 over d.f. has been recommended as a better goodness of fit than χ^2 (Hair et al., 1998). A common level of the χ^2/d.f. ratio is below 5 (though below 3 is better). The χ^2/d.f. ratio of the model is 3.342 (i.e., 370.972/111), indicating an acceptable fit. Furthermore, other indicators of goodness of fit are GFI=0.805, AGFI=0.731, PGFI=0.584, NFI=0.886, CFI=0.917, RMSEA=0.071, IFI=0.917, RFI=0.860, PNFI=0.723, and PGFI=0.584. Comparing these with the corresponding critical values shown in Table 20, it suggests that the hypothesized model could fits the empirical data well.



A Standardized regression coefficient with its t-value in parenthesis

*p<0.05; **p<0.01; ***p<0.001

→ Significant relationship

- - → Non-significant relationship

Figure 9 The Estimated Structural Model **(**From: This Research**)**

Table 18 Goodness of Fit Indices of the Model

Goodness of Fit Index	Criteria	Indicators	Conformity assessment
χ^2-test			
χ^2	p>0.05	p<0.000	Nonconformity
χ^2/d.f.	<5	3.342	Conformity
Fit Indices			
GFI	>0.90	0.805	Approach
AGFI	>0.80	0.731	Approach

Table 18 (Continued)

Goodness of Fit Index	Criteria	Indicators	Conformity assessment
PGFI	>0.5	0.584	Conformity
NFI	>0.80	0.886	Conformity
Alternative Indices			
CFI	>0.80	0.917	Conformity
RMSEA	< 0.08	0.071	Conformity
IFI	>0.80	0.917	Conformity
RFI	>0.80	0.860	Conformity
PNFI	>0.5	0.723	Conformity
PGFI	>0.5	0.584	Conformity

Within the overall model, the estimates of the structural coefficients provide the basis for testing the proposed hypotheses. As shown in Table 19, activity involvement has a significantly positive influence on experiential value, experiential marketing, and place attachment (γ1=0.275, t-value=3.208, p=0.001; γ2=0.829, t-value=11.334, p=0.000, and γ3 = 0.600, t-value = 5.825, p=0.000, respectively), thus supporting H1, H2 and H3. The experiential marketing, as hypothesized, has a significantly positive influence on experiential value and placement attachment, respectively (β1=0.666, t-value=6.826, p=0.000 and β2= 0.331, t-value=3.563, p=0.000), thus supporting H4 and H5. Due to its insignificance on structural coefficient, however, the hypothesis of experiential value has the positive effect on revisit intention (H6) is not supported (β3=0.104, t-value=0.748, p=0.454). Finally, the experiential marketing and place attachment has significantly positive influence on revisit intentions, respectively (β4 =0.561, t-value=3.543, p=0.000 and β5 =0.219, t-value=2.145, p=0.032, respectively), thus supporting H7 and H8.

Table 19 Summary of the SEM Testing Findings

Hypothesis	Path Coefficients (Standardized Parameters)	t-value	p-value	Testing result
H1: Activity Involvement has the positive effect on Experiential Value.	0.275	3.208	0.001	Supported
H2: Activity Involvement has the positive effect on Experiential Marketing.	0.829	11.334	0.000	Supported
H3: Activity Involvement has the positive effect on Place Attachment.	0.600	5.825	0.000	Supported
H4: Experiential Marketing has the positive effect on Experiential Value.	0.666	6.826	0.000	Supported
H5: Experiential Marketing has the positive effect on Place Attachment.	0.331	3.563	0.000	Supported
H6: Experiential Value has the positive effect on Revisit Intention.	0.104	0.748	0.454	Not supported
H7: Experiential Marketing has the positive effect on Revisit Intention.	0.561	3.543	0.000	Supported
H8: Place Attachment has the positive effect on Revisit Intention.	0.219	2.145	0.032	Supported