Faculty of Business

The Determinants of Convention Participants' Intention to Revisit the Hosting Destination

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DECLARATION

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgment has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

The research presented and reported in this thesis was conducted in accordance with the National Health and Medical Research Council National Statement on Ethical Conduct in Human Research (2007) – updated March 2014. The proposed research study received human research ethics approval from the Curtin University Human Research Ethics Committee (EC00262), Approval Number: HRE2019-0420.

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ABSTRACT

Meetings, incentives, conventions and exhibitions (MICE) have recently emerged as one of the main components of the tourism industry in Malaysia. In fact, the convention segment has been found to dominate and account for the highest share in the Malaysian MICE industry. Though the direct benefits associated with convention hosting are promising, it is unsure if it will have an effect on business travellers' revisit intention. To understand the connection between convention participants' value proposition, attitude and future leisure travel intention, the present study proposes a conceptual framework that incorporates the consumption values theory, the halo effects, the theory of planned behaviour and the social identity theory.

The present framework examines: the effects of perceived value and value of co-creation on convention participants' attitude towards the convention; the effect of attitude towards the convention participated in on their attitude towards visiting the hosting destination; the effects of attitude towards visiting the hosting destination on their revisit intention to the hosting destination; and the boundary conditions for the above interrelationships to occur, by considering destination familiarity and destination reputation as moderators.

Using the consumption values theory, it is expected that convention participants will evaluate a convention attended and formulate their attitude based on different value dimensions. Due to the halo effects, convention participants will then formulate their attitude towards visiting the hosting destination based on their attitude towards the convention attended. At this point, it is important to highlight that destination familiarity will play a role in affecting the generalisation of the two attitudinal constructs. Then, based on the rationale derived from the theory of planned behaviour, their attitude towards visiting the hosting destination, together with subjective norm and perceived behavioural control will decide their intention to revisit the hosting destination. Following this is the social identity theory which proposes that the strength of the attitude-behavioural intention linkage depends on destination reputation as travelling to a well-reputable destination may facilitate and add to an individual's social identity.

Taken together, the six major research objectives are to: 1) ascertain the individual dimensional effects of perceived value on the formation of attitude towards the convention, among convention participants; 2) examine effects of value of co-creation on the formation of attitude towards the convention, among convention participants; 3) determine the effects of convention participants' attitude towards the convention on their attitude towards visiting the hosting destination; 4) assess the effects of convention participants' attitude towards visiting the hosting destination on their revisit intention; 5) confirm the moderating role of destination familiarity on the relationship between attitude towards the convention and attitude towards visiting the hosting destination; and 6) confirm the moderating role of destination reputation on the relationship between attitude towards visiting the hosting destination and revisit intention.

The data required for this study was collected from participants of the ten selected international-level conventions held at Kuala Lumpur Convention Centre, through an on-site survey questionnaire survey. A total of 434 completed questionnaires were coded and used for analysis. Specifically, statistical techniques using the Partial Least Square Structural Equation Modelling (PLS-SEM) were applied to analyse the relationships proposed in the structural models. It was found that value of co-creation, combined with the dimensions of perceived value, emotional value and functional value (of price/ value for money), had significant influences on convention participants' attitude towards the convention attended. This in turn, affected their attitude towards visiting the hosting destination. Furthermore, the results of the study also revealed that convention participants' attitude towards visiting the hosting destination, subjective norm and perceived behavioural control were important determinants of their future leisure related travel.

Significant differences were also identified between participants who were familiar and unfamiliar with the hosting destination. In comparison, the group of participants with low familiarity were more likely to see a direct association between the convention and its hosting destination and would formulate their attitude towards visiting the hosting destination based on the known trait, which was their experience of participating in the convention. Furthermore, the results of moderation analysis also showed that the relationship between attitude towards visiting the hosting

destination and intention to revisit were stronger among participants who regarded the hosting destination as a reputable destination compared to those who viewed the place as having a negative reputation.

The contribution of this study is three-folds. Theoretically, it demonstrates that an integration of theories is required to describe the investigated phenomenon in the convention tourism. This thesis also contributes to convention tourism literature by being the first to incorporate both perceived value and value of co-creation within the same model and testing the related hypotheses. The results obtained also enrich the body of knowledge of the consumption values theory, the halo effects, the theory of planned behaviour and the social identity theory as it sufficiently validated these theories are applicable within the convention tourism context. From a methodological perspective, this study is the first to deploy the repeated indicator approach in PLS-SEM to analyse value of co-creation, a third-order hierarchical component. In doing so, it revalidated the appropriateness of the repeated indicator approach in analysing higher-order models. Finally, the results of this study enhanced the understanding of convention participants' value-attitude-behaviour sequences. The results can facilitate decision-making and strategic development of tourism-related investments among convention organisers, destination marketing organisations and government agencies. In turn, it will eventually strengthen a country's competitive edge in attracting convention participants as well as foreign business travellers from all over the world.

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LIST OF ABBREVIATIONS

MICE	Meetings, incentives, conventions and exhibitions
PLS-SEM	Partial least squares structural equation modeling
SPSS	Statistical Package for the Social Sciences
KN	Knowledge
EQ	Equity
IT	Interaction
EX	Experiences
PS	Personification
RS	Relationship
Co-Prod	Co-production
VinU	Value-in-use
VCC	Value of co-creation
EV	Emotional value
FV	Functional value (of price/ value for money)
SV	Social value
AC	Attitude towards the convention
AH	Attitude towards visiting the hosting destination
RV	Revisit intention
SN	Subjective norm
PB	Perceived behavioural control

CHAPTER ONE: INTRODUCTION

1.1 Background of the Research

1.1.1 General Background of MICE Industry

MICE events or business events, "are an established arm of the events industry, and generate considerable income for their host cities and, increasingly, for regional centres" (Bowdin et al. 2012, p. 22). MICE events are not to be confused with leisure events. According to Business Events Council of Australia (2019), the difference between these two types of events stems from two critical principles: (1) the selection of a holiday destination will be different from the selection of a destination to hold or attend a MICE event; and (2) the decision to travel for leisure or business is made in a different context by different people in different roles. In addition, leisure travellers are motivated to travel due to the opportunity to experience diverse cultures and escape from the daily routine, while business travellers visit a country for MICE events mainly because of the benefits derived from MICE event itself instead of the intention to travel for individual pleasure. Thus, it is reasonable to assume that the underlying perception, attitude, and relative behaviour among these two types of travellers will be different.

MICE events are largely associated with business and trade but there is also a strong public and tourism aspect to many of its activities. In fact, this particular industry is among the fastest-growing areas in tourism (Kim, Chon, and Chung 2003, Walker and Walker 2012, Rogers 2013). Based on the recent industry research conducted by Events Industry Council and Oxford Economics (2018), it has been found that MICE events alone resulted in $1.07 trillion in direct spending and contributed $1.5 trillion to global GDP of 2017, which would rank it as the 13th largest economic sector in the world, even exceeding the economies of several countries, including Australia, Spain, Mexico, Indonesia, and Saudi Arabia. Meanwhile, Asia was found to be among the top regions involved in this sector, calculated terms of MICE events direct spending and the largest market in terms of MICE event. Statistically, MICE events happening in the region generated $271.4 billion (or 25.3%) of global direct spending and attracted 482.7 million participants (or 31.7% of worldwide participants), in the year

2017 alone.

Apart from the long-term economic benefits, hosting an event also enhances a destination's identity and image, facilitates regeneration and faster pace of development, promotes community cohesion and leads to positive effects on the local economy (Oppermann and Chon 1997, Dowse and Fletcher 2018). As such, the developmental impulses of MICE event hosting are especially crucial to the Asian region that is mostly made up of developing countries which, by their nature, lack economic and social stability can employ MICE event hosting as a catalyst to move towards sustainability. This is because MICE event hosting may benefit a country through economic investment, job creation and nation branding (Rogers and Rogers 2016). Hence, the value of hosting MICE events cannot be dismissed or overlooked. Recognising the benefits associated with hosting business-related tourism events, many destinations in Asia have decided to respond to multiple tourism challenges by hosting international tourism events (Frost 2012). To be specific, Asian countries that have demonstrated remarkable progress and initiatives (in terms of policy support, publicity and propaganda, marketing support, etc.) to support hosting of events include Japan, Korea, China, Singapore, Hong Kong, Thailand, and Malaysia (Ray 2019). The following table, Table 1.1, shows the country ranking in the Asia-Pacific region by the number of meetings and conventions held in 2019:

Table 1 ICCA Country Ranking in Asia-Pacific Region by Number of Meetings and Conventions Held in 2019

Rank	Country	Number of Meetings and Conventions
1	China P. R.	539
2	Japan	527
3	Australia	272
4	Republic of Korea	248
5	Chinese Taipei	163
6	Thailand	162
7	India	158
8	Singapore	149
9	Malaysia	137
10	Indonesia	95

Source: International Association of Convention Centres (2020b)

As seen in Table 1, Malaysia was ranked 9th in Asia-Pacific region or 33rd worldwide as an international MICE destination, based on the number of international meetings and conventions held in 2019. In recent years, Malaysia has thrived in terms of hosting MICE events. It was even acknowledged one of the best international destinations for business tourism at the Ninth China MICE Industry Golden Chair Award (The Star Online 2016). In 2018 alone, MICE events were estimated to have contributed RM1.575 billion to the Malaysian economy with the convention segment accounting for the largest share at 32.17% (Malaysia Convention & Exhibition Bureau 2018). Countries like Malaysia see great potential in the business tourism market mainly because MICE travellers tend to spend more than regular leisure travellers, especially in terms of transport and accommodation (Davidson 2001, Smith and Stewart 2014, Lee et al. 2014). Furthermore, the demand for MICE tourism is also less seasonal and thus, more attractive than leisure tourism (Davidson and Cope 2003, Kulendran and Witt 2003). On this account, it is clear that business travellers are emerging as a critical source for tourism markets (Lee and Back 2005).

Based on the aforesaid, the known benefits of event hosting are mostly associated with direct economic impacts that are immediately tangible such as tourism spending and expenditure. As event hosting can also be seen as a strategy to establish a positive image and promote the relative hosting destinations (Oklobdžija 2015), the underlying question is, would hosting MICE events enhance a tourism destination by encouraging future revisit intention? What could be the determinants for this specific choice? These are perhaps some obvious queries to which tourism marketers would want to dispel. Despite the increasing significance of MICE tourism, few studies have been undertaken to investigate event evaluation in relation to the leisure travel behavioural intention of MICE participants.

From the industry point of view, event operators today are facing a number of challenges. Seeing as how MICE industry is gaining popularity worldwide, the competition in the market is on a constant rise (Weber and Ladkin 2003, McCartney 2008, Getz 2014). Hence, there is a need to address and consolidate different strategic issues in order for the hosting destination or event organisers to remain competitive. Having a clearer understanding of what event participants desire and value is therefore crucial to facilitate decision-making on factors, including

marketing, infrastructure and service quality issues. With that, major progress can be made to build a sustainable MICE tourism industry. Countries and regions that fail to act aggressively in the competitive MICE tourism marketplace are bound to lose opportunities. Finally, the convergence of forms and functions of events are also evident in the contemporary business world (Getz 2014). Apart from the economic and social exchange, event participants are also concerned about the symbolic values derived from the event and if the event satisfies their personal and social needs. Thus, a study that aims to understand what event participants value, how they feel and what they intend to do is very important for destination marketing organisations and event operators to then design effective strategies.

1.1.2 Event Evaluation and Attitude Formation

Depending on their evaluation or value perception in regards to the event participated, MICE participants may form a positive attitude towards the event and respective consumer behaviour patterns (Lee et al. 2014). This is particularly important to event organisers as a portfolio of customers with positive attitude provides event organisers with a competitive edge in the market and increases the effectiveness of the strategies and operations they develop (Ravald and Grönroos 1996, Yang and Peterson 2004, Ruiz-Molina and Gil-Saura 2008). The consumption values theory developed by Sheth, Newman, and Gross (1991a) may provide useful explanations as to why consumers engage in certain consumption behaviours. According to the theory, market choice behaviours depend on the consumer value or consumers' evaluation of the benefits and costs of acquiring a product or service. In general, the evaluation of values is derived from the consumers' experience and interaction with the product or service (Woodall 2003). The fundamental proposition of the theory is that consumer value is the combination of several independent value dimensions that have independent and differential influences on consumer choice (Sheth, Newman, and Gross 1991a). Over the years, there is a growing body of published research on the topic of consumer value or consumption values. Though there is little consensus about its conceptualisation (Boksberger and Melsen 2011), the consumer value is normally conceptualised as value creation that is solely decided by organisations' perceived value. Meanwhile, perceived value dimensions would generally fall under cognitive, functional and affective aspects of values, which will be further elaborated in Chapter 2.

Consumer value has been widely recognised as the antecedent of consumer attitude which can have subsequent effects on their intention and actual behaviour (e.g., Pope 1998, Long and Schiffman 2000, Klenosky 2002, Turel, Serenko, and Bontis 2010, Lin and Huang 2012, Rahman 2016, Lee, Levy, and Yap 2015). This is in line with Long and Schiffman (2000, p. 216), who stressed that "values serve to guide actions, attitudes, judgements and comparisons across specific objects and situations". In the same vein, the relationship between perceived value and consumer attitude has also been constantly highlighted as an important determinant of consumer behaviour patterns (Bloch, Sherrell, and Ridgway 1986, Swait and Sweeney 2000, Youn et al. 2001, Ruiz-Molina and Gil-Saura 2008). One of the most prominent effects of perceived value is customer loyalty which can be described in terms of repeat patronage and spreading positive word-of-mouth (e.g., Pura 2005, Ruiz-Molina and Gil-Saura 2008, Nikhashemi et al. 2016, Van Tonder et al. 2018, El-Adly 2019). Notwithstanding the popularity of consumer value, its current conceptualisation may not fully encompass the scope of the value construct in the contemporary service marketplace or in particular, MICE participation.

The recent advancement of technology has given rise to the trend of value co-creation as well as creating personalised and interactive events (Bavik, Ngan, and Ekiz 2017). The ability to co-create experience or value has been slowly gaining popularity in both the academic world and industry (Xie et al. 2016, Kohtamäki and Rajala 2016) and can be regarded as an essential element that determines consumers' satisfaction (Prahalad and Ramaswamy 2004b). A recent study conducted by CWT Meetings and Events (2018) also identified a rising trend in promoting MICE event participants' experience and supports co-creation as the key to successful MICE events. It has also been found that customers' participation in joint value co-creation with the firm will result in a positive attitude towards the product or service which will then lead to behavioural loyalty (Xie, Bagozzi, and Troye 2008). By way of example, MICE participants may hold a positive attitude towards attending the event when they are given a chance to voice their views and collaborate with the organisers. Therefore, it is critical for event organisers to consider the impacts of these two types of values (perceived value and value of co-creation) on consumer attitude in order to deliver a positive event experience.

1.1.3 Attitudinal Generalisation

A positive evaluation of an event participated in is important as it could lead to a positive evaluation of the hosting destination. This is because participants' positive attitude towards the event can be generalised to their attitude towards the hosting destination, resulting in their intention to revisit the hosting destination (Lee et al. 2014). This phenomenon can be explained by the halo effects which describes the human tendency to make an overall judgement on someone or something based on features that they assume to be related to (Thorndike 1920, Han 1989).

1.1.4 The Moderating Role of Destination Familiarity

Nonetheless, it is important to put forth that, the strength of attitude generalisation may be moderated by destination familiarity. This is because people with a high level of familiarity towards a certain object tend to evaluate the object more rationally without basing their judgement on halo effects when forming relative attitude or feelings (Wu and Petroshius 1987, Park, Park, and Dubinsky 2011, Chen et al. 2017). Thus, it can be seen that a high level of destination familiarity may potentially weaken the halo effects and in contrast, a low level of destination familiarity may strengthen the halo effects.

1.1.5 The Determinants of Revisit Intention

In view of the discussion, logically, if MICE participants evaluate the event positively, their attitude towards the event as well as the hosting destination will also be positive. The positive attitude towards visiting the hosting destination will then lead to a strong inclination for them to revisit the destination. However, according to the theory of planned behaviour, apart from their positive attitude, an individual's behavioural intention is also determined by their normative beliefs and control beliefs (Ajzen 1991). That is, if applied to the MICE tourism context, MICE participants will only revisit the hosting destination if they have had a positive attitude of engaging in the behaviour, people who are important to them think they should do so and they perceive it is within their ability to revisit the place in future.

1.1.6 The Moderating Role of Destination Reputation

From a different point, destination reputation may be seen as a moderator when examining the linkage between attitude and behavioural intention. This argument

may be supported by the social identity theory in which individuals tend to engage in a certain behaviour when it directly or indirectly results in them achieving a positive social identity (Bang, Odio, and Reio 2014). Though destination reputation is less researched, the effects of reputation are relatively established when applied to companies. For instance, brand reputation has been previously found to moderate the linkage between consumer attitude and purchasing intentions (Bang, Odio, and Reio 2014). This is due to the fact that a positive brand reputation will further encourage the consumer's purchase intention, in the event that the consumer has a positive attitude towards the product. As Passow, Fehlmann, and Grahlow (2005) contended that a country is very much similar to a company, it is speculated that reputation can be equally applied in a tourism-related study. Accordingly, it is suggested that the positive attitude that event participants possess will affect their intention to revisit the hosting destination. Meanwhile, their likelihood to act will increase when they perceive the hosting destination as having a positive destination reputation.

1.1.7 Focus of the Present Study

On the basis of the above discussion, the present study introduces a theoretical model that incorporates the theory of consumption values, the halo effects, the theory of planned behaviour and the social identity theory to understand the revisit intention of MICE participants to the hosting destination. However, it is important to put forth that the nature of the MICE industry is complex and fragmented. Therefore, it is impractical to cover the entire industry in one single study (Ladkin 2002). In view of this, this study focuses mainly on the convention type of MICE events. The main factor underlying the importance of understanding the convention sector is that it is large and regarded as a major part of the MICE industry (Rogers 2013). To illustrate, in the context of Malaysia, convention and exhibition segment is reported to generate a higher economic impact (RM18.92 million per event) in comparison to corporate meetings and incentives (RM7.61 million per event) (Malaysia Convention & Exhibition Bureau 2018). It is estimated that each international convention delegate, on average, spends $405 per day in Malaysia, or about four times the expenditure of other leisure tourists (Oxford Business Group 2011). Furthermore, academic understanding of the complexities of the convention sector is also somewhat limited (Mair 2014). The aspects of convention, such as the participants' decision-making process, convention site selection process and the economic impact of convention

hosting have been widely investigated. Nevertheless, the antecedents of convention attendance requires further investigation (Mair 2014). This may include the examination of convention aspects that are valuable to participants and factors that help predict their future behaviour.

This thesis provides an enhanced understanding of the roles of different types of values (perceived value and value of co-creation) in affecting convention participants' leisure travel behaviour or revisit intention to the hosting destination. In particular, it explores the individual effects of perceived value dimensions (functional, emotional and social dimensions) and the value of co-creation on participants' attitude associated with the convention experience, convention participants' attitudinal generalisation, their attitude towards visiting the destination and their revisit intention. This study also specified the condition for these interrelationships to occur by considering the roles of destination familiarity and destination reputation as moderators.

1.2 Gap Analysis

Despite the growing importance of the convention tourism industry, this study has identified a number of gaps which led to the formulation of a problem statement, research questions and research objectives that underpin the present work:

Firstly, much of the existing scholarly work has been predominantly focused on leisure and sports events. Hence, this study extended the body of knowledge by investigating whether similar outcomes can be elicited when it comes to convention participation, whereby participants travel to the hosting destination for professional purposes. This is also a response to the arguments championed by Kim and Kaewnuch (2018) that calls for more event management studies focusing on trade and business events which, to date, have been understudied.

Secondly, the types of value desired by event participants are inconclusive. With value of co-creation slowly gaining popularity in the service sector (Prahalad and Ramaswamy 2004a, Anker et al. 2015, Hein et al. 2019), an examination of consumer value that takes into consideration the value derived from service

consumption as well as the value derived from co-creating experience is required. Nonetheless, to the best of the author's knowledge, no study (with the exclusion of non-English and/ or unpublished studies) has attempted to examine perceived value and value of co-creation within the same model, specifically in the convention tourism context. Hence, this study serves as one of the few pioneering studies that integrate the two constructs in a study. Furthermore, an examination of the roles of these two types of value could also deepen the understanding of determinants that shape convention participants' attitude and their subsequent behaviour. Consequently, it also provides a fresh perspective on the consumption values theory.

Thirdly, there has been a limited understanding of convention evaluation upon the future revisit intention to the hosting destination among convention participants. Most of the relevant studies focused on examining the linkages between participants' attitude and their revisit intention to the event rather than their intention to revisit the hosting destination. Hence, it precluded the understanding of the role of convention hosting on business travellers' leisure travel intention. That being said, the tendency of convention participants to generalise their attitude towards the convention and their attitude towards the hosting destination is also unknown. Furthermore, previous studies have not specified the conditions for the interrelationships among value, attitude and behavioural intention to occur. Most studies assume a direct relationship among the variables (e.g., Chen and Funk 2010, Kim et al. 2011, Yu 2012, Osti, Disegna, and Brida 2012, Lee et al. 2014, Khoi Nguyen, Tuu Ho, and Olsen Svein 2018).

1.3 Statement of Problem

MICE tourism or specifically the convention sector has become an increasingly important component of tourism industry (Davidson 2019). For convention hosting to enhance the economy of a hosting destination as well as to promote the place as a leisure travel destination, it all hinges upon the convention evaluation of business travellers. This is because a positive convention evaluation can elicit positive feelings that can be generalised towards the hosting destination. This will, in turn, encourage revisit intention among the convention participants. This argument is deduced from the review of existing marketing literature which indicates that repeat

patronage is related to value perception and attitudes. Yet, the gaps highlighted in the earlier section revealed that convention organisers as well as academicians are unsure of the values that convention participants are looking for when assessing convention participation. In view of the significance of convention tourism in promoting a destination, it is timely and pertinent to examine the determinants of convention participants' intention to revisit the convention hosting destination. Additionally, researchers have also been called to explain event participants' behaviour using human behaviour-related theories (Kim and Kaewnuch 2018). The paucity of research in this area thus merited the need for theory driven research in convention tourism. Nonetheless, it is important to mention that an appropriate theory that is suitable to explain the leisure travel behaviour of convention participants is unavailable. Hence, this study attempts to respond to these calls by assessing the phenomenon and developing a model using the consumption value theory, the halo effects, the theory of planned behaviour and the social identity theory, which is specific to the convention tourism context. In summary, this is a theory-testing study that seeks to understand: (1) how participants evaluate conventions participated; (2) how their evaluation of the convention attended affects their attitude towards the hosting destination; (3) how their attitude affects their future revisit intention to the hosting destination; and (4) in what condition, would the interrelationships among the variables be expected.

1.4 Research Questions and Objectives

Based on the gaps outlined in the previous section, the following research questions have been formulated to address the research gaps mentioned above:

RQ1: How do convention participants evaluate conventions using perceived value?

RQ2: How do convention participants evaluate conventions using value of co-creation?

RQ3: How does convention participants' evaluation of the conventions influence their attitude towards visiting the hosting destination?

RQ4: How does convention participants' attitude towards visiting the hosing destination influence their revisit intention?

RQ5: How does destination familiarity moderate the relationship between attitude towards the convention and attitude towards visiting the hosting destination?

RQ6: How does destination reputation moderate the relationship between attitude towards visiting the hosting destination and revisit intention?

In essence, this study strives to investigate the value-attitude-behaviour sequences among convention participants. This study takes into account the impacts of different perceived value dimensions and value of co-creation in affecting participants' attitude towards the convention attended. It also examines if participants' attitude towards the convention and their attitude towards the hosting destination can be generalised because of the halo effects. The antecedent of revisit intention to the hosting destination among event participants will also be assessed. Taken together, this present study introduces a theoretical model to investigate the factors determining event participants' future leisure travel intentions. As such, the specific research objectives of this research are as follows:

RO1: To ascertain the individual dimensional effects of perceived value on the formation of attitude towards the convention, among convention participants (Addressing RQ1).

RO2: To examine the effects of value of co-creation on the formation of attitude towards the convention, among convention participants (Addressing RQ2).

RO3: To determine the effects of convention participants' attitude towards the convention on their attitude towards visiting the hosting destination (Addressing RQ3).

RO4: To assess the effects of convention participants' attitude towards visiting the hosting destination on their revisit intention (Addressing RQ4).

RO5: To investigate the moderating role of destination familiarity on the relationship between attitude towards the convention and attitude towards visiting the hosting destination (Addressing RQ5).

RO6: To investigate the moderating role of destination reputation on the relationship between attitude towards visiting the hosting destination and revisit intention (Addressing RQ6).

1.5 Research Methodology

In order to attain the goals of this study, the quantitative analysis method was utilised. The selection of this approach was based on the nature of the research questions. From a philosophical viewpoint, the present study applied the epistemology research method of the positivism approach. The specific research method involved the testing of hypotheses and the use of statistical tools. The positivist way of thinking is in line with the research goals that seek to explain the interrelationships of a series of events so that the future events of similar type can be accurately predicted and controlled (Whitworth 2014, Polonsky and Waller 2018). On this basis, the quantitative research design is deemed appropriate.

The data were collected through a self-administrated questionnaire. The survey instrument was developed through an extensive review of literature in the context of marketing and tourism. The questionnaire items from past studies were adopted and employed. Based on the findings of the pilot study, the instruments were found valid and reliable. To collect the data for the main study, the non-proportional quota sampling technique was used. The target population for this study was made up of business travellers who have undertaken convention-related travel to participate in conventions in Malaysia. The sample of this study is made up of both international and interstate travellers that participated in any international-level conventions held at Kuala Lumpur Convention Centre in Kuala Lumpur, during the data collection period (July-October 2019).

A total of 434 responses were collected, coded and screened using SPSS Version 23 software. The tests for normality and outliers were also conducted. Additionally,

Partial Least Squares Structural Equation Model (PLS-SEM) was also performed using Smart PLS 3 software to examine the structural models.

The primary goal of the study is to provide an improved understanding of the role of consumer value (in terms of perceived value and value of co-creation) in affecting participants' attitude towards the event and hosting destination and then, their behavioural intentions on future leisure travel amongst convention participants in the Malaysian context.

1.6 Significance of the Study

This study could potentially contribute to the literature in these different aspects:

1.6.1 Theoretical Significance

Firstly, to the best of the author's knowledge (with the exclusion of non-English and/ or unpublished studies), the conceptual model in this study would be the first to integrate both perceived value and value co-creation within the same model in measuring the consumer value and subsequent effects. The inclusion of value of co-creation into the analysis is expected to generate a more comprehensive finding to understand the causal inter-relationships within the process of participants' behavioural intentions in the convention tourism context. Consequently, the outcomes of this study would advance the literature on the consumption values theory specifically on the value aspects desired by convention participants in general.

This study would also be the first study that employed the concept of the halo effects to convention tourism studies. As the halo effects is rarely discussed and employed in the tourism marketing context, this study could potentially provide a unique contribution to the theory by advancing the understanding of attitudinal generalisation and subsequently, participants' behavioural intention. The results are expected to be helpful in propelling the establishment of literature in the related field. Furthermore, the integration of destination familiarity as a moderator in the relationship between attitude towards convention participated and attitude towards visiting the hosting destination would also provide a more detailed explanation of the specific circumstances for the halo effects to take place.

Moreover, this study would also be the first study that examines the moderating effects of destination reputation on the relationship between attitude and behavioural intention. As the existing studies about reputation are mainly focused on company logic, this study would add value to the cross-disciplinary literature on destination reputation. It will also add value to the social identity theory by examining it in a new research context- convention tourism. As mentioned earlier, much of the existing research has not examined the potential linkage between convention evaluation and participants' leisure travel behaviour to the hosting destination. Hence, the last theoretical significance would revolve around linking value perception, attitude, attitude generalisation and behavioural intention in a single model to advance the body of knowledge on the consumption values theory, halo effects, the theory of planned behaviour and social identity theory.

1.6.2 Methodological Significance

The methodological significance of this study would be mainly laid out in the application of repeated indicator approach in modelling and in the estimation of the value of co-creation, a third-order construct in PLS-SEM. Previously, Ranjan and Read (2016) who conceptualised value of co-creation as a higher-order construct utilised the other approach, the two-stage approach, when assessing the model. Hence, the application of a different approach is expected to provide new insights and offer a different perspective for assessing the usefulness of PLS in the assessment of hierarchical latent variable models.

1.6.3 Managerial Significance

On a practical note, the outcomes of this study would redound to the benefit of the Malaysian tourism sector considering that MICE events or convention tourism has offered tremendous economic contribution to the nation. The government's decision to position Malaysia as a convention destination (Tourism Malaysia 2011) justifies the need for more effective and applicable approaches in assessing consumer behaviour among convention participants. With that, it is expected that the government and convention organisers will then be able to provide convention participants with a better participation experience by applying the recommended approaches derived from the results of this study. Additionally, the outcomes of this

study are also timely in offering insights that assist convention organisers and administrators in deciding which areas of the event to be emphasised based on the particular values that convention participants prioritise.

Last but not least, the findings could also facilitate decision-making and strategic development of tourism-related investments among convention organisers, destination marketing organisations and government agencies. It will, in turn, strengthen Malaysia's competitive edge in attracting convention participants as well as foreign visitors from all over the world. The initiatives of the study are also aligned with the Malaysian government's vision of becoming a leading tourist destination focusing on both leisure and business tourism. The findings would also be useful in providing insights for the government to achieve the key goals outlined in "Malaysia's Business Events Roadmap" (Malaysia Convention & Exhibition Bureau 2017).

1.7 Definition of Terms

The following provides a general overview of key terms used throughout the thesis and their relative operational definitions:

MICE Events- The acronym for meetings, incentives, conventions and exhibitions, and can be used interchangeably with 'business events'. The industry tends to use the term 'business events', whereas MICE is commonly used in academic literature (Mair 2014). For the purpose of this study, MICE events encompass all business-related events, including meetings, incentives, conventions and exhibitions happening in Malaysia.

Convention- Gathering of like-minded individuals for a common purpose, such as fact-finding, problem-solving and consultation. Interchangeable with terms including conference, congress, symposium, forum, seminar, consortium, summit and workshop (Mair 2014). In this study, convention refers to a formal assembly of people to discuss particular matters of common concern. Convention tourism suggested in this study revolves around service provision to event participants

attending any conference, congress, symposium, forum, seminar, consortium, summit or workshop.

Consumption Values Theory- A theory that is used to predict consumption behaviour based on consumer value (Sheth, Newman, and Gross 1991a). In the present study, this theory is utilised to explain the role of the consumer value in affecting attitudes.

Halo Effects- A perception distortion or human tendency to generalise the impression and judgement of a person or thing based on other relating attributes (Thorndike 1920). In this study, the concept of halo effects is used to explain the relationship between convention participants' attitude towards the event participated and their attitude towards visiting the hosting destination.

Theory of Planned Behaviour (TPB)- A theory that explains the linkage between one's beliefs and behaviour. The theory proposes one's behavioural intentions and behaviours are shaped by his/ her attitude towards a behaviour, subjective norm and perceived behavioural control (Ajzen 1985). In this study, this theory is used to explain the relationship between the three TPB constructs and convention participants' revisit intention to the hosting destination.

Social Identity Theory- A theory that describes an individual's sense of who he/ she is depending on his/ her membership in social groups (Tajfel 1978). In this study, the social identity theory provides an explanation of tourists' tendency to visit/ revisit a reputable destination.

Consumer Value- An individual's subjective evaluation of and the benefits that the individual believes he/ she will receive from a product or service (Duchessi 2002). This study suggests consumer value is made up of two aspects: perceived value and value of co-creation.

Perceived value- An individual's opinion of outcomes of purchasing a product or service in meeting their needs (Payne 2007). This research focuses particularly on convention participants' perceived value in which their evaluation of the merits of

convention will be considered. For the purpose of this study, perceived value is viewed as a construct made up of three value dimensions: emotional, functional and social values.

Emotional Value- Participants' degree of pleasure or displeasure (Sweeney and Soutar 2001) regarding the participation of the convention.

Functional Value (of Price/ Value for Money)- Participants' perceived fairness of pricing (Sweeney and Soutar 2001) on the convention and perceived usefulness and functional utility received from the participation.

Social Value- Participants' perceived usefulness of the convention in assisting them to express their self-identity (Sweeney and Soutar 2001).

Value of Co-Creation- The value or service experience created jointly by a company and its stakeholders (Prahalad and Ramaswamy 2004a). This study focuses specifically on the co-constructed convention participation experience between convention organisers and convention participants.

Attitude- The feelings and opinions of an individual towards a particular thing or an individual (Ajzen 2001). This study looks into the attitude of event participants or how they feel about the convention participated and visiting the hosting destination.

Subjective Norm- An individual's belief on whether a person or a group of people that are important to him/ her support and approve a particular behaviour (Ajzen 2005). This study looks into convention participants' belief on whether people who are important to them support their intention to revisit the hosting destination of the convention participated.

Perceived Behavioural Control- An individual's perception of his/ her abilities and sense of control over a particular event (Ajzen 1988). The present study looks into convention participants' belief on whether they are constrained by circumstances that would prevent them from revisiting the hosting destination of the convention participated.

Behavioural Intentions- An individual's likelihood and readiness to engage in a certain behaviour (Locke 1968). This study conceptualises behavioural intentions as revisit intention to the hosting destination of the convention participated.

Destination Familiarity- The degree to which a visitor or an individual perceives to understand a particular destination (Moorthy, Ratchford, and Talukdar 1997). This study considers the degree to which the convention participants were exposed to information related to the hosting destination and their actual number of visits to the destination.

Destination Reputation- "The aggregation over time of the consumers' perceptual representations and evaluative judgements of the tourist destination's past actions and performance" (Artigas, Vilches-Montero, and Yrigoyen 2015, p. 147). The present study considers the convention participants' beliefs and opinions of the hosting destination of the convention participated (or specifically Kuala Lumpur) as a travelling destination.

Hosting Destination- The place where a convention is held. This study focused on studying Kuala Lumpur as the hosting destination.

Convention Participants/ Business Travellers- International or interstate travellers who travel to the hosting destination for the purpose of convention participation.

Interstate Convention Participants- Malaysians who travel to the hosting destination for the purpose of convention participation. Interstate convention participants mentioned here must not be originally from the hosting destination or/ and currently residing or staying at the hosting destination for education, work, family or any other personal reasons.

International Convention Participants- Foreigners or non-Malaysians who travel to the hosting destination for the purpose of convention participation. International convention participants mentioned here must not be originally from the hosting

destination or/ and currently residing or staying at the hosting destination for education, work, family or any other personal reasons.

1.8 Structure of the Report

This report comprises six chapters. A brief description of each chapter is provided as follows:

Chapter 1 presents the introduction and background of the research. Additionally, it also presents the overview of the research problem, research questions and objectives, research methodology, its potential significance and definition of terms used throughout the study.

Chapter 2 discusses the scholarly sources related to convention tourism and reviews literature revolving around the key constructs of the present study. Literature gaps are also outlined in this chapter.

Chapter 3 reviews the prominent theories and related literature within the convention tourism and tourist behaviour domains. Consequently, it led to the selection of appropriate underpinning theories and constructs to develop the conceptual framework. This chapter also presents 10 testable hypotheses to uncover the impact of convention evaluation on convention participants' leisure travel intention.

Chapter 4 justifies the methodological approaches and data analytical techniques chosen to assess the hypotheses presented in Chapter 3. Specifically, this study is based on the quantitative approach which utilised survey questionnaire in collecting the data. This chapter also discusses the target population, data collection procedures, research design, analytical methods and results of the pilot study.

Chapter 5 presents the analysis of the empirical assessment of structural models presented in Chapter 4. By utilising Smart PLS 3 as an analytical tool, the descriptive findings and the results of formative, reflective and structural model assessments are provided.

Chapter 6 provides discussion and interpretation of the research findings. This chapter also ensues as a concluding chapter of the present thesis, elucidating the contributions, limitations and highlighting the potential directions for future study.

The structure of the report is summarised in Figure 1:

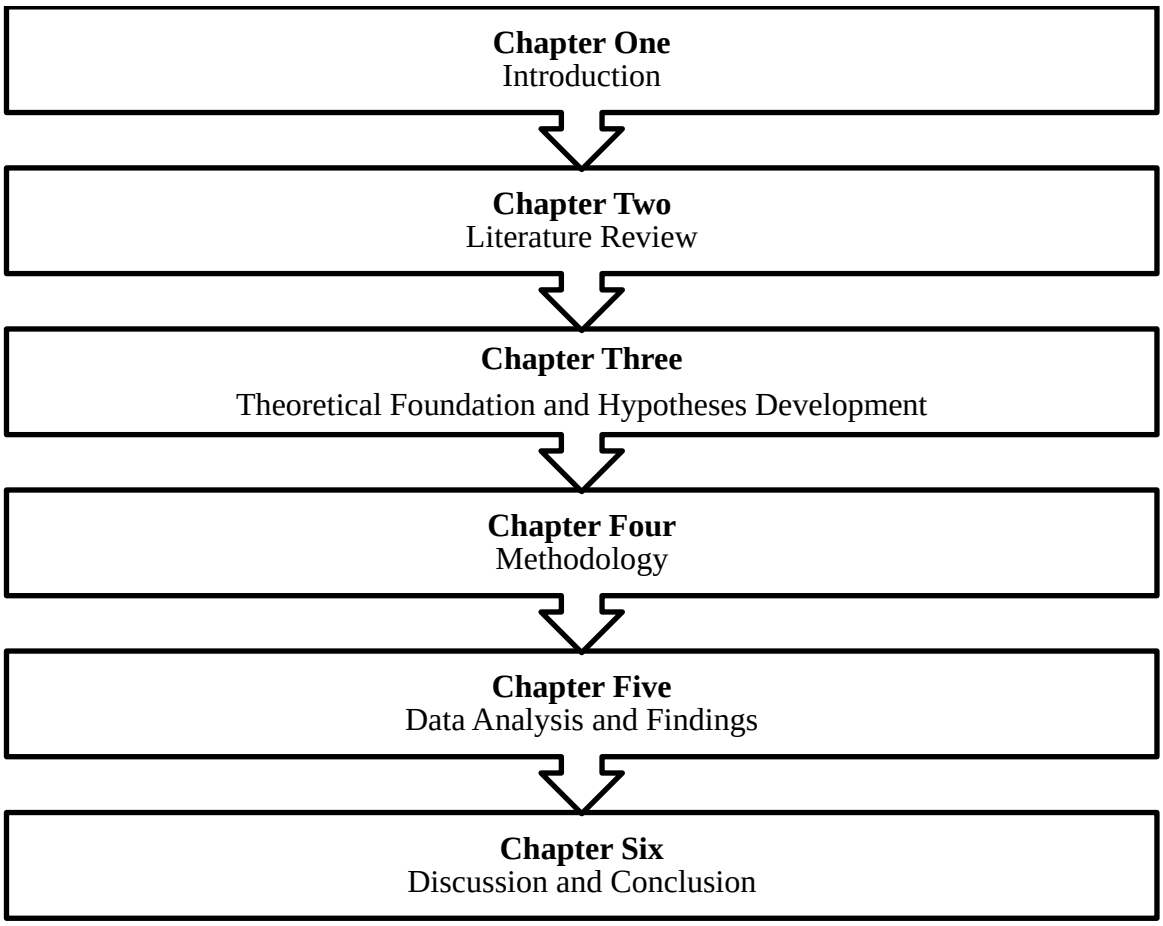


Figure 1 Structure of the report

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter begins with an overview of existing knowledge concerning convention tourism and the identification of general knowledge gaps concerning the sector. Next, Section 2.3, 2.4, 2.5, 2.6, 2.7, 2.8 and 2.9 highlight the key constructs of the research model and review studies focusing on the constructs. Lastly, Section 2.10 summarises the research gaps identified within the literature which the present study attempts to address.

2.2 Existing Knowledge On Convention Tourism

Conventions are a big business worldwide and this sector has made a substantial contribution to the economies of many countries throughout the years (Terry and Cecil 2018). Regarded as one of the most buoyant sectors in the tourism industry, MICE tourism is the least responsive to price changes and is largely unaffected by seasonal patterns (Spiller 2002). Despite the increasing importance of convention tourism, the academic knowledge associated with the complexities of conventions leaves much room for exploration.

In particular, the existing knowledge and understanding of the needs and wants of convention participants are still, in general, much less developed than other sectors in the tourism industry (Leach, Liu, and Winsor 2008, Mair 2012, 2014, Getz and Page 2016). Studies focusing on convention hosting are mostly associated with aspects such as: 1) participants' motivation to attend conventions (e.g., Oppermann and Chon 1995, Rittichainuwat, Beck, and Lalopa 2001, Jago and Deery 2005, Severt et al. 2007, Bauer et al. 2008, Mair and Thompson 2009, Ramirez, Laing, and Mair 2013, Jung and Tanford 2017, Draper and Neal 2018); 2) their decision-making process (e.g., Oppermann and Chon 1997, Zhang, Leung, and Qu 2007, Yoo and Chon 2008, Mair and Thompson 2009, Yoo and Zhao 2010, Liang and Latip 2018); 3) convention site selection (e.g., Fortin and Ritchie 1977, Go and Zhang 1997, Chacko and Fenich 2000, Crouch and Louviere 2004, Chen 2006, Draper, Dawson,

and Casey 2011, Elston and Draper 2012, Crouch, Del Chiappa, and Perdue 2019); and 4) economic impacts (e.g., Grado, Strauss, and Lord 1997, Dwyer 2002, Kim, Chon, and Chung 2003, Frost and Laing 2011, Davidson 2012, Horner and Swarbrooke 2016, Lim and Zhu 2018, Edelheim et al. 2018). Furthermore, the majority of existing studies were based on single case studies and thus, restricted by their applicability and generalisability of results to the wider convention sector (Mair 2014). Some examples of these studies are Qu, Li, and Chu (2000), Morla and Ladkin (2006), Mair and Thompson (2009), Lee, Yeung, and Dewald (2010) and Ramirez, Laing, and Mair (2013). In turn, quantitative studies that collect numerical data from a group of people, then generalise the results to a larger group of people may be more valuable in understanding MICE events in specific cultural and country contexts.

On a different note, previous studies have demonstrated multiple ways in evaluating the success of a convention. For organisers, the success of a convention is normally determined by financial metrics or by operational measures such as the smooth execution of the event (Mair 2014). In contrast, from the participants' perspective, the most common way to evaluate a convention is by evaluating the level of satisfaction the event evokes. Meanwhile, satisfaction has been conceptualised in a number of ways including convention loyalty (Lee and Back 2009, Wu, Cheng, and Hong 2017), brand equity and trust (Lee and Back 2008b, Lee and Back 2010) as well as multidimensional value (Lee and Min 2013). For instance, Lee and Back (2007) argued on the ground of the theory of planned behaviour and proposed that association members' intention to attend an upcoming convention depends on their attitude, subjective norm and perceived behavioural control. On the same subject, Severt et al. (2007), Leach, Liu, and Winsor (2008), Mair and Thompson (2009) and Tanford, Montgomery, and Nelson (2012) found that convention participants' intention to attend a future convention is very much dependent on their attitude and satisfaction towards the convention. Whilst these studies showed a slight difference in design and result, taken together, it can be deduced that convention participants' evaluation towards the convention is related to their intention to return. Participants' satisfaction and their intention to re-attend a convention are of vital importance to event planners and convention organisers. In fact, research in these areas is very beneficial as the information could highlight significant practical implication and

help to predict participants' future behaviour. Nonetheless, an area that has been constantly overlooked is the outcomes of convention participation for the tourism sector (Mair 2014).

It is important to note that a unique aspect of event marketing is that it is closely related to the concept of destination marketing. This is because, through event hosting, the hosting destination can leverage on the image and awareness created by the event (Parent and Smith-Swan 2013). Nevertheless, a review of the literature shows that studies which investigate the potential linkage among a successful convention, participants' attitude towards the hosting destination and their future leisure travel intention to the hosting destination is lacking. Hence, the potential of convention hosting as a tool for destination promotion and its influence on the positive shifts in leisure tourism demand is uncertain. This research area would also be of particular interest to destination marketers as it could provide guidance on how to turn satisfied convention participants into prospective leisure travellers. In filling this knowledge gap, the subsequent sections will examine past studies that discuss consumer value as a key determinant factor on how convention participants evaluate a convention, how their attitudes are formulated as well as factors that decide their leisure travel intention.

2.3 Consumer Value

Consumer value is a crucial construct in understanding convention participants' attitude formation and subsequent leisure travel behaviour because it explains how much the convention participation is worth to a participant in relation to the alternatives (Holbrook 1999). Definitions of consumer value abound but it is a generally used to describe consumers' relative preferences for a particular subjectively assessed product, service or experience (Holbrook 1999, Thompson and Troester 2002). Woodall (2003, p. 21) regarded it as a "personal perception of advantage arising out of a customer's association of advantage arising out of a customer's association with an organisation's offering." To be more specific, Kim (2002) defined consumer value as being: comparative, personal and situational. In other words, different consumers would compare and evaluate objects or purchases against one another differently, whereas the rating is also specific to consumption

situation and context. Meanwhile, other researchers perceived consumer value in terms of the ratio of quality to price (e.g., Johnson, Herrmann, and Huber 2006). In spite of the unavailability of an agreed-upon definition, consumer value has emerged as a crucial element in understanding consumer behaviour (Zeithaml 1988, Sweeney and Soutar 2001, Kostelijk 2017) as well as consumer satisfaction in developing customer loyalty (Varki and Colgate 2001, Wang et al. 2004, Russo and Confente 2017).

Nonetheless, research on consumer value remains scattered and inconclusive (Sánchez-Fernández, Iniesta-Bonillo, and Holbrook 2009, Zauner, Koller, and Hatak 2015). This could be due to the difficulties in the conceptualisation of consumer value in many different streams for marketing literature (Sánchez-Fernández, Iniesta-Bonillo, and Holbrook 2009, Beneke and Carter 2015, Gonçalves, Lourenço, and Silva 2016). The concept of consumer value has been used interchangeably with terms such as 'customer value', 'shopping value', and 'judgemental value' (Khalifa 2004) but has, at the same time, been confused with other related constructs including 'values', 'utility', 'price', 'quality' or even 'satisfaction' (Sánchez et al. 2006). For the purpose of this study, consumer value is conceptualised based on the approach put forth by Holbrook (1999) and Woodall (2003) and viewed as the benefits or advantages that consumers favour over other alternatives. Through an examination of existing literature, it has been found that researchers tend to conceptualise consumer value as value creation that is solely decided by organisations- perceived value. The following subsection will discuss more about perceived value.

2.3.1 Perceived Value

In recent years, customer perceived value has become an object of interest for many hospitality and tourism industry related studies (e.g., Peña, Jamilena, and Molina 2012, Prebensen et al. 2013, Lee et al. 2014, Mitchell, Schlegelmilch, and Mone 2016, Scaglione and Mendola 2017). This is mainly due to the fact that perceived value is commonly regarded as a key source of competitive advantage which lies in the heart of every economic and psychological transaction (Babin and James 2010, Van Rensburg 2012, Alessandri and Aleo 2020). In particular, consumers' value perception which then dictates consumer behaviour, is a result of their evaluation of

the known product/ service's attributes. If perceived value is not constantly created, nurtured, executed and appreciated, a company may find itself in an unfavourable business position where its wealth and shareholder value may be eroded (Van Rensburg 2012). Notably, consumers not only appreciate the superior economic and utility value that they obtain from their purchase, they are also concerned about other value components such as the perceived corporate, social and environmental reputation values that the product/ service portrays (e.g., Leek and Christodoulides 2012, Carlson, Rosenberger, and Rahman 2015, Mitchell, Schlegelmilch, and Mone 2016, Scaglione and Mendola 2017).

A critical aspect of perceived value is to assist decision-makers to better understand the value-creation process among consumers (Mesly 2020). In doing so, two approaches have gained much popularity in the effort of conceptualising perceived value: uni-dimensional and multidimensional. The uni-dimensional approach offers a basis for value as a function of utility of a product/ service based on the perception of a trade-off between total benefits and total sacrifice (Weinstein and Johnson 1999). This approach is usually measured using self-reported items to reflect cognitive and utilitarian perceptions of value among consumers (Zeithaml 1988, Cronin, Brady, and Hult 2000). However, some researchers have raised concerns that perceived value is much more complex and therefore should not be conceptualised under uni-dimensional and solely utilitarian based parameters (Woodall 2003). Several scholars also postulated that consumers, especially those related to tourism, hospitality and leisure industries do not evaluate value based on only the economic terms. Rather, a broader view of consumer value with multiple components is needed to fully interpret and understand this particular complex concept (Bradley and Sparks 2012, Holbrook 2020).

From the perspective of multidimensional approach, perceived value is viewed as the sum of multiple dimensions of value that have differential effects, under different situations (Sheth, Newman, and Gross 1991a, Carlos Fandos Roig et al. 2006, Kim and Tang 2020). Neverteless, the specific value components that consumers would use to evaluate the products/ services are very much dependent on the business context (Leek and Christodoulides 2012, Aulia, Sukati, and Sulaiman 2016). Additionally, Sheth, Newman, and Gross (1991a, 1991b) also noted that consumer

consumption pattern is a result of multiple value components making differential contributions. Thus, conceptualising perceived value as a multi-dimensional construct is more reliable and has greater interpretability than as a uni-dimensional construct (Kamakura and Novak 1992, Ruiz, Gremler, and Washburn 2010). In the same vein, Sweeney and Soutar (2001) also regarded multiple value dimensions as better predictors than a single value item. Consequently, multiple hospitality and tourism studies utilised the multiple value dimensions to provide evidence for perceived value's connection to quality, satisfaction as well as loyalty (Lee and Min 2013). Furthermore, the multidimensional conceptualisation of perceived value also constitutes the most comprehensive foundation for research developments at the present time as it has been corroborated in various empirical studies (Zauner, Koller, and Hatak 2015). Hence, there is also a consensus about the multidimensionality of the concept of perceived value, accepting the fact that several explanatory factors or components exist to enable the measurement of perceived value (Sweeney and Soutar 2001, Ruiz-Molina and Gil-Saura 2008, Ruiz, Gremler, and Washburn 2010, Holbrook 2020).

Following the multidimensional approach, a number of past studies in tourism and hospitality disciplines have used and supported different dimensions or components of value. For instance, Lee, Bendle, et al. (2012) posited that tourists' perceived value is composed of three dimensions: quality, emotional, and price values. Due to the experiential nature of tourism, experiential value dimension is specifically highlighted as important for tourism-related studies by other researchers (Lo and Lee 2011, Prebensen et al. 2013, Yang et al. 2014). This dimension is also important and should be further examined in tourism marketing literature, given that travellers today are demanding travel products that are more 'experience-driven' (Gade and Raghu 2016). Along the same line, Scaglione and Mendola (2017) identified five dimensions that form the construct of rural tourism perceived value: functional, convenience, emotional, social and educational values; Prebensen et al. (2013) suggested four dimensions to assess perceived value of a destination: functional, social and epistemic values; and Peña, Jamilena, and Molina (2012) concluded that the perceived value of a rural tourism stay consists of several components: reputation, convenience of the rural tourism stay and rural identity. Meanwhile, de Oliveira Santini, Ladeira, and Sampaio (2018) used only hedonic and utilitarian values when

studying travellers' perceived value. Taking a slightly different approach, Lu and Wang (2020) took into account the perceived benefits as well as perceived sacrifices when studying perceived value of travellers who adopt ride-hailing services.

In contrast, for event tourism related studies, Carlson, Rosenberger, and Rahman (2015) conceptualised perceived value of the group-travel experience to a major event with six benefit dimensions: social, emotional, monetary, functional, novelty, and convenience values; Lee et al. (2014) considered only two dimensions of perceived value when measuring travellers' visitation to a mega event: functional and emotional; while, Wang, Lu, and Xia (2012), assessed a similar mega event utilising service, public service, convenience, enjoyment, perceived price, utilitarian, and social values. In another study, through in-depth interview, Mitchell, Schlegelmilch, and Mone (2016) deduced that, in the setting of business networking events, value is made up of professional, learning, innovation, reputation, social, relationship, emotional and hedonic values. Meanwhile, the customer perceived value (PERVAL) scale developed by Sweeney and Soutar (2001) also appears to be a widely recognised tool for assessing customers perceived value in the marketing literature (Deng et al. 2010, Karjaluoto et al. 2012, Senić and Marinković 2014). In general, the model suggested three different dimensions of value, namely: two functional values (of quality/ performance and price value for money), emotional value, and social value.

Clearly, there is no consensus when it comes to conceptualising customers' perceived value. Nonetheless, these studies show that the perceived value dimensions would generally fall under cognitive, functional and affective aspects. In addition, all previous studies also point towards the fact that consumers' valuation of perceived benefits is varied across different types of service and consumer products (Gwinner, Gremler, and Bitner 1998, Patterson and Smith 2003, Ruiz-Molina and Gil-Saura 2008). This is because different products and services feature distinctive levels of functional, financial, social, psychological or event opportunity risks that can have varying impacts on consumers' attitude and behaviour (Gupta, Su, and Walter 2004). However, a review of the existing literature revealed that limited studies has been undertaken to identify the perceived value of business travellers or convention participants. That being said, even though perceived value has been studied in

different tourism contexts, a study that focuses on convention participants or business travellers' perceived value, is still very much needed, mainly because the importance of MICE industry stated in Chapter 1. It is also important to put forth that the perceived value of leisure and business event participants/ travellers must not generalised as the same, given that these two groups of travellers have different characteristics and beliefs (Rogers and Rogers 2016, Hudson and Hudson 2017, Reic 2017). Table 2 summarises dimensions of perceived value suggested in previous studies.

Table 2 Perceived Value Dimensions based on Past Studies in Event Studies and Tourism Studies

Author(s)	Dimensions of Perceived Value
Sweeney and Soutar (2001)	Functional values (quality/ performance and price value for the money), emotional value, and social value.
Peña, Jamilena, and Molina (2012)	Reputation, convenience and rural identity.
Wang, Lu, and Xia (2012)	Service value, public service value, convenience value, enjoyment value, perceived price, utilitarian value and social value.
Lee and Min (2013)	Emotional value, social value and functional value (of price/ value for the money)
Prebensen et al. (2013)	Functional value, social value and epistemic value.
Yang et al. (2014)	Quality value, emotional value, price value and experiential value.
Lee et al. (2014)	Functional value and emotional value.
Carlson, Rosenberger, and Rahman (2015)	Social value, emotional value, monetary value, functional value, novelty value and convenience value.
Mitchell, Schlegelmilch, and Mone (2016)	Professional value, learning value, reputational value, innovation value, social value, emotional value, hedonic value and relationship value.
Scaglione and Mendola (2017)	Functional value, convenience value, emotional value, social value and educational value.
de Oliveira Santini, Ladeira, and Sampaio (2018)	Hedonic value and utilitarian value.
Lu and Wang (2020)	Perceived benefits (perceived usefulness, perceived enjoyment and social image) and perceived sacrifices (perceived fee and perceived risk).

Despite the fact that perceived value is recognised as an important determinant in understanding consumer behaviour, to date, no universal conceptualisation of consumer value exists (Sánchez et al. 2006, Yang and Roy 2013, Branch 2019). That is to say, it is not certain if this one category of value is sufficient in predicting consumers' value perception and subsequent behaviour. Most of the literature portrayed values as relatively simple. From the main bodies of perceived value related literature, value creation is viewed a one-way process that is executed by businesses for their customers. In other words, businesses are solely responsible for creating or adding values to the products and services offered, while customers merely receive and perceive these values (Vargo and Lusch 2004). In recent decades however, scholars and practitioners have begun to recognise value in the context of customer experiences (Heinonen and Strandvik 2009). Specifically in the service industry, scholars posited that customers should not be treated only as recipients of products. Rather, they also hold power through actively engaging in value co-creation (Solakis, Peña-Vinces, and Lopéz-Bonilla 2017).

2.3.2 Value of Co-Creation

Prahalad and Ramaswamy (2004b) claimed that company-centric value creation would eventually become obsolete. In this ever-changing economy and business environment, marketers should not only focus on the products offered but should also devote their attention to personalised co-creation experiences that would result in values that are unique to consumers. As co-creation experience is gaining its role as a factor for successful company offerings, the academic literature focusing on the topic has developed quickly with most of them aimed at defining, conceptualising, explaining the theoretical underpinnings of the concept of customer experience and its effect on satisfaction (e.g., Grissemann and Stokburger-Sauer 2012, Jaakkola, Aarikka-Stenroos, and Helkkula 2015, Alves, Fernandes, and Raposo 2016, Navarro, Llinares, and Garzon 2016, Campos et al. 2018).

Despite the acknowledged importance of the concept from the organisation's perspective, the existing empirical work paid scant attention to the outcome of value of co-creation from the customer's perspective (Hatch and Schultz 2010, Razak and Marimuthu 2012, Verleye 2015, Grafmüller 2019). It has been found that only a

number of studies have been undertaken to ascertain the linkage between value of co-creation and its outcome. Notably, value of co-creation was found to be positively related to customer loyalty. This is because customers would perceive products that they co-created as unique and therefore, feel a sense of connectedness, competence and significance (Franke and Schreier 2008, Norton, Mochon, and Ariely 2012, Mathis et al. 2016). Cossío-Silva et al. (2016) further highlighted that customers' participation in joint value co-creation with the firm is related to both attitudinal (maintaining a positive attitude towards the product) and behavioural loyalty (repeated purchasing and engage in positive word-of-mouth). In another study, Xie, Bagozzi, and Troye (2008) found value co-creation to be related to attitude and it would ultimately shape consumers' intention to engage in "pro-sumption" in the future. Along the same lines, Kaur Sahi, Sehgal, and Sharma (2017) also reported that value of co-creation ultimately affects customers' recommendation of a service provider. Even though the literature reviewed hints towards a positive relationship between value of co-creation and customer experience, research concerning the outcome of value co-creation in term of customers' subsequent attitude and behaviour is still very limited. Alves, Fernandes, and Raposo (2016) also emphasised that more studies are needed to help understand the relationship between value of co-creation and customer experience.

The concept of co-creating experience has provided scholars and practitioners a new way to consider consumer consumption - a holistic experience which involves interaction between a consumer and a firm, or a firm's offer (LaSelle and Britton 2003, Aquilani, Nosi, and Abbate 2017). Accordingly, Prahalad and Ramaswamy (2004a, p. 8) highlighted that the concept of co-creation is all about "creating an experience environment in which customers can have active dialogue and co-construct personalised experienced… product may be the same but customers can construct different experience." Thus, based on this approach, it can be seen from the marketing trends today that the creation of value is partly based on the interaction between consumer and company, instead of merely on the memorability of staged experiences and events (LaSelle and Britton 2003, Idros, Mohamed, and Jenal 2019). In the view of Prahalad and Ramaswamy (2004b), a company is responsible to provide contexts that support experience creation so that customers are able to co-create their personalised and unique experiences. In contrast to the traditional system

in which the firms decide the product and services, and thus, the value, for the customers, value co-creation allows values to be jointly created by both the firms and the customers. It has also been noted that "high-quality interactions that enable an individual customer to co-create unique experiences with the company are the key to unlocking new sources of competitive advantage" (Prahalad and Ramaswamy 2004a, p. 7). The researchers further argue that value co-creation should be seen as a basis for value and future of innovation as the distinct role of the convention value creation (values contained by products or services) will eventually cease to exist as we move towards value co-creation. In short, co-created experience is what provides value in the contemporary context of business exchange (Binkhorst and Den Dekker 2009, Massi and D'Angelo 2020)

The philosophy of co-creation experience has opened up a whole dimension in the conceptualisation of values and has recently been gaining increased recognition. Consumer co-creation has even been regarded as a research priority by the Marketing Science Institute (2018) for years 2018 to 2020. Along the same vein, López-Navarro and Lozano-Gómez (2014) also regarded the co-creation experience, which is personalised, as a suitable strategy for achieving business sustainability and meeting basic human wants. Applying this strategy to the convention tourism industry, value co-creation could help break the cycle of passive events, where impersonal flows of information are directed at a group of captive audiences. This, in turn, justifies the importance of the use of information systems and ICT platforms to ensure effective collaboration (Sorrentino et al. 2017, Sorrentino, Sicilia, and Howlett 2018). For example, the convention organiser may consider making good use of event technology such as live polls and quizzes, to provide a base for efficient co-creation and collaboration with event participants. While, the fundamental characteristic of conventions is still the provision of professional knowledge and business networking opportunities, the important differentiation lies in the enhancement of the participating experience. The ability to create and provide a unique and personalised experience for convention participants would give organisers a distinct advantage over their competitors (Prahalad and Ramaswamy 2004b, Walls et al. 2011, Chathoth et al. 2016, Solakis, Peña-Vinces, and Lopéz-Bonilla 2017). Majboub (2014, p. 27) also stated that service providers "need to create 'experience environments' by integrating resources to co-create high value experience". In other words, convention

organisers should centre their attention on designing co-creation environments to improve co-creation experiences for their audiences. This is also in line with the view of Ruiz-Molina and Gil-Saura (2008) that consider service delivery as inseparable from production, consumption and customer participation. To explain further, customer loyalty in this context depends greatly on service customisation, personal communication and enhanced feelings of enjoyment with regards to the actual service usage experience (Jones and Farquhar 2003, Wong 2004, Ball, Coelho, and Vilares 2006, Mathis et al. 2016), thereby justifying the importance of value co-creation for service providers.

As the literature on value co-creation has expanded remarkably in recent decades, some operational frameworks for value of co-creation were developed (e.g., Prahalad and Ramaswamy 2004a, Payne, Storbacka, and Frow 2008, Yi and Gong 2013). Through a review of literature, it has been found that there are two distinctly diverging views of value of co-creation: a firm-centric view and a customer-centric view (Galvagno and Dalli 2014, Xie et al. 2016, Albinsson, Perera, and Sautter 2016). That is, researchers would examine value of co-creation either from the firm's perspective or from the customer's perspective only. One of the earliest examples of an attempt to conceptualise value of co-creation can be found in the paper written by Prahalad and Ramaswamy (2004b). The DART model proposed by the researchers has been regarded as one of the most efficient and structured frameworks in its attempt to understand the underlying dimensions of value of co-creation (Payne, Storbacka, and Frow 2008, Tanev et al. 2011, Mukhtar, Ismail, and Yahya 2012, Skaržauskaitė 2013, López-Navarro and Lozano-Gómez 2014, Albinsson, Perera, and Sautter 2016, Solakis, Peña-Vinces, and Lopéz-Bonilla 2017). In particular, Prahalad and Ramaswamy (2004b) identified four building blocks that have to be provided by companies to consumers as they are essential for value of co-creation to occur. Prahalad and Ramaswamy (2004b) also highlighted that the four building blocks in combination would enable companies to better engage customers and lead to a greater value co-creation experience. Seeing as the model views value of co-creation as a consumer-company interaction, researchers that employed DART model would normally consider and examine the value of co-creation experience between the firm (e.g., Taghizadeh et al. 2016) and the customer's perspective (e.g.,

Solakis, Peña-Vinces, and Lopéz-Bonilla 2017). To elaborate, the four building blocks are:

1. **Dialogue:** Meaning the interactivity between two equal problem solvers (companies and customers). The interactivity mentioned include productive communication and shared learning.
2. **Access:** Implying the ability for consumers to access critical information about products and services. Companies must also allow consumers to access tools that enable co-creation and collaboration.
3. **Risk:** Referring to the risk-benefit assessment. Being active co-creators, consumers have to be made aware of the benefits and risks associated with the purchase of products or services.
4. **Transparency:** Companies have to ensure that information asymmetry between the company and its consumers does not exist, seeing as how consumers today often seek information about the companies, products, and business system. It is important to note that, this element is a pre-requisite for both Dialogue and Access.

Though considered as one of the most popular representations of value of co-creation concept, the four building blocks of the DART model have too much conceptual overlapping, making it unfit to be utilised as an effective framework for quantitative analysis (Mazur and Zaborek 2014).

Taking a firm-centric view, Yi and Gong (2013) concluded that value of co-creation is made up of customer participation behaviour and customer citizen behaviour. The researchers claimed that customers must engage in certain behaviour such as information seeking, information sharing, responsible behaviour and personal interaction in order to complete the value of co-creation process. In contrast, voluntary behaviour such as providing feedback, recommending the business, helping other customers and tolerating the firms are not required for successful value co-creation but would improve the service creation process in the long run. In another study, Fellesson and Salomonson (2016) studied 35 frontline employees of the retail sector and put forth two dimensions of value of co-creation: operative

expectations and interactive expectations in regards to the customers. In particular, these two dimensions pertain to what customers should do and how they should behave in order to maintain an efficient in-store experience. However, it is not hard to see that both the Yi and Gong (2013) and Fellesson and Salomonson (2016) works rely on and expect the customers to behave in a certain way for value of co-creation to take place. These firm-centric views of value of co-creation actually contradicts what has been put forward by Vargo and Lusch (2004). Vargo and Lusch (2004, p. 14) posited that a service-centred firm should "position service, the application of competences for the benefit of the consumer, as the core of the firm's mission". That is to say, the firm is to understand and satisfy the need of its customers accordingly, rather than predicting and assuming customers' behaviour in facilitating value co-creation.

Meanwhile, Ranjan and Read (2016, p. 291) argued that "value is always determined by the beneficiary." According to their view, it is more appropriate to conceptualise value of co-creation from the customers' point of view. By taking a customer-centric view, multiple studies offer an alternative approach in conceptualising value of co-creation. For instance, Schau, Muñiz, and Arnould (2009) revealed a set of value-creating practices: (1) general procedural understandings and rules; (2) skills, abilities, and culturally appropriate consumption projects; and (3) emotional commitments expressed through actions and representations. Similarly, Randall, Gravier, and Prybutok (2011) put forward three dimensions of value of co-creation, including connection, trust and commitment, while Tommasetti, Troisi, and Vesci (2017) discussed eight activities that are important to ensure the sematic coverage of the concept of value of co-creation: cerebral activities, cooperation, information research and collation, the combination of complementary activities, changes in habits, co-production, co-learning and connection.

Hence, it is apparent that previous studies concerning the concept would generally consider either the conceptual dimensions of co-production or value-in-use (Ranjan and Read 2016). To be specific, co-production refers to the value created from customers' participation in the product/ service design process as well as collaboration and dialogue with the firms (Auh et al. 2007, Nuttavuthisit 2010, Ertimur and Venkatesh 2010, Hu and McLoughlin 2012); while value-in-use is the

consumers' experiential evaluation of the service (beyond the functional attributes) at the time of consumption and without the intervention of the firms (Vargo and Lusch 2004, Grönroos 2006, Moeller 2008, Sandström et al. 2008, Edvardsson et al. 2011, Eggert et al. 2018).

Even though Ranjan and Read (2016) claimed that it is theoretically paramount to consider both dimensions when describing value of co-creation, they found that only 21% of 149 previous papers combined the two distinct dimensions. In their study, they further highlighted that co-production consists of knowledge, equity and interaction, while value-in-use consists of experience, personalisation and relationship. The sub-dimensions are elaborated below as they are pivotal to the understanding of the customer-centric value of co-creation:

- **<u>Co-Production</u>**

1. **Knowledge:** Refers to the extent to which a firm provides the opportunity for consumers to share their ideas, creativity and suggestions in order to improve the current and future offerings of the firms (Zhang and Chen 2008) as well as to create value. The knowledge shared is mostly based on past experience and real-life situations (Maglio and Spohrer 2008) and is expected to create great value for customers due to reconciliation, shared inventiveness, better expression as well as understanding of needs (Powell and Swart 2010, Enz and Lambert 2012, Grover and Kohli 2012, Ranjan and Read 2016).
2. **Equity:** Points to the willingness of a firm to share control of its production processes and the consumers' desire to be involved in co-creation activities (Hoyer et al. 2010). Equity is usually in reference to the firm's customer-centrism (Prahalad and Ramaswamy 2002) and the provision of a facilitative environment (Storbacka and Nenonen 2011).
3. **Interaction:** A component regarded as the primary interface between the two parties undertaking co-production (Ranjan and Read 2016) where value is created as a result of active participation from both the firm and consumers via service interaction and dialogue with one another (Nambisan and Baron 2007, Vallaster and von Wallpach 2013). As such, it is deemed crucial for a firm to provide opportunities for consumers to

express their needs and play a proactive role in the co-creation process and at the point of service interaction.

- **<u>Value-in-use</u>**

4. **Experience:** Refers to the memorability of service interaction between a firm and its consumers (Vargo and Lusch 2006). Experience can also be seen as an artefact of the service offered by the firm (Day et al. 2004). Value is created when consumers link these artefacts across their conation, cognition and affection (Edvardsson, Gustafsson, and Roos 2005).
5. **Personalisation:** The degree of customisation and uniqueness the firm provides in their service which can result in value that is contingent on individual characteristics (Etgar 2008, Lemke, Clark, and Wilson 2011). In other words, this sub-dimension examines the ability of the firm in adapting its processes to suit the diverse needs of its customer in the context of service interaction.
6. **Relationship:** The extent to which consumers are attached and engaged with the firm. Joint collaboration and active communication form the basis of a positive relationship between the consumer and the firm, resulting in consumer empowerment which thereby creates value (Bonsu and Darmody 2008, Ranjan and Read 2016).

An overview of the various dimensions of value of co-creation found in the literature is summarised in Table 3. In fact, value of co-creation has rarely been discussed in the context of convention tourism or event marketing. Consequently, an agreed-upon set of dimensions used for measuring the construct is unavailable. However, it appears that the measurement proposed by Ranjan and Read (2016) suits the purpose of this study the best as it takes a customer-centric view and for being the most holistic measurement take considers both co-production and value-in-use dimensions.

Table 3 Dimensions of value of co-creation

Philosophical View	Author(s)	Dimensions	Sub-Dimensions
Firm-Centric	Yi and Gong (2013)	Customer participation behaviour	Information seeking, information sharing, responsible behaviour, personal interaction
		Customer citizenship behaviour	Feedback, Advocacy, helping, tolerance
	Fullerton and Kendrick (2017)	Operative experience	Responsibility, awareness, commercial knowledge, business model understanding
		Interactive expectations	Courteousness, emotional stability, willingness to listen, respect
Customer-centric	Schau, Muñiz, and Arnould (2009)	General procedural understandings and rules; skills, abilities, and culturally appropriate consumption projects; emotional commitments expressed through actions and representations	
	Randall, Gravier, and Prybutok (2011)	Connection, trust, commitment	
	Ranjan and Read (2016)	Co-production	Knowledge, equity, interaction
		Value-in-use	Experience, personalisation, relationship
	Tommasetti, Troisi, and Vesci (2017)	Cerebral activities, cooperation, information research and collation, the combination of complementary activities, changes in habits, co-production, co-learning, connection.	
Mixed	Prahalad and Ramaswamy (2004b)	Dialogue, access, risk, transparency	

2.4 Attitude

Attitude, in contrast, can be referred to as the emotional tendency of a person towards an object, idea, event or even a place (Papanastasiou 2002, Bektas and Nalcaci 2012). It can also be considered as "a latent disposition or tendency to respond with some degree of favourableness or unfavourableness to a psychological object" (Fishbein and Ajzen 2010, p. 76). Based on this definition, attitude is the positive or negative evaluation pertaining to the outcomes of performing certain behaviour such as participating in a convention. Attitude is also multifaceted and consists of the hedonic and utilitarian dimensions (Crites, Fabrigar, and Petty 1994, Voss, Spangenberg, and Grohmann 2003, Moon et al. 2017). To be specific, the hedonic dimension arises from the sensation derived from experiencing the products or services, while the utilitarian dimension is characterised by the functions provided by the products or services. Meanwhile, some researchers such as Krech and Crutchfield (1948), McGuire (1985) and Rosenberg and Hovland (1960) also posited that attitude is composed of three components: affective, cognitive and behavioural. However, when the attitude is used to predict or explain behaviour, the concept tends to be viewed as a uni-dimensional concept that encompasses only the affective component. This is because the cognitive and behavioural components are identified as the determinants and consequences, respectively, of an individual's attitude and thus should be viewed independently (Fishbein 1967). These findings then led to the development of the theory of reasoned action that received much popularity in consumer behaviour research.

As is true in the social psychology field, attitude plays a major role in the theoretical development and studies in the area of consumer behaviour (Ajzen 2008). Customer's attitude is generally shaped by his/ her experience with the products or services purchased (Maggon and Chaudhry 2018). It is also commonly agreed that attitude is related to value and behaviour. Since the early development of this construct, academics such as Allport (1935) viewed it as individuals' predisposed state of mind regarding a value, while Faris (1928) defined attitude as the tendencies of behaviour. Consumer attitude is also an important construct as it is linked to numerous marketing outcomes, including customer loyalty, engagement and purchase intention which marketers see as the ultimate goal of promotional strategies

(e.g., Tankersley 1977, Cheah, Phau, and Liang 2015, Bitter and Grabner-Kräuter 2016).

Along the same line, attitude is also an area of interest in tourism studies and the existing theories can be broadly classified into two categories: (1) resident attitude studies; and (2) tourist attitude studies. Historically, resident attitude studies dominated the research on tourism attitude as the decision-makers prioritised the public perception of tourism in order to gain local support for tourism projects and initiatives. Most studies indicated that residents have a positive attitude towards tourism as it brings about economic opportunities but are concerned with the negative impacts of tourism including crime, littering, vandalism and environmental degradation (e.g., Akis, Peristianis, and Warner 1996, Tatoglu et al. 2002, Harrill 2004, Steina and Rozite 2018). In recent days, many academicians' attention has turned towards tourist attitude studies as resident attitude appears to have fewer implications for tourism planning and development (Huang 2007). For instance, such studies discussed tourist attitude in relation to travel behaviour (Hsu, Cai, and Li 2010, Di Pietro, Di Virgilio, and Pantano 2012, Lita et al. 2014, Kim, Penny Wan, and Pan 2015, Leonidou et al. 2015), destination marketing (Mohsin 2005, Sharifsamet, Jin, and Martin 2018, Jiménez-Barreto and Campo-Martínez 2018), attitude change (Weiler 1989, Anastasopoulos 1992, Cheng, Jin, and Wong 2014) as well as tourism planning (Obua and Harding 1996, Weaver 2004, Cossío-Silva, Revilla-Camacho, and Vega-Vázquez 2019).

On a different note, there has been increasing interest and attention drawn towards the study of attitude generalisation or attitude transfer. In essence, it can be referred to as the situation whereby the evaluations of a person are transferred to another person who belongs to the same group (Hawkins and Ratliff 2015, Vermue, Meleady, and Seger 2019). For example, ample evidence showed that human beings tend to generalise their individual positive or negative attitude to other individuals of the same racial group, despite the group members never having met each other (e.g., Ranganath and Nosek 2008, Ratliff and Nosek 2011, Hawkins and Ratliff 2015, Vermue, Meleady, and Seger 2019). These findings suggest that attitude generalisation is a form of group-based prejudice and bias. However, Högden, Stahl,

and Unkelbach (2020) highlighted that the effects of such attitude generalisation have largely been overlooked.

From another point of view, attitude generalisation can also be defined as the transfer of feelings from an object to another object in which the individuals find an association with. In fact, this is a less researched area especially in the field of tourism marketing (e.g., Deng and Li 2014, Lee et al. 2014, Rattanapituk et al. 2016). Nonetheless, attitude transfer can be seen as a key to build and sustain strong relationships with tourists. It also impacts their willingness to support regional products or tourism destinations (Lee et al. 2014, Rattanapituk et al. 2016). For instance, Lee et al. (2014) found that attitude towards a mega event can be transferred to the tourists' attitude towards the hosting destination. Rattanapituk et al. (2016) also illustrated that a positive attitude towards a place can be transferred to its regional products. Following this phenomenon, Keller (1993) discovered three ways in order to create association between products or services: (1) consumers' direct experience; (2) information transfer from sources such as the company, commercial sources and word of mouth; and (3) when consumers link the brand and other information to a memory.

In terms of attitude measurement, Likert-point scale (e.g., Nkwocha et al. 2005, Wang and Heitmeyer 2006, Jung, Kim, and Kim 2014) and sematic differential scale (e.g., Udell 1965, Funk and Bruun 2007) are frequently adopted. To elaborate, the Likert-point scale requires respondents to indicate their degree of agreement or disagreement with a number of statements or items concerning the object of interest. Meanwhile, the sematic differential scale consists of a set of bipolar adjectives that respondents feel meaningful in rating an object.

2.5 Subjective Norm

Subjective norm can be viewed as an individual's belief on whether a person or a group of people that are important to him/ her support and approve a particular behaviour (Ajzen 2005). In particular, the subjective norm is determined by the perceived social pressure exerted by a group of people onto the individual to perform in a way in order to comply with their view. These groups of people may include

family members, friends, colleagues, trade unions, ethnic groups and others. Though subjective norm is commonly known as one of the three factors that affect behavioural intention, previous studies found that its influence is relatively weaker than that of attitude (Ham, Jeger, and Frajman Ivković 2015). One possible explanation is that intentions are more heavily influenced by personal factors including attitude and perceived behavioural control (Ajzen 1991). As a result, a weak correlation may be expected between normative beliefs and intentions (Armitage and Conner 2001).

The topic of subjective norm also appears to be prevalent among the studies of tourism behaviour. An interesting study conducted by Hassan and Shiu (2017) argued that the effect of the subjective norm may be cross-culturally bound. To be specific, they found that Hofstede's dimensions of power distance and uncertainty avoidance accounted for 53% variance on the self-efficacy and intention slope. That is to say, travellers that prone to high uncertainty avoidance and associate with power distance cultures may rely more on elderly or superior referent groups and word-of-mouth in forming their respective travelling intentions. In any case, most studies proved that subjective norm is an influential factor in affecting travel intention. For instance, the role of the referent group is apparent among Japanese tourist when making the decision to travel to Korea for medical treatment (Lee, Han, and Lockyer 2012). Similarly, Han, Meng, and Kim (2017) also discovered that subjective norm plays a major role in affecting Chinese bicycle travellers' intention in participating in bike travelling. In another study, Hu et al. (2019) also highlighted that the relationship between subjective norm and tourists' intention to participate in the Zero Litter Initiatives in a mountainous tourism area in China as being significant. Hsu, Kang, and Lam (2006) also noticed that travellers are more likely to comply with the opinions of family, friends and relatives than that of travel agents and co-workers.

2.6 Perceived Behavioural Control

Perceived behavioural control can be defined as an individual's perception of his/ her abilities and sense of control over a particular event (Ajzen 1988). It can also be seen as the combination of locus of control and self-efficacy, that is, the person's perceived amount of control that he/she has over the situation and the belief of his/

her ability in performing the task, respectively (Ajzen 2002). Perceived behavioural control also refers to the perceived ease or difficulty in performing certain behaviours (Ajzen 1991). Specifically, if an individual perceives that he/ she has sufficient resources and few obstacles, the greater his/ her perceived behavioural control will be and stronger the intention to perform the behaviour (Ajzen and Madden 1986). Therefore, if applied to the present research context, this variable may refer to the presence of several resources and opportunities for convention participants' revisit intention to occur, such as the perceived time and financial barriers as well as the perceived level of feasibility of re-visitation. Many empirical studies that focus on human behaviour have provided evidence that perceived behavioural control is highly and positively associated with an individual's intention and behaviour (Wallston 2015). This is further supported by a meta-analysis conducted by Riebl et al. (2015) who found that 32% of the academic articles they studied consistently reported perceived behavioural control as the strongest predictor of intention that yielded the highest beta coefficients among attitude, subjective norm and perceived behavioural control.

It has been found that the majority of tourism studies conducted thus far have incorporated perceived behavioural control as a major determinant of intention in engaging specific tourism behaviours (e.g., Quintal, Lee, and Soutar 2010, Kuo and Dai 2012, Peña, Jamilena, and Molina 2012, Manganari, Siomkos, and Vrechopoulos 2014, Lu, Yeh, and Chen 2016). Meanwhile, prior tourism studies that examined perceived behavioural control focused on variables such as discretionary income, time constraints, language barrier, availability of information, lack of security, confidence, health conditions, level of confidence, unfamiliar culture, rudimentary accommodations and competency level (Harrison 1995, McGehee 2002, Broad 2003, Lam and Hsu 2004, Sparks 2007, Benson and Seibert 2009, McGehee and Andereck 2009, Lyons et al. 2012, Lee and Kim 2018).

2.7 Behavioural Intention

The concept of behavioural intentions has been commonly used as an indicator in predicting and examining consumers' actual purchase behaviour (Fishbein and Ajzen 1975) as it is considered the immediate determinant and best predictor of consumer

behaviour (Deng and Li 2014, Sultan et al. 2020). This construct is also central to the theory of planned behaviour which encapsulates all the effects of the preceding constructs (Ajzen 1991). By definition, behavioural intention is "a person's subjective probability that he will perform some behaviour" (Fishbein and Ajzen 1975, p. 288). Ajzen (2001) also assures that behavioural intention can be seen as a direct predecessor to and accurate determinant of an individual's actual behaviour. In line with the view, Wall, Devine-Wright, and Mill (2007, p. 733) also consider behavioural intention as the "immediate psychological antecedent" to a person's behaviour.

According to Zeithaml, Berry, and Parasuraman (1996), there are two types of behavioural intention: favourable and unfavourable. Favourable behavioural intentions indicate that consumers are forging positive bonds with a company or service provider. For instance, the inclination to speak highly of the company, spread positive word-of-mouth, repurchase and willingness to pay a premium for a product are said to be favourable behavioural intentions. On the contrary, unfavourable behavioural intentions occur when consumers perceive products or services received as inferior and are likely to discontinue their patronage with the company. Some examples of unfavourable behavioural intentions include the intention to file a complaint, spread negative word-of-mouth and take legal action against the company (Zeithaml, Berry, and Parasuraman 1996).

Among all the above examples, revisit intention, which is itself another form of repurchase intention, is commonly studied in tourism and hospitality related research (e.g., Um, Chon, and Ro 2006, Quintal Vanessa 2010, Soleimani and Einolahzadeh 2018, Seetanah, Teeroovengadum, and Nunkoo 2020, Lee, Jeong, and Qu 2019). In general, revisit intention can be referred to as consumers' intention to experience the same service, experience or place again in the future (Qu 2017). This construct is particularly important as retaining customer loyal and ensuring their re-visitation is highly crucial in the effort to remain competitive in the highly saturated tourism and hospitality industry (Lai, Yu, and Kuo 2010, Yen et al. 2013, Gholipour Soleimani and Einolahzadeh 2018). This is because the cost of attracting repeat travellers is much lower than first-time travellers (Chiappa, Melis, and Atzeni 2017). It has also been found that repeat travellers are likely to spend more and would stay longer

compared to first-time travellers (Wahid et al. 2016). On a different note, understanding the revisit intention of tourists can also be seen as a measure of success as dissatisfied visitors will opt for an alternative travel destination (Hilal and Tajeddini 2020). In view of this, encouraging revisit intention among convention participants should be seen as a key mission for destination marketers and thus, will be regarded as an essential construct in the present study.

2.8 Destination Familiarity

Destination familiarity is often defined and operationalised based on another marketing concept - product familiarity (Baloglu 2001, Prentice 2004, Chen and Lin 2012, Chen et al. 2017). Basically, product familiarity refers to the amount of product-specific knowledge and experience accumulated by a consumer (Alba and Hutchinson 1987). Hence, destination familiarity can be referred to as the degree to which a visitor or an individual perceives to understand a particular destination (Moorthy, Ratchford, and Talukdar 1997). Besides, destination familiarity can also be regarded as the aggregation of informational familiarity and experiential familiarity, in which the former is to do with the degree a traveller is exposed to information related to a destination, whereas the latter considers the visitor's number of actual visits to the destination (Prentice and Andersen 2000, Prentice 2004, Chen and Lin 2012).

This concept is important in the field of travel and tourism as it has been found that destination familiarity plays a significant role in travellers' decision-making process when it comes to selecting a tourism destination (Baloglu 2001, Hahm and Severt 2018). To explain, when travellers become familiar with a destination, they will have a greater sense of security and comfort which may encourage them to select a particular place as a travel destination choice (Olsen, McAlexander, and Roberts 1989, Um and Crompton 1990, Crompton 1992, Prentice and Andersen 2000, Sirakaya and Woodside 2005, Chen and Lin 2012, Soliman 2019). However, MacKay and Fesenmaier (1997) also mentioned that there is an optimal level of familiarity, which means that once the repeat visitations exceed a certain number of times, travellers may become bored and resented towards the destination.

Mainstream studies have chosen to focus on the relationship between familiarity and destination favourability. Meanwhile, research into the influence of destination familiarity on destination evaluations remains limited (Chen et al. 2017). Elsewhere, studies from the international marketing field identified familiarity as an influential variable on product evaluation. To clarify, it was highlighted that consumers tend to evaluate a product quality based on the perceived image of the country of origin (Han 1989, Laroche 2005, Boatwright, Kalra, and Zhang 2008). In a recent study, Chen et al. (2017) argued that the halo effects can occur between country image and destination evaluation and the linkage is moderated by destination familiarity. Therefore, similar cognitive processing may occur in convention tourism where convention participants evaluate the hosting destination based on their convention participation experience. At the same time, their destination evaluations may vary individually due to different levels of destination familiarity. With regards to this, no pertinent studies have been conducted thus far and as such, it is uncertain if convention participants or business travellers would use the general perceived image of a place of origin as a "halo" when they are unfamiliar with the product.

2.9 Destination Reputation

Evolving from the concept of corporate reputation, the study of destination reputation has only come to light in the early 2000s (Passow, Fehlmann, and Grahlow 2005) and can be defined as "the presence or absence of international legitimacy accrued to a certain nation" (Fullerton and Kendrick 2017, p. 260). Darwish and Burns (2019, p. 4), on the other hand, defined destination reputations as "the objective and subjective evaluation by both internal and external stakeholders based on the communication capacity of the destination, the stakeholders' emotions, backgrounds, direct experiences of the destination, and/or indirect experiences which might be collected from a variety of sources including but not limited to offline/ online word-of-mouth, internet, print, digital, and broadcast media". In line with this view, Artigas, Vilches-Montero, and Yrigoyen (2015, p. 147) regarded the term as "the aggregation over time of the consumers' perceptual representations and evaluative judgements of the tourist destination's past actions and performance".

Though the concept of reputation is more commonly applied to spheres such as corporations and individuals (Passow, Fehlmann, and Grahlow 2005), the tourism industry is also reputation-dependent (Darwish and Burns 2019). This is because an accurate destination reputation can facilitate travellers in determining their travel options and help reduce the risk of unsatisfactory travel experiences. Despite the importance of destination reputation, studies on the topic are relatively scarce, while the conceptualisation of the construct is also overly-reliant on theories of corporate reputation (Darwish and Burns 2019).

Based on empirical evidence, it is clear that reputation is a powerful tool as it can positively affects business performance (Iwu-Egwuonwu 2011, Dowling and Moran 2012). For instance, a favourable reputation is likely to increase sales and service prices, decrease operational costs, protect a company during crises as well as encourage customer loyalty (Saxton 1998, Argenti and Druckenmiller 2004, Shamma 2012). Meanwhile, in the context of tourism, some studies also proved that reputable destination image was a significant, intangible asset for a tourist destination as it would attract new travellers, encourage inward investments, promote sustainable growth, draw in talented human resources and assure repeat visitation among repeat travellers (Ledesma, Navarro, and Pérez-Rodríguez 2005, Morgan, Pritchard, and Pride 2011, Zhang 2015, Su, Huang, and Hsu 2018, Lee et al. 2018). Nonetheless, the role of destination reputation has received insufficient attention in academic literature seeing as how marketing researchers have thus far, paid scant attention to the relevant topic (Mariutti 2017).

2.10 Analysis of Literature Gaps

Based on a review on convention tourism, event management and marketing literature, the author has listed a few research gaps as follows:

(1) Minimal research has investigated MICE events or convention tourism specifically.

It is evident that the discussion in earlier sections cited only a handful of studies focusing on convention tourism or MICE events, indicating that limited research has been done within this research area. Using meta-analysis, Kim and Kaewnuch (2018)

confirmed this statement citing that out of the 302 articles examined, only 10 articles (3.3%) looked at business and trade events. The prominent focus of the existing research has mostly been on leisure-oriented events (eg., sporting events and cultural festival) thus precluded a deeper academic understanding of the potential of MICE events and convention tourism in particular (Smith et al. 2014, Skinner and Byrne 2009).

(2) No existing research has examined the combined outcomes of two types of consumer values (perceived value and value of co-creation).

To the best of the author's knowledge, no research (with the exclusion of non-English and/ or unpublished studies) has examined the combined outcomes of perceived value and value of co-creation nor investigated the two constructs within the same model, specifically in the context of convention tourism. As has been discussed, very few studies considered the value of co-creation when they conceptualised or examined consumer value (Preikschas et al. 2017). It is important to highlight that the role of consumers today has been changing from passive to active and they increasingly prefer to interact or co-create value with firms (Prahalad and Ramaswamy 2004b). Similarly in the convention market, if an effective co-creation environment is provided, participants nowadays would engage with the organisers using online tools and communities to facilitate co-creation in ideation (e.g., participants contributing event ideas by responding questions on social media), design (e.g., participants designing their own 'event paths' by attending sessions of interest) and development (e.g., participants encouraged to provide feedback using live polls or surveys) (Nambisan and Baron 2007, Vargo and Lusch 2008, Bolton and Saxena-Iyer 2009, Mustak 2013). Through the co-creation process, participants would feel engaged and perceive the service or event participating experience as having high value. Even though Prahalad and Ramaswamy (2004b) emphasised that value of co-creation will eventually become the very basis of value, it cannot be assumed that the concept of value of co-creation is sophisticated enough for the contemporary business world as it has only emerged in recent decades. In this period of transition, it is fair to assume that both perceived value and value co-creation are equally important in shaping consumers' values. Taken together, an improved understanding of consumer value that stemmed from perceived value and value of

co-creation may provide useful knowledge for the development of successful marketing strategies.

(3) Inconclusive dimensions of perceived value

Additionally, previous studies postulated that consumers' perceived value is complex and multidimensional, but there is no consensus when it comes to identifying these dimensions and their relative strength of association with the corresponding impacts. Furthermore, there is also a lack of agreement among researchers with regards to the conceptualisation and definition of perceived value (Boksberger and Melsen 2011). As a result, a consistent and commensurable empirical measure is unable to be developed. Perceived value concept has been examined across many different domains but touched only briefly among convention participants (Mair 2014). An in-depth understanding of the perceived value of convention participants can, therefore, shed more light on evolving new ideas as perceived value is context-dependent (Stollery 2017). It is also important for convention organisers to understand the components that their participants value when participating in a convention. For example, if the delivery of services is in line with what consumers value, marketing strategies are more likely to be successful (McGuire 1999). In light of these realities, the organisers could review their events and allocate their resources to design more targeted programs based on the needs of the participants.

(4) No existing research has been conducted to examine how consumer value influences the future revisit intention to the hosting destination among convention participants.

To date, there has been limited understanding of convention evaluation upon the future revisit intention to the hosting destination among convention participants. According to a review of the literature, the determinants of revisit intentions are generally examined from a leisure traveller's point of view (e.g., Um, Chon, and Ro 2006, Quintal 2010, Zhang, Wu, and Buhalis 2018, Vesci and Botti 2019). Therefore, it is uncertain how convention participants evaluate a convention in terms of customer value and whether they would take their value perception as a source for forming opinions about the hosting destination and subsequently, revisit intention. On another note, studies on satisfaction and convention participants' loyalty have gained considerable attention these days (Jung and Tanford 2017). These studies

focused on examining factors that influence participants' satisfaction and return to a convention, but not specifically their future revisit intention to the hosting destination (e.g., Bauer et al. 2008, Yoo and Zhao 2010, Hoyt and Whyte 2011, Tanford, Montgomery, and Nelson 2012, Hahm et al. 2016). By conducting a meta-analysis of the convention literature, Jung and Tanford (2017) identified convention attributes (networking, education, convention environment and destination image) and perceptions (service quality and value) as the contributing factors that are associated with convention participants' satisfaction. Nonetheless, the examination of attitudinal constructs is limited in such studies even though Yoo and Chon (2008) posited that convention participants would develop an attitude towards the convention attended based on their evaluation of event experience.

While there are instances where satisfaction and attitude are described as the same (Steel and Rentsch 1997), these two concepts are in fact quite different and complex in their own way. Kotler (1972, p. 47) defined satisfaction "as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome according to his or her expectation". In other words, consumer satisfaction is the result of disconfirmation or difference between consumer expectation and the perceived performance of the product/ service purchased. Meanwhile, attitude is a psychological tendency precipitated through the evaluation of a particular object (Eagly and Chaiken 1993). Therefore, customer attitude can also be seen as an expression of favour or disfavour of an object (Breuer and Lüdeke-Freund 2017). Even though both satisfaction and attitude are regarded as the effects of perceived value, the goal of this study is to understand the ideas and beliefs of convention participants and subsequent behaviour, rather than finding out if their participating experience exceeded their expectations. Hence, a study that considers convention participants' attitude would provide more insight into the opinions and feelings of convention participants, allowing convention organisers to understand their target market from a different perspective.

Furthermore, an examination of consumer attitude is more appropriate for this study, given that this study seeks to investigate if attitudinal constructs can be generalised. As discussed in the previous section, existing empirical research demonstrated links between consumer value and consumer attitude, between two attitudinal constructs,

as well as between attitude and behavioural intentions. Despite the availability of the results from various studies, no theoretical framework (with the exclusion of non-English and/ or unpublished studies) has been developed to explain the inter-relationship among all the constructs or the role of convention evaluation in affecting convention participants' future leisure travel intention.

(5) No existing research has examined attitudinal generalisation in the convention tourism industry context.

Lee et al. (2014) substantiated that when holding a positive attitude towards an event, participants correspondingly form a positive attitude towards the hosting destination as well. With a positive attitude towards the hosting destinations, participants are more likely to revisit the hosting destinations in the future. However, it should be noted that this particular study was conducted in the context of a mega-event expo, which are rare occurrences for hosting destinations. Hence, the participants' value, attitude and behavioural intention sequences when attending a mega event and international level convention may not be the same. Being the only known study in the field of event tourism that suggested attitude can be generalised, further studies are needed to confirm the claims. Also, the result of the study cannot be generalised since it only accounts for one particular mega event which happened in China, among Korean tourists. It is worth mentioning that cultural differences could be influential on the behaviour of event participants and thus, generalising result from this study to future ones that are conducted in a different context is not appropriate.

Moreover, while Lee et al. (2014) provided evidence on attitude generalisation based on the trust transfer theory, this theoretical framework may not be appropriate to the nature of convention tourism. Stewart (2003) and Grayson, Johnson, and Chen (2008) highlighted that the transmission is solely dependent on the participant's evaluation of the similarity, proximity and belongingness of the event (source of trust) and hosting destination (target with no prior experience). In other words, the prerequisite for this argument to hold true is that the person must be familiarised and have a considerable understanding of the hosting destination and perceive the event and hosting destination to be similar. Thus, if this theory was to be applied to the present research context, the challenge is in ensuring that every convention participant is familiar with the convention and have a correlating view of the convention and

hosting destination. Apart from that, from the author's understanding, the trust transfer theory has been predominantly used to explain trust in adoption of e-services (e.g., Lee and Turban 2001, McKnight, Choudhury, and Kacmar 2002, Stewart 2003, Kuan and Bock 2007, Li, Hess, and Valacich 2008, Riedl, Hubert, and Kenning 2010, Belanche et al. 2014). Its applicability in the hospitality and tourism sector is, therefore, in doubt. Hence, a study that employs an alternative theoretical foundation to examine the effect of attitude towards the convention and attitude towards visiting the hosting destination will be beneficial to provide a fresh perspective on the current topic of discussion.

(6) Minimal research has examined the potential moderating roles of destination familiarity and destination reputation.

From the author's point of view, the arguments for the relationships among attitude towards the event, attitude towards the hosting destination and relative behavioural intentions are not sufficiently extensive. The existing studies mostly assume direct relationships among the variables without taking into account the effects of other country-specific constructs, such as destination familiarity and destination reputation (e.g., Chen and Funk 2010, Kim et al. 2011, Yu 2012, Osti, Disegna, and Brida 2012, Lee et al. 2014). As a matter of fact, it was found that people with different levels of destination familiarity vary in their destination evaluation and attitude (Chen et al. 2017). Given that destination familiarity is commonly accepted as a crucial aspect in destination marketing, this construct may moderate the relationship between attitudinal constructs and thus, is important to be taken into consideration when assessing the interrelationship.

On a different note, reputation has also been found to play major roles in affecting consumers' behavioural intention (Tapachai and Waryszak 2000, Yang et al. 2008). As destination familiarity and destination reputation are commonly accepted as a crucial aspect in destination marketing, the two constructs may moderate the relationships and thus, are important to be taken into account when assessing the determinants of revisit intentions among convention participants.

To address the research gaps, six research questions (mention in Section 1.4) need to be answered. To recap, they are:

RQ1: How do convention participants evaluate conventions using perceived value?

RQ2: How do convention participants evaluate conventions using value of co-creation?

RQ3: How does convention participants' evaluation of the conventions influence their attitude towards visiting the hosting destination?

RQ4: How does convention participants' attitude towards visiting the hosing destination influence their revisit intention?

RQ5: How does destination familiarity moderate the relationship between attitude towards the convention and attitude towards visiting the hosting destination?

RQ6: How does destination reputation moderate the relationship between attitude towards visiting the hosting destination and revisit intention?

Firstly, the first research gap that identified limited MICE events or convention tourism related research, justify the relevancy of all research questions that focus on convention tourism. By answering all the research questions, this study would also be able to examine how consumer value influences the future revisit intention to the hosting destination among convention participants (fourth research gap). Meanwhile, the second and third research gaps correspond to RQ1 and RQ2. In view of the absence of research that examined attitudinal generalisation in the convention tourism context (fifth research gap), RQ5 has been formulated. Lastly, RQ6 is related to the sixth research gap that claimed limited studies in examining potential moderating roles of destination familiarity and destination reputation.

2.11 Chapter Summary

This chapter reviewed the relevant literature revolving around perceived value, value of co-creation, attitude, subjective norm, perceived behavioural control, destination familiarity and destination reputation. After an extensive review of the literature, a few research gaps have been identified. The next chapter will examine the theories in relation to the development of the research model, the conceptual framework and the development of research hypotheses.

CHAPTER THREE: THEORETICAL FOUNDATION AND HYPOTHESES DEVELOPMENT

3.1 Introduction

This chapter begins by introducing the overarching theory of the present study. After that, section 3.3 and 3.4 will introduce theories relevant to the research themes in the context of tourist behaviour as well as the discussion on the selection of the underpinning theories. This section also provides a discussion on the justifications for hypotheses development. Section 3.5 summarises the theories used and their theoretical reasoning to establish causality of relevant constructs. Lastly, Section 3.6 presents the conceptual framework of the present study.

3.2 Overarching Theory

In this study, the Stimulus-Organism-Response (S-O-R) framework is employed as the overarching theory. This is because the theory has been commonly used to predict consumers' reaction to environmental stimuli (e.g., Mehrabian and Russell 1974, Gao and Bai 2014, Laato et al. 2020). The selection of S-O-R framework is also appropriate as it was extensively tested in previous tourism studies (Altinay and Taheri 2019). Meanwhile, the theoretical reasoning from the consumption values theory, halo effects, the theory of planned behaviour and the social identity theory are used to establish the relevant constructs.

The S-O-R framework was coined by Mehrabian and Russell (1974). The researchers suggested that stimuli are the antecedents that affect consumers' emotional states, whose response will have an impact on their behaviour or intention. In other words, stimuli can be seen as a set of cues that affect consumers' cognition and will arouse them consciously or unconsciously towards a given action (Oh et al. 2008). Some examples of stimuli include the social factor (e.g., social interaction with people that are involved in the situation), design factor (e.g., layout and cleanliness of the place) and ambient factor (e.g., smells and sounds). The organism, which is the individual,

will then undergo a process of internal intervention between the stimuli received and his/ her reaction by converting the stimuli into meaningful information (Eroglu, Machleit, and Davis 2001). Simply put, an individual will make judgements and decision based on his/ her emotional state which is affected by their surrounding situation (Chang, Eckman, and Yan 2011).

In the current study, the stimuli are the various atmospheric cues that a convention carries. The organism is the convention participants' cognitive judgement of the convention experience, which is expressed in the form of value perception. Lastly, the response in the S-O-R framework represents convention participants' attitude towards the convention as well as the hosting destination and their intention to revisit the hosting destination. To address the potential relationships amongst the constructs discussed in Chapter 2 in relation to the proposed consequences, the following section will review relevant theories, including the consumption values theory, the halo effects, the theory of planned behaviour and the social identity theory. A review of theories is also expected to provide logical guidance in developing a conceptual framework that can assist the formulation of testable hypotheses which will eventually lead to a better understanding of revisit intention within the convention tourism sector. The discussion of these theories will form a basis for the development of the research hypotheses.

3.3 Direct Relationships

3.3.1 Consumption Values Theory

In predicting consumer behaviour, Sheth, Newman, and Gross (1991a) proposed the consumption values theory which dominates the conceptualisation of consumer value in marketing literature (Sánchez et al. 2006, Ramayah, Rahman, and Ling 2018). In general, this theory assumes that consumer value may be used to explain consumers' choice to repurchase, purchase or not purchase a product, the choice of one brand over another and the choice of a specific type of product over another. In building this theory, the researchers tested the link between different facets or dimensions of consumption values and consumer behaviour patterns in more than 200 consumer choice situations. For instance, the theory has been applied to "attend versus not attend" sporting events; automobile choices (e.g., luxury sedan versus sports car);

and brand choices when purchasing toothpaste. In their study, Sheth, Newman, and Gross (1991a) also posited that the application of this theory is adept in explaining choices across a different range of product types including durable and non-durable consumer products, industrial products and services.

A key assumption of the theory of consumption values is that consumers would attach multiple values to a product which can affect their satisfaction and ultimately influence their consumer choice (Ramkissoon, Nunkoo, and Gursoy 2009, Lin et al. 2015). Thus, the researchers arrived at the consensus that the nature of consumption values is more complex and multi-dimensional, rather than being a mere trade-off between benefits and price (Sweeney and Soutar 2001, Sung and Ozuem 2018). Specifically, Sheth, Newman, and Gross (1991a) identified five values that influence consumer choice behaviour: functional, social, emotional, epistemic and conditional values. Each of these values is in fact derived from a number of sources including Maslow (1943, 1970), Katona (1953), Katona, Strumpel, and Zahn (1971), Katz (1960), Hanna (1980), which are literary sources that cover multiple sectors namely, economics, social and clinical psychology fields. Therefore, the theory of consumption values can be regarded as the best foundation for extending existing value constructs (Sweeney and Soutar 2001). It is also important to note that these value dimensions would independently and variably contribute to the consumer's choice based on the consumers' experience and interaction with the product or service (Woodall 2003, Aamin, Ismail, and Khalifah 2016).

Building upon the five dimensions of values of the consumption values theory, Sweeney and Soutar (2001) introduced the customer perceived value (PERVAL) scale to predict consumer purchasing behaviour in a retail purchase situation. Their work appears to be the most recognised measure for assessing customers perceived value in the marketing literature (Deng et al. 2010, Karjaluoto et al. 2012, Senić and Marinković 2014, Holbrook 2020). In general, the researchers are also in support of the multi-dimensionality of perceived value and suggested three basic dimensions of value, namely: functional values (composed of the sub-dimension of quality/ performance and price value for the money), emotional value, and social value. The researchers did not take into account epistemic and conditional values as they are meant for purposeful usage and are less important when it comes to the purchase of

durable goods (Giovanis 2013). According to Sweeney and Soutar (2001), perceived value drives consumers' purchase attitude and subsequent behaviour. As attitudes are learnt (Schiffman et al. 2014), they are shaped and acquired by information received and personal experiences (Maio, Haddock, and Verplanken 2018). Meanwhile, they also proved perceived value dimensions as the antecedent of attitude, satisfaction and behaviour in both pre-purchase and post-purchase situations.

Despite the popularity of the theory, very little studies attempted to explain perceptions of travellers using the consumption values theory (Phau, Quintal, and Shanka 2014). Even so, Phau, Quintal, and Shanka (2014) recommended the consumption values theory as a useful framework in explaining and understanding travellers' decision and behaviour. Their study suggested that only social and conditional values have been found to significantly influence young Australian tourists' intention to visit Mauritius. Along the same line, Choe and Kim (2018) also applied the consumption values theory to tourists' local food consumption. In agreement with Sweeney and Soutar (2001), Choe and Kim (2018) also highlighted the relationship between tourists' consumption values and their attitude towards the local food. However, they claimed that modifications of the constructs introduced in the original consumption values theory are required to support the diverse range of tourism contexts. The researchers also pointed out that this linkage is considered a strong predictor of a series of consumer behaviours. By the same token, when studying consumption values of gastronomic tourists, Peng, Chen, and Hung (2019) substantiated that restaurant dining experience contributes to tourists' attitude towards a destination.

Thus, according to the same rationale, when treated as an experience, convention participation may have a positive influence on business travellers' attitude towards the convention participated. Nevertheless, the concept of consumption values is important to the research on convention tourism as they identified the main value-adding elements that business travellers or convention participants obtain and desire while participating in a convention. However, previous studies focus primarily on leisure tourists' point of views. To the best of the author's knowledge, no research has been designed to explore business travellers' consumption values and their outcomes. As the nature of leisure and business events is significantly different,

event studies within the current context could risk perpetuating flawed understandings if implications are made based on research findings from leisure events.

On a different note, the concept of consumption values is also the most appropriate theory to apply to convention tourism. This is because convention participants may examine their participation on different grounds of consumption values dimensions. A number of perceived value dimensions may occur during convention participation. Firstly, functional value is normally regarded as the main factor affecting an individual's consumption behaviour (Sheth, Newman, and Gross 1991a, Williams and Soutar 2009, Sánchez et al. 2006, Perrea, Grunert, and Krystallis 2015). Nevertheless, its definition is quite broad and may be conceptualised as quality or price values that reflect the utilitarian aspect of the product or service (Sweeney and Soutar 2001). In any case, it is necessary to understand this type of value as convention participants would undoubtedly evaluate the benefits they gain when attending the convention. Furthermore, convention participation also involves substantial registration and travelling costs. Throughout the convention programs and activities, convention participants may feel excited to learn and experience pleasure in sharing their knowledge. Therefore, emotional value can also be seen as an essential assessment for conventions. Thirdly, social value is also important as convention participants have the opportunity to convey desired self-images and gain peer approval.

Moreover, the consumption values theory is also appropriately utilised as it can help identify the main value-adding elements for choosing to attend a convention. Lee et al. (2003) and Wong, Chang, and Yeh (2019) also asserted that the use of the consumption values theory would enable a clearer and deeper understanding as it examines the fundamental reasons for making certain purchasing decisions. Additionally, value-based models have also been regarded as the best mechanism in explaining customer satisfaction particularly in the hospitality and tourism sector (Mill 2002, Nyanga, Pansiri, and Chatibura 2019). Though satisfaction and dissatisfaction seem to be different facets of the same phenomenon, Mulcahy and Tritter (1998) clarify that they are, in fact, essentially discrete constructs. Thus, the application of consumption values theory is more suited to the present study

compared to theories such as equity theory and attribution theory that are predominantly used to explain issues relating to product dissatisfaction. This theory is also fittingly applied as it has been found that customer satisfaction that is formulated by consumers' perception about the value of services received is the main factor for customer retention (Giovanis, Binioris, and Polychronopoulos 2009, Hanaysha 2018). This could be due to the fact that values are better by comparative standards when evaluating satisfaction, as opposed to expectations (Westbrook and Reilly 1983).

3.3.2 Perceived Value and Attitude Towards the Convention

Ample evidence exists to support the positive influence of perceived value on the attitude towards the service provider (McDougall 2000, Sweeney and Soutar 2001, Fiore, Kim, and Lee 2005, Ruiz-Molina and Gil-Saura 2008, Lee et al. 2014). The positive relationship between perceived value and attitude is also supported by Maggon and Chaudhry (2018) who claimed that consumers' attitude is formed by their respective experience with the products or services purchased. Thus, attitude can be seen as the effect of perceived value and antecedent of consumers' purchase intention (Liao, Chen, and Cai 2013, Sankrusme 2017). That is to say, merchants and service providers must put in more effort to alter passive consumers' attitude by ensuring the quality of their product and service brings about a better attitude outcome. Meanwhile, within the tourism context, Ducoffe (1996) posited that a mega event that offers high consumer value will contribute to positive visitors' attitude towards the particular event. To clarify, a positive attitude is formed as a result of affective and cognitive evaluations formed through the event participation (Rokeach 1972, Teo et al. 2003).

Based on the foregoing discussion, it is expected that the perceived value of convention participants will affect their attitude towards the event attended. Following what Lee and Min (2013) argued, within the convention context as proposed in this study, three dimensions are particularly desired by convention participants: emotional, social and functional of price values. The effects of these different dimensions is to be investigated individually (Sheth, Newman, and Gross 1991a). These three dimensions are viewed as essential in which, participants get to experience emotional and psychological benefits (emotional value) as well as gaining

peer recognition (social value) through the participation. The convention participation is also expected to involve substantial travel costs (functional value of price/ value for money).

It is important to point out that Lee and Min (2013) did not include functional value of quality/ performance as it is claimed to be a relatively complex construct of perceived quality, which should be examined across multiple dimensions including site accessibility, extra-convention opportunity, site environment, social networking, professional education and staff service. Seeing as this study strives to understand how convention participants evaluate convention using perceived value but not perceived quality, in line with the position posited by Lee and Min (2013), the present study considered only emotional, social and functional value of price/ value for the monetary dimensions used in the PERVAL scale when conceptualising perceived value. This decision is also made in view of the fact that the functional value of quality/ performance may overlap with the idea of value of co-creation which suggests quality is achieved by the intensity and interactions between firms and consumers (Schmidt 2012). The description of the three perceived value dimensions that are deemed related to convention evaluation is explained as follows:

Emotional value: Emotional value can be seen the utility derived from the feelings or affective states that the convention participation generates (Sweeney and Soutar 2001). Convention participation is likely to produce emotional value for participants as the gathering of like-minded people activates feelings and emotions for individuals that are involved (Mitchell, Schlegelmilch, and Mone 2016, Butler 2016). Specifically, it has been found that communication, happiness and activation are important elements that build an emotional attachment for convention participants (Trauner and Ryan 2005, Mitchell, Schlegelmilch, and Mone 2016).

Functional value (of price/ value for money): Functional value (of price/ value for money) refers to the utility derived from the convention participation due to the reduction of costs (Sweeney and Soutar 2001). Value for money is expected to be the predictor of convention participants' attitude as the decision to travel for the convention participation implies monetary costs such as travelling expenses, accommodation and convention fees. This perceived value dimension is also crucial

in understanding convention participants' attitude as they tend to rely on the economic evaluation of what they paid and what was received in return with regards to their judgement of the convention (Lee and Min 2013).

Social value: Social value is the utility derived from the convention's ability to enhance a participants' social self-concept (Sweeney and Soutar 2001). In addition, social value is also associated with the self-image which convention participants wish to portray or gain (Kim, Lee, and Kim 2012, Ryu and Lee 2013). This value dimension is expected to be generated by convention participation as participants get to meet with people of different backgrounds to create and/ or consolidate professional connections as well as other types of relations, which will, in turn, enhance one's perceived social standing (Mitchell, Schlegelmilch, and Mone 2016). Therefore, the social value for this study refers to the image desired by convention participants and/ or the social image the convention participants desire to project (Lee and Min 2013).

In summary, it is hypothesised that:

- $\boldsymbol{H_{1(a)}}$: Emotional value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.
- $\boldsymbol{H_{1(b)}}$: Functional value (of price/ value for money) dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.
- $\boldsymbol{H_{1(c)}}$: Social value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.

3.3.3 Value of Co-creation and Attitude Towards the Convention

Alhothali (2017) notes that both customer involvement in relevant processes and service outcomes are two critical elements that decide if a service is to be perceived as high value. It may be due to the fact that "the customer is always a co-creator of value. There is no value until an offering is used - experience and perception are essential to value determination" (Vargo and Lusch 2006, p. 44). Hence, following the theory of consumption values, co-creation experience, which is the basis for the unique value for each consumer, can be seen as another form of value that consumers

possess, alongside with perceived value. Understanding value co-creation is paramount in the contemporary business world as "competition will centre on personalised co-creation experiences, resulting in value that is truly unique to each individual" (Prahalad and Ramaswamy 2004b, p. 9). Especially in the field of event tourism, which is characterised with high-contact services, value of co-creation is expected to play a major role. Nonetheless, to the author's understanding, no existing research has integrated customers' value co-creation into the consumption values theory or event tourism studies. Therefore, its role in affecting traveller's attitude and subsequent behaviour is unspecified.

In a past study, Navarro, Andreu, and Cervera (2014) proved that value of co-creation can have a significant influence on hotel guests' attitude towards the service provider. This is because consumers' involvement and engagement in the product co-creation may lead to new product ideas and experiences that they appreciate more (Hoyer et al. 2010). Further to that, consumers' attitude is also improved as the product or service is likely to be compatible with their needs and wants (Franke, Keinz, and Steger 2009). Similarly, Van Dijk, Antonides, and Schillewaert (2014) and Soltani, Jandaghi, and Forouzandeh Shahraki (2017) are also in support of the link between the value of co-creation and consumers' attitude. Moreover, the opportunity for consumers to co-create can also offer them a compelling experience that is "extremely gratifying" (Novak, Hoffman, and Yung 2000, p. 22), enjoyable and engaging. As a result, consumers' attitude is likely to be more favourable (Piller and Walcher 2006, Kohler et al. 2011). Following this argument, it is expected that value of co-creation will positively affect the participants' attitude towards the event. Therefore, the following hypothesis is formulated:

H_2: Value of co-creation will have a positive effect on convention participants' attitude towards the convention.

3.3.4 Halo Effects

As previously mentioned, many researchers and practitioners concluded that event hosting offers a plethora of economic effects, including real economic growth, investment and international trade opportunities (Rose and Spiegel 2011, Mills and

Rosentraub 2013, Lin and Lu 2018). However, very little is known about whether the successful hosting of an event results in a positive attitude towards the hosting destination and encourages tourists' intention to revisit the destination. Given that the main purpose of event hosting is to attract tourists to the country and to promote the hosting destination (Frost 2012), cultivating tourists' loyalty is deemed the ultimate goal in achieving sustainable tourism. This leads to the question of whether attitude towards the convention experience can be generalised as the subsequent attitude towards visiting the hosting destination, which have a further impact on participants' revisit intention. In fact, the as yet unanswered question may pertain to the relevance of the halo effects concept.

The phenomenon of attitude generalisation can be explained using the halo effects concept which was initially coined by Thorndike (1920). English (1934) provided a general definition of the halo effects which explains it as a phenomenon where individuals rate an object based on their overall impression or attitude. In other words, an individual tends to draw an impression of a person or an object based on the known traits (Dong, Chang, and Wang 2017). Once a person forms a positive attitude or impression towards a person/ an object, he/ she would assume their other qualities are equally positive. Vice versa, the opposite is the same where if a person has doubts about the quality of a product or a person, his/ her concerns are likely to form an overall negative impression on everything else that is related (Parguel, Benoît-Moreau, and Larceneux 2011). According to Kim (2017), the theoretical foundation of the halo effects stems from cognitive consistency theories including balanced theory (Heider 1946) or cognitive dissonance theory (Festinger 1962). These researchers maintained that people would act consistently in accordance with their beliefs and attitudes. By applying the same concept, attitude transfer or generalisation is also regarded as a phenomenon whereby human being tends to automatically generalise his/ her attitude towards certain group members to other individuals who belong to the same group (Hawkins and Ratliff 2015).

In fact, different studies have demonstrated that the halo effects have a significant impact on a number of real-world settings. For example, in the case of education, researchers found that students tend to favour and perceive teachers that they find attractive in a positive light (Feeley 2002, Keeley et al. 2013, Wilson, Beyer, and

Monteiro 2014). Conversely, previous studies also suggest that the halo effects can affect the rating of a specific piece of work by students or educational grading among examiners (Dennis 2007, Malouff, Emmerton, and Schutte 2013). The halo effects also influences perceptions of individuals in the work setting. To illustrate, some studies proved that the halo effects as one of the most common biases in performance appraisals (Becker and Cardy 1986, Balzer and Sulsky 1992, Belle, Cantarelli, and Belardinelli 2017). In the same vein, the halo effects is also a fascinating concept that has been constantly adapted by marketers (Rosenzweig 2007). For instance, a positive corporate reputation tends to induce the perception of good quality products (Burke, Dowling, and Wei 2018). The concept of the halo effects has also been used within the tourism context. For example, studies have shown that halo effects of perceived destination image among tourists can have an influence on their evaluation of the destination's products as well as their decisions (Lee et al. 2019, Wattanacharoensil and La-ornual 2019, Nicolau, Mellinas, and Martín-Fuentes 2020). In other studies, perceived country or destination image has also been found to have an influence over tourist intention to visit the destination (Zhang et al. 2016, Jin, Min, and Yoo 2016).

In general, psychologists regard the halo effects as an attitudinal heuristic concept where human beings tend to use their prior experiences and biases to process current information efficiently (Pratkanis 1989, Cialdini 2006). If this theory of human tendency is to be applied to predicting convention participants' attitude towards the hosting destination, the halo effects is likely to take place when participants have a positive attitude towards a convention itself that is happening in an unfamiliar tourism destination. In that sense, it can be speculated that, when a convention participant holds a favourable attitude towards a convention, he/ she is likely to evaluate the hosting destination positively. Therefore, the halo effects may be appropriately employed in the present study. However, further investigation is necessary as no studies have been found to utilise the halo effects within a convention tourism context. It is also important to gather a more thorough understanding of the halo effects in the convention tourism context as it is beneficial to destinations and countries in promoting their tourism industries, especially when prospective travellers are unfamiliar with the destination (Han 1989, Wirtz 2003).

3.3.5 Attitude Towards the Convention and Attitude Towards Visiting the Hosting Destination

As discussed earlier, the generalisation of attitude is thoroughly examined in psychological studies (e.g., Weber and Crocker 1983, Kunda and Oleson 1997, Ensari and Miller 2002, Brown and Hewstone 2005, Paolini, Crisp, and McIntyre 2009, Stark, Flache, and Veenstra 2013) but not extensively researched in the tourism sector. Nonetheless, in the realm of consumer behaviour, it is mostly related to brand extension (Ratliff et al. 2012). To illustrate, a positive attitude towards a parent brand can be easily transferred to an extension of the brand (Kapoor and Heslop 2009). Similarly, Aaker and Keller (1990) also showed that negative association with a brand may persist and result in the formation of negative attitudes towards products that are perceived to be related to it. Furthermore, Langmeyer and Walker (1991), Till (2001) and De Mooij (2005) also discovered that individuals' attitude towards a celebrity is transferrable to the products or brands that endorsed by said celebrity. In short, through the connection of two objects, such as a brand and marketing event, attitude generalisation and the transfer of positive perception of the event over to the brand is achievable (Weihe, Mau, and Silberer 2006). That is to say, the formation of positive attitude towards the destination can also be expected via convention or event hosting whereby the destination grants a provision of resources to a convention organiser in exchange for a direct association with the convention (Weihe, Mau, and Silberer 2006, Lee et al. 2014).

In that sense, it can be speculated that, when convention participants hold a favourable attitude towards a convention, he/ she is likely to evaluate the hosting destination positively. This argument is in line with Burns, Hatch, and Mules (1986) and Jago et al. (2003) who claimed the image of an event can be transferred to a destination. In another study, empirical evidence revealed that participants who held a positive attitude towards the Shanghai World Expo also had a positive attitude towards China, the hosting destination (Lee et al. 2014). Despite the proven phenomenon of attitudinal generalisation, to the best of the author's knowledge, the concept of halo effects has not been tested in the convention tourism and event tourism contexts. Therefore, this study will test the applicability of this theory to the field of convention tourism and add further evidence to substantiate the knowledge of the halo effects. Consequently, based on the discussion, it can be hypothesised that:

H_3: Convention participants' attitude towards the convention will have positive effects on their attitude towards visiting the hosting destination.

3.3.6 The Theory of Planned Behaviour

The theory of planned behaviour (TPB), which was developed from the theory of reasoned action (TRA), is a robust model that has been extensively studied and evaluated to predict intentions and behaviour (Sassen et al. 2015). Specifically, the TPB is used to explain individuals' logical and reasoned decisions in engaging in specific behaviours. The TPB has received a lot of attention in academic literature ever since it was introduced in the late 80s. This can be seen from the meta-analysis conducted by Armitage and Conner (2001), which found that out of 185 studies published up to the end of 1997, 27% and 29% of them employed TPB in behavioural and intentional studies, respectively.

According to the TPB, there are three main elements that shape intentions. In addition to attitudes and subjective norm that comprise the TRA, the TPB identifies perceived behavioural control as the third variable that determines an individual's behavioural intentions and actual behaviour (Fishbein and Ajzen 1975). To clarify the terms, attitude reflects a person's salient behavioural beliefs concerning the outcome of an action (Sutton 2001, Irianto 2015). For instance, a tourist who believes that travelling to a destination will lead to mostly positive personal experiences will hold a positive attitude towards the visitation. Subjective norm refers to one's normative beliefs influenced by his/ her referents. To illustrate, a tourist may decide to visit a destination because of social pressure and to comply with the recommendation of referents. Meanwhile, perceived behavioural control measures the extent of the perceived ease or difficulty in performing a particular behaviour by the person. In other words, a person is likely to engage in certain behaviour if he/ she evaluates the behaviour as favourable and positive, people who are important to him/ her permit the behaviour and he/ she is confident about performing the behaviour successfully (Ajzen 2001). Nonetheless, it is paramount to point out that the TPB does not assume all three constructs to equally contribute and affect behavioural intentions (Ajzen 2008). In some applications, all three antecedents would make significant contributions to the understanding of human

intentions but it is also possible that only one or two of the three constructs to be found to have a significant influence on intentions. Figure 2 illustrates the interrelationships between the constructs.

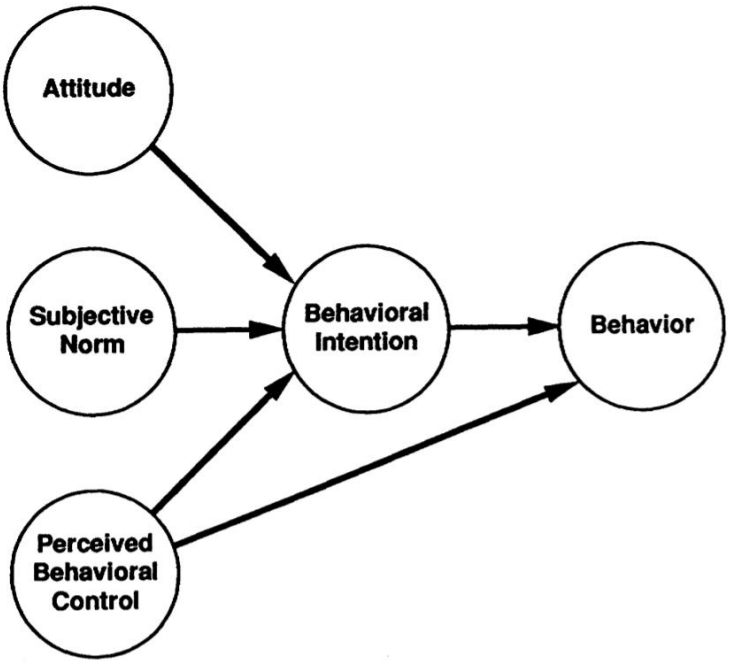


Figure 2 Theory of Planned Behaviour (Source: Madden, Ellen, and Ajzen 1992, p. 4)

Though the theory was developed by social psychologists, TPB has also been widely employed as a tool to aid in the understanding of a variety of consumer behaviours (Schiffman et al. 2014). For example, Giampietri et al. (2018) employed the theory to understand consumers' motivation and behaviour towards purchasing in a short food supply chain; Beldad and Hegner (2018) used it in fair trade product purchase; and Jain, Khan Mohammed, and Mishra (2017) utilised it to understand consumer behaviour regarding luxury fashion goods. Within hospitality and tourism research, a number of studies examined TPB and highlighted the importance of the three constructs in determining tourists' visitation (e.g., Alonso, Sakellarios, and Pritchard 2014, Yuzhanin and Fisher 2016, Seow et al. 2017, Japutra et al. 2019, Huang, Dai, and Xu 2020).

The TPB is also adequate for the explanation of a wide range of other behaviours in tourism as illustrated in Table 4. For instance, Han, Hsu, and Sheu (2010) drew upon

the TPB to explain tourists' intentions to patronise a green hotel. In a similar study, Brown, Ham, and Hughes (2010) and Clark et al. (2019) also utilised the TPB to study tourists' pro-environmental behaviours. Another study by Alonso, Sakellarios, and Cseh (2015) extended the TPB to study tourists' intention to participate in heritage building visitation. Furthermore, Seow et al. (2017) has also implemented the theory in predicting foreign tourists' intention to visit a country for medical treatment. Notably, the theory is also very commonly utilised to predict individuals' intention to choose a travel destination. Some examples are: Martin, Ramamonjiarivelo, and Martin (2011), Han, Lee, and Lee (2011), Hsu and Huang (2012), Lee, Han, and Lockyer (2012), Hsu (2013), Al Ziadat (2015), Seow et al. (2017), Li and Zhang (2019).

Table 4 Tourism Studies that Utilised the TPB

Author(s)	Subject	Purpose of the Study
Hayes (2008)	Visitors of Glaciers, Westland National Park, New Zealand	To investigate visitors' behaviour within a natural recreation setting.
Nunkoo and Ramkissoon (2010)	/	To predict local residents' attitude towards tourism (a conceptual paper).
Han, Hsu, and Sheu (2010)	General U.S. lodging customers	To understand tourists' intention to visit a green hotel.
Brown, Ham, and Hughes (2010)	Visitors of Mt Field National Park, Tasmania	To understand and influence tourist behaviour in protecting natural areas.
Ramkissoon and Nunkoo (2011)	/	To predict tourists' intention to consume genetically modified food (a conceptual paper).
Martin, Ramamonjiarivelo, and Martin (2011)	Undergraduate students in the USA	To study the intention to travel to developing countries for medical treatment.
Han, Lee, and Lee (2011)	Chinese tourists	To predict travellers' intention to travel to South Korea.
Hsu and Huang (2012)	Residents of three first-tier cities in mainland China (Beijing, Shanghai and Guangzhou)	To understand the travel intentions of travellers.
Lee, Han, and Lockyer (2012)	Japanese tourists	To study tourists' intention to travel to South Korea for medical treatment.
Hsu (2013)	Sports tourists in the water recreational areas of Kenting in Taiwan	To understand the impact of water recreational activities on tourists' travel intention to visit rivers and lakes.

Juvan and Dolnicar (2014)	Members of environmental organisations in Australia and Slovenia	To understand tourists' motivation to minimize the negative environmental impacts of their vacations
Al Ziadat (2015)	International tourists	To study the revisit intention of tourists to Jordan.
Kaplan et al. (2015)	Tourists visiting Copenhagen in Denmark	To explore travellers' intentions to use urban bike-sharing for holiday cycling.
Alonso, Sakellarios, and Cseh (2015)	Visitors of a heritage building, located in a small town near Manchester, UK	To investigate tourists' motivations to visit a heritage building.
Meng and Choi (2016)	Tourists who visited the Dong-rae area in Busan, Korea	To understand tourists' intention to participate in slow tourism.
Gstaettner, Rodger, and Lee (2017)	Visitors of Penguin Island in Western Australia	To understand visitors' motivation to voluntarily engage in a behaviour classified by land managers as being risky.
Seow et al. (2017)	Foreign tourists who have had visited Malaysia	To predict tourists' intention to visit Malaysia for seek medical treatment.
Wang, Wang, et al. (2018)	Tourists visiting Huangshan Mountain scenic spot in China	To understand tourists' responsible environmental behaviour.
Clark et al. (2019)	Nature-based tourists from Australia and Tonga	To examine changes to pro-environmental intentions.
Japutra et al. (2019)	Travellers travelled to Lisbon, Portugal	To explore the relationship between travellers' mindsets and the theory of planned behaviour.
Li and Zhang (2019)	Leisure tourists travelled to Ningbo, China	To assess the factors of leisure tourism intention.
Huang, Dai, and Xu (2020)	Tourists travelled to Tibet, China	To explore travellers' beliefs, attitudes, self-efficacy, preventative behaviours, and travelling satisfaction during trips to high-altitude destinations.

Despite the broad applicability of the TPB, a review of the literature showed that, as yet, no studies have examined how attitude, subjective norm and perceived behavioural control may be applied to the behaviour of business travellers or simply

in the business event context. Nonetheless, there has been some work that demonstrates its applicability in predicting leisure tourists' intention to visit or return to leisure events such as festivals and sports events. For instance, Horng, Su, and So (2013) has incorporated lifestyle factors with the TPB into their model and concluded that all three variables of the TPB (attitude, subjective norm and perceived behavioural control) are significant in predicting attendees' intention to return to the same festival the following year. A similar study conducted by Alonso, Sakellarios, and Cseh (2015) also found the three same variables are useful in predicting culinary event attendees' intention to attend the same or similar food and drink fair in the future. Choo, Ahn, and James (2016), however, found otherwise and claimed that perceived behavioural control has no effect on event attendees' revisit intention but the other two TPB constructs do. Apart from that, attitude, subjective norm and perceived behavioural control are also effective in predicting hockey game attendance (Cunningham and Kwon 2003) and viewing a volleyball tournament (Lu, Lin, and Cheng 2011). In contrast, when studying small culinary festivals, Vesci and Botti (2019) found only attitude and subjective norm play a role in affecting revisit intention. Meanwhile, perceived behavioural control has no effect on patronage intention. Nevertheless, as previously discussed, leisure travel behaviour or simply the behaviour of the less-mainstream business traveller group is largely absent in academic research.

The selection of TPB as the theoretical foundation of the present study is deemed appropriate as it has been commended as the best model in estimating human's intentions (Klopping and McKinney 2004, Yadav and Pathak 2016). Additionally, given that the one of the objectives of this study is to examine the impact of convention evaluation and potential of attitudinal generalisability, attitude should be considered as the key element in explaining leisure behavioural intention among business travellers. When considered together with the subjective norm and perceived behavioural control, the three variables can possibly explain the revisit intention to the hosting destination amongst convention participants. Interestingly, it has been found that TPB is less predictive of behaviour when a longitudinal design is applied to studies rather than a cross-sectional design (Sniehotta, Presseau, and Araújo-Soares 2014). Thus, it is important to take this fact into consideration when conceptualising the research design. Additionally, the TPB is also suitable to be

utilised as it is “a useful theoretical approach for predicting travellers’ intention for choosing a holiday destination” (Yuzhanin and Fisher 2016, p. 146).

3.3.7 Attitude Towards Visiting the Hosting Destination and Revisit Intention

For decades, researchers have attempted to understand attitudes as it is believed to elicit corresponding behaviours (Ajzen and Fisbein 1980, Ajzen 1991, Bargh, Chen, and Burrows 1996, Albarracín et al. 2003). Taking an example from Ajzen and Fisbein (1980), it has been found that behavioural intentions are strongly related to actual behaviour. In subsequent years, many researchers also studied behavioural intentions and recognised it as a major aspect in reflecting consumers’ loyalty (Ajzen and Fisbein 1980, Zeithaml, Berry, and Parasuraman 1996, Baker and Crompton 2000). Yet, there is no consensus in the degree to which attitudes predict intention (Ajzen 2001, Glasman and Albarracín 2006) and thus, it led to the examination of potential variables that may moderate the linkage between attitude and intention (Armitage and Christian 2003). For instance, when examining the potential moderators of attitude-intention relationship, it has been found that attitude is more predictive of its subsequent behavioural intention and behaviour if they are accessible in memory (Kokkinaki and Lunt 1997, Glasman and Albarracín 2006) and when individuals are personally involved (Thomsen, Borgida, and Lavine 1995). Furthermore, Fishbein and Ajzen (1975) also emphasise that the measure of attitude and intention must match one another in terms of action and context. That is, if applied to the current research context, a convention participant’s attitude towards visiting (action) the hosting destination (context) must be closely related to the measure of his/ her behavioural intention designed to find out the revisit behaviour to the same hosting destination. In short, the measures of attitude and behavioural intention must correspond in order to obtain a greater correlation (Armitage and Christian 2003).

The relationship between attitude and behavioural intentions is also a very well discussed topic in both marketing and tourism literature. Two leading theories in social psychology- the TRA (Fishbein and Ajzen 1975) and the TPB (Ajzen 1991), are also in support of attitude as a determinant of behavioural intentions. In a contemporary business research context, attitude has been widely used to predict and explain a wide range of behavioural intentions such as: purchasing/ visiting,

repurchasing/ revisiting, complaining and spreading positive word-of-mouth (Di Pietro, Di Virgilio, and Pantano 2012, Lee et al. 2014, Wu 2015, Bashir and Madhavaiah 2015, Kruger and Mostert 2016, Quintal and Phau 2016, Choe and Kim 2018). In a previous study, event participants are expected to advertise by word of mouth and revisit the hosting destination if they are pleased with the participating experience (Oppermann 1996). Along the same line, Lee and Back (2008a) also pointed out that convention participants' satisfaction and loyalty can be reflected in terms of their intention to revisit the hosting destination. Besides that, tourism studies such as Al Ziadat (2015) also pointed out that tourists' attitude towards visiting or revisiting a destination has a significant impact on their intention to revisit the specific destination. Considering the foregoing, understanding convention participants' attitude is paramount to gaining a deeper insight into their behavioural intentions and thereby, help convention organisers and destination managers strengthen their competitive edge in the market. Hence, the following hypothesis is formulated:

H_4: Attitude towards visiting the hosting destination will have a positive effect on convention participants' revisit intention.

3.3.8 Subjective Norm and Revisit Intention

Subjective norm is widely recognised as another important influence in deciding consumers' intended behaviours (Bagozzi and Dholakia 2006, Choo, Ahn, and Petrick 2016). According to Ajzen (1991) and Schmerler (2018), consumers would directly or indirectly feel pressured from people around (whose opinions and views are important in a general sense) and would strive to seek social approvals by doing what other people expect them to do. Meanwhile, social pressure may be exerted through suggestions of referent group such as spouse, relatives, friends, co-workers or even business partners (Han and Kim 2010). Many previous studies also posited that repurchase/ revisit intention is the consequences of subjective norm (Sparks and Pan 2009, Han and Kim 2010, Al Muala, Mat, and Isa 2013, Chen and Tung 2014, Ziadat 2015, Maichum, Parichatnon, and Peng 2016).

In fact, most studies on destination choice intention have been conducted based on the foundation of the TPB model (Hsu and Huang 2012). That is to say, these

studies proclaimed that travel intention is a consequence of attitude, subjective norm and perceived behavioural control (Ajzen 1991). For instance, Lam and Hsu (2006) found that subjective norm is related to Taiwanese travellers' intention in choosing a travel destination. Similarly, Sparks and Pan (2009) also proved that referent groups were a key influence on mainland Chinese's behavioural intention in selecting Australia as a travel destination. The influence of subjective norm has been further confirmed by Al Ziadat (2015) who found a direct significant effect of subjective norm on travellers' intention to visit or revisit Jordan. In the same vein, Seow et al. (2017) also demonstrated support for the subjective norm in predicting tourists' intention to visit Malaysia for medical tourism. Additionally, when studying British tourists, Stylos and Bellou (2018) also identified that subjective norm plays a great role in affecting the tourist' revisit intention to Crete, Greece. It can be seen that the published literature denotes a direct and positive effect of the subjective norm in predicting behavioural intention. Consequently, it is hypothesised that:

H_5: Subjective norm will have a positive effect on convention participants' revisit intention.

3.3.9 Perceived Behavioural Control and Revisit Intention

Another predictor that can influence an individual's behavioural intention is perceived behavioural control. According to Ajzen (1991) perceived behavioural control is positively related to behavioural intention. Within the tourism context, most research employed external attributes such as time and income in evaluating the perceived behavioural control among travellers (Lee and Kim 2018). For instance, Sparks (2007) posited that wine tourists would be inclined to take a wine trip if they had more income and discretionary time. Meanwhile, Lam and Hsu (2004) claimed that lesser regulations and more discretionary income would affect Chinese tourists' intention to visit Hong Kong. To add to the knowledge in a volunteer tourism context, Lee and Kim (2018) took into consideration time, budget, lack of information and lack of security. Surprisingly, the result indicated that time and budget were negatively related to the intention to volunteer abroad. That is, even with limited time and money, people would still volunteer abroad. However, this phenomenon may be due to the nature of volunteer tourism: 1) volunteers may feel less financially

regulated as they are paid a small amount of stipend; 2) respondents were college students who volunteered during their academic break and therefore, were less time-regulated. In any case, based on the literature reviewed, it is clearly shown that perceived behavioural control is crucial in assessing a particular behaviour.

Following the discussion, it is hypothesised that:

H_6: Perceived behavioural control will have a positive effect on convention participants' revisit intention.

3.4 Moderating Impact

3.4.1 Moderating Role of Destination Familiarity

There are several reasons why solely measuring the effect of attitude towards the event on the attitude towards visiting the hosting destination might not be a sufficiently robust argument. Firstly, a number of studies showed that the concept of the halo effects discussed in Section 3.3.4 can actually be moderated by multiple intervening variables (e.g., Forgas 2011, Chen and Lin 2012, Dong, Chang, and Wang 2017, Her and Seo 2017). Apart from that, it has been found that the halo effects occur "when people employ rapid, automatic and constructive process" (Forgas 2011, p. 813). That is to say, the effect may decrease when people judge the process more critically and in detail (Hendrick and Costantini 1970, Crano 1977, Jones 1990, Gilbert 1991). In particular, Park, Park, and Dubinsky (2011) contended that in the event of low consumers' familiarity with a brand, consumers tend to rely more on the halo effects than on objective attribution when forming their attitude towards an object. In contrast, when consumers' familiarity with the brand is high, the role of the halo effects is likely to weaken or even diminish (Wu and Petroshius 1987).

According to Rodríguez Molina, Frías-Jamilena, and Castañeda-García (2013) and Kim and Kwon (2018), familiarity can, in fact, moderate the relative influence of different antecedents on the attitude formation of a visitor or tourist. When the visitor becomes more familiar/ or receives more information about a destination, he/ she will develop a stronger and more decided attitude towards the destination's imagery

(Priester et al. 2004). Therefore, using only the halo effects of attitude towards the convention, which this study intends to investigate, might not be sufficient in influencing the sequential attitude and behavioural intention. This is because when it comes to attitude formation towards a hosting destination, visitors may not only consider his/ her feeling when participating in the convention but also their familiarity with the destination. To be specific, convention participants with low destination familiarity (first-time visitors) are expected to know relatively little (Bang, Odio, and Reio 2014) about the hosting destination and thus would rely heavily on their attitude towards the convention to ascertain their attitude towards the hosting destination. Meanwhile, convention participants that are familiar with the hosting destination are able to evaluate the destination itself more rationally and critically without depending on other cues such as their attitude towards the convention in which they participated. Therefore, this study argues that an additional factor, destination familiarity, may reinforce or weaken the halo effects of participants' attitude generalisation.

Accordingly, the following hypothesis is formulated:

H_7: The positive relationship between convention participants' attitude towards the convention and their attitude towards visiting the hosting destination will be stronger (weaker) when their destination familiarity is low (high).

3.4.2 Social Identity Theory

Another theory that may be useful in explaining individuals' behavioural intention is the social identity theory. First proposed in social psychology by Tajfel (1978), the social identity theory describes an individual's sense of who he/ she is depending on his/ her membership in social groups. In particular, human beings tend to act differently in varying social contexts based on the groups that they belong to (Abrams 2001). Some examples of social groups are nationalities, ethnic groups, religion, gender, occupations, sexual orientation or even the sports team they follow. To explain further, social groups to which individuals psychologically identify as being members of are considered in-groups. In contrast, out-groups are other comparable social groups with which the individuals do not identify with (McGarty 1999). Therefore, individuals tend to have the "us" and "them" mentality when it

comes to social identity. Because people, in general, would prefer to maintain a positive image in groups to which they belong, they will behave in a way that can be seen as a characteristic of their in-groups (Leaper 2011). In short, social identity may guide an individual's behaviour.

Although it is a psychological theory, previous studies indicated that the social identity theory contributes to purchase behaviour in different consumption behaviours such as volunteering intention, sustainable consumption, alcohol consumption and household spending in general (Neighbors et al. 2010, Khamis, Prakash, and Siddique 2012, Costa Pinto et al. 2014, Bang, Odio, and Reio 2014). The social identity theory has also contributed considerable knowledge to the body of work on event management. For example, Delbosc (2008) suggested that social identity theory helps explain participants' motivation in attending a cultural festival. Grappi and Montanari (2011) and Chiang et al. (2017) also found that event participants tend to have greater revisit intention and spread positive electronic word-of-mouth when they socially identified with other attendees. Therefore, it can be seen that social identity has a major role in affecting and moderating consumers' attitude and behaviour (Leaper 2011). In view of this, the social identity theory is also important and has to be taken into consideration when crafting the research model. The inclusion of social identity could also improve the predictive ability of behavioural intentions, which would compensate for the potential weakness of the TPB.

3.4.3 Moderating Role of Destination Reputation

While previous studies generally assumed a direct relationship between the attitudinal construct and behavioural intention (e.g., Di Pietro, Di Virgilio, and Pantano 2012, Lee et al. 2014, Wu 2015, Bashir and Madhavaiah 2015, Kruger and Mostert 2016, Quintal and Phau 2016, Choe and Kim 2018), this study attempts a less-researched approach by investigating destination reputation as a moderating variable between attitude towards visiting the hosting destination and revisit intention. The TPB supports that consumers' behavioural intention and action are guided by their beliefs or attitude of a product/ services (Ajzen and Fishbein 2008). A positive reputation or brand name can, in fact, enhance consumers' likelihood to act on certain behaviour as the quality of the purchase can be assured (Oh 2000,

Gürbüz 2008, Bang, Odio, and Reio 2014). Therefore, even with a positive attitude, consumers will, at the same time, value the positive brand reputation when forming their subsequent behavioural intention. In other words, the more a brand is known, the more likely the individuals are to purchase its products (Bang, Odio, and Reio 2014). Furthermore, reputation has also been found to influence consumer loyalty (Selnes 1993) and general decision-making processes (Dubé and Renaghan 2000, Burke, Dowling, and Wei 2018). These findings are in agreement with the TPB that postulates that "people's intentions and actions are guided by their beliefs about buying a product, not by the objective attributes of the product" (Ajzen 2008, p. 540).

Similarly, a strong destination reputation has also been regarded as a factor in attracting tourists (Tapachai and Waryszak 2000, Yang et al. 2008). According to Passow, Fehlmann, and Grahlow (2005), a country's reputation is a strategic approach that is centred on long-term impressions created by the image projected and actions of a country. Though the field of reputation research is predominantly focused on company logic, the results could be generalised to that of a country or destination, given that there are many similarities between a destination and a company (Passow, Fehlmann, and Grahlow 2005). In any case, a positive reputation can be a signal for consumers that the quality of products or services rendered are assured (Gürbüz 2008). Therefore, from the perspective of the present study, destination reputation can be viewed as a moderator in affecting the relationship between participants' attitude towards visiting the hosting destination and their revisit intention. For example, a convention participant may perceive visiting a destination with a positive reputation as more valuable than visiting a less reputable one. By visiting the destination with a positive reputation, the individual is also more likely to form a favourable attitude towards visiting the destination (Bang, Odio, and Reio 2014). This view is also in line with the social identity theory as convention participants may choose to revisit a destination with a positive reputation in order to achieve positive social identity in their respective social groups (Bang, Odio, and Reio 2014).

Following these arguments, it is hypothesised that:

H_8: The effect of convention participants' attitude towards visiting the hosting destination on their revisit intention will be strengthened (weakened) when destination reputation is positive (negative).

3.5 Integration of the Four Theories

Taken all together, the four theories, the consumption values theory, the halo effects, the TPB and the social identity theory offer a holistic view on leisure tourism behaviour of convention participants and they are considered to be important foundations for the current research framework. In particular, these four theories have been integrated to explain: (i) convention participants' perceived consumer value in attending a convention; (ii) the effects of attitude towards the convention itself on the attitude towards visiting the hosting destination; (iii) the effects of attitudes, subjective norm and perceived behavioural control in relation to the revisit intention; and (iv) the specific conditions for the relationship to happen. Through a review of the existing literature, only a few studies attempted to understand the role of event evaluation in relation to leisure tourism behaviour in the context of business tourism or specifically, convention tourism. The outcome of convention participation is also constantly overlooked (Mair 2014), resulting in the absence of an appropriate theory. Therefore, creating a model based on a number of dominant theoretical models is considered the most favoured approach in this case. The integration of theories is also appropriate as interdisciplinary studies such as the present research are accustomed to combining theories to investigate phenomena or situations at hand (Allen and Walker 2009, Mayer and Sparrowe 2013).

3.6 Conceptual Framework

Based on the research objectives outlined in Chapter 1 and the theories highlighted in earlier sections of this chapter, this study posits that convention participants evaluate their convention experience based on two different types of consumer values: perceived value and value of co-creation. This is in line with the consumption values theory whereby the valuation of their experience can influence their attitude. Next, as

predicted by the concept of the halo effects, convention participants' attitude towards the convention will play a role in affecting their view or attitude towards visiting the hosting destination which they perceived is related to the convention. However, there is a possibility for destination familiarity to moderate the linkage between the two attitudinal constructs as Huber and James (1978, p. 470) claimed that "the link between preference and perceptual error is primarily due to the translation of legitimate misperception of attributes into preference ratings, then one would expect this link to diminish as one becomes more familiar with the objects being judged". Following that, according to the TPB, attitude towards visiting the hosting destination, together with subjective norm and perceived behavioural control will affect convention participants intention to revisit the hosting destination in the future. Apart from that, destination reputation is also viewed as a moderating variable in the relationship between convention participants' attitude towards visiting the hosting destination and their revisit intention. This is deemed appropriate when following the rationale of the social identity theory as travelling to a well-reputed destination may facilitate an individual to achieve a positive social identity (Bang, Odio, and Reio 2014). The relationships are shown below in Figure 3.

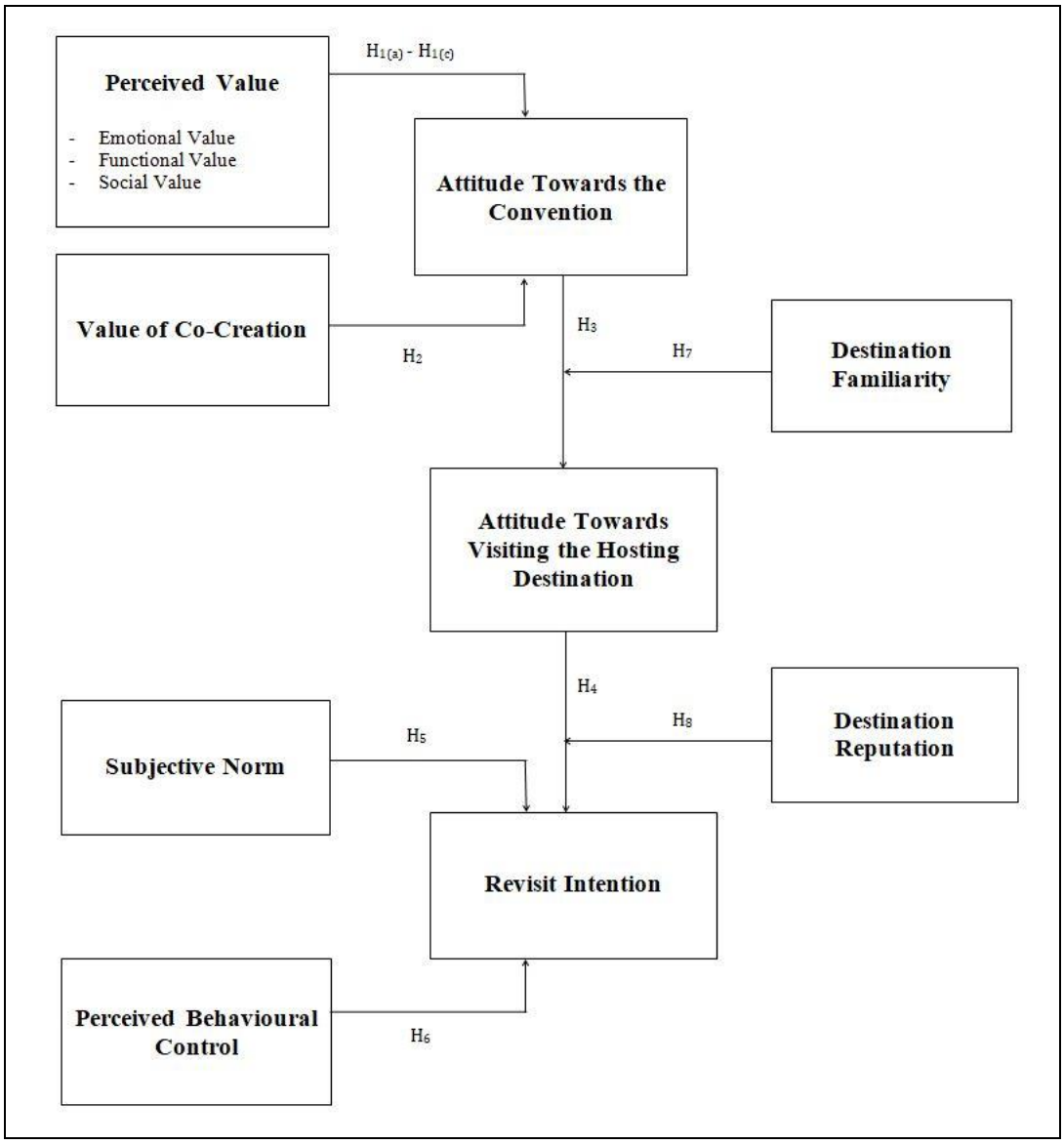


Figure 3 Conceptual Framework

3.7 Chapter Summary

This chapter discussed the overarching theory, the S-O-R framework and the four underpinning theories: the consumption values theory, the halo effects, the TPB and the social identity theory that this study is anchored upon. After that, a conceptual framework was established to determine the inter-relationship among perceived value, value of co-creation, attitude towards the convention, attitude towards visiting the hosting destination, revisit intention, subjective norm, perceived behavioural control, destination familiarity and destination reputation. The research hypotheses have also been formulated. The next chapter will discuss the research philosophies, research design and analytical techniques utilised in this study.

CHAPTER FOUR: METHODOLOGY

4.1 Introduction

This present chapter outlines the methodology and approach utilised to collect and analyse the data for this study. In particular, Section 4.2 discusses the two major paradigms in social science research, which are positivism and interpretivism. This section also justifies the selection of positivism as the chosen paradigm of this study. Section 4.3 explains the overall research design as well as the selection of the quantitative research method of surveys for this study. Section 4.4 explains the research context while Section 4.5 discusses the target population with the support of justifications and rationales. Section 4.6 discusses the desired sample size and sampling method. Meanwhile, Section 4.7 outlines the techniques of data collection. Section 4.8 justifies the ecological validity of the findings. Section 4.9 discusses the development of each research instrument and scale adoption. Section 4.10 discusses the result of the pilot study to verify the reliability and validity of the research instrument. Section 4.11 reviews the data analysis techniques with Partial Least Squares (PLS) structural equation modelling. Lastly, 4.12 outlines the considerations of ethical issues.

4.2 Research Philosophy and Approach

4.2.1 Positivism and Interpretivism

A research paradigm can be defined as the "world view or belief system that guides researchers in studying educational phenomenon" (Hassanein 2015, p. 69). In other words, it is a specific way which a researcher perceives the world and thus answers the research questions. There are two dominant philosophical research paradigms that guide research methods and analysis in social science research: positivism and interpretivism (Guba and Lincoln 1994, Cohen, Manion, and Morrison 2000). To understand the differences between the two, it is important to look into their ontological, epistemological and methodological dispositions. To further define, ontology deals with the nature of reality (Hudson and Ozanne 1988); epistemology describes the nature of the relationship between the researcher and the reality or how the reality is known (Carson et al. 2001), while methodology refers to the process the researcher will take to find out what can be

known (Hassanein 2015). The major differences between these two research philosophies are explained as follows and summarised in Table 5:

Positivism

Positivist researchers tend to assume the world or any research phenomenon as objective (Hudson and Ozanne 1988). Hence, they generally seek to explain reality in terms of relationships among variables. In terms of research strategy, they rely on the hypothetical-deductive approach in which hypotheses are first generated from existing knowledge or experience and then, verified empirically (Churchill 1996). Quantitative methods such as experiments, questionnaires, secondary data analysis and quantitatively coded documents are commonly used. Positivist researchers also remain rational and detached from the participants so that they can be emotionally neutral when analysing the data (Swanson and Holton 2005). With regards to analysis, regression, Likert scaling and structural equation are the common types of models used (Gephart 1999). In addition, positivist researchers also emphasise on time and context-free generalisations. Therefore, the main challenge of this approach is to select a sample that can verify a relationship that is consistent under similar conditions (Swanson and Holton 2005).

Interpretivism

On the contrary, interpretivists consider reality as multiple and relative (Hudson and Ozanne 1988). In other words, interpretivist researchers believe knowledge and meaning are based on individual interpretations and reasoning (Swanson and Holton 2005). Researchers that adopt this research paradigm tend to avoid rigid frameworks but favour more flexible and personal research structures (Carson et al. 2001), such as interviews, observations and conversational analysis (Gephart 1999). Thus, a researcher and his/ her object of investigation are interdependent and mutually interactive (Hudson and Ozanne 1988). Furthermore, interpretivist researchers also rely on the holistic-inductive approach, in which the research phenomenon is first investigated as a whole before the generation of theoretical propositions (Decrop 2006). Instead of generalisation, interpretivists seek to understand the meaning in human behaviour. Hence, the validation of causal statements and predictions is not possible (Neuman 2000).

Table 5 Main Differences Between Positivism and Interpretivism

Philosophical Assumptions	Positivism	Interpretivism
Ontology	Native realism: real reality exists but is apprehendable. It is conventionally summed up in time and context-free generalisations and is based on cause-effect laws.	Relativism: local and specific constructed realities.
Epistemology	Dualist/ objectivist, truth finding.	Transactional/ subjectivist, create findings.
Methodology	Experiment/ manipulative, verification of hypotheses, mainly relies on quantitative methods.	Hermeneutical/ dialectical

(Source: Guba and Lincoln 1994)

4.2.2 Selection of Positivism Research Approach

In order to guide the design of the present study, the positivist approach is selected based on the nature of research problems that this study seeks to address. Firstly, the primary objective of this study is to investigate convention participants' revisit intention which can be established through the influence of their convention evaluation, attitudes, subjective norm and perceived behavioural control. This study also intends to explore the moderating impacts of destination familiarity and destination reputation. Therefore, the positivist approach is appropriate from the ontological perspective. When selecting a research approach, Chua (1986) postulated that researchers should observe the ultimate goal of the study. In the present study, the goal as described earlier, is to examine the constructs that lead to revisit intention among convention participants. To achieve this goal, a conceptual framework with clearly defined constructs and potential links/ relationships is required (Venkatesh et al. 2003). Based on the discussion presented in Chapter 3, it can be seen that a number of theories and models are available within the domain of destination marketing and event tourism for examining various objectives of revisit intention. That is to say, a conceptual model with well-supported rationales can be developed to achieve the objective of this study. Coincidently, the positivism view also satisfies the epistemological disposition.

The selection of the positivism approach does not imply that the interpretivism thought process is inappropriate. However, as previously mentioned, this research is based on

objectivism, featuring little or no interference by the researchers. If the interpretivism approach were adopted, it would lead to bias on the researched object as the particular school of thought is based on the relativist approach (Guba and Lincoln 1994). Furthermore, this study also aims to explore the effect of the commonly accepted constructs and expects the results to be generalisable. In view of this, the interpretivist approach that is characterised with relativism (time, context, culture and value bound) can be overlooked (Gephart 1999).

4.2.3 Research Strategy

There are two approaches a researcher can choose for the collection and analysis of data: quantitative research and qualitative research. According to Bryman and Bell (2007), the quantitative research strategy is regarded as a deductive approach in which scientific procedures and numerical analysis are involved to validate hypotheses and investigate the interrelationships among variables in the phenomena of studies. In contrast, the qualitative research strategy is an inductive approach which "involves the search for pattern from observation and the development of explanations- theories- for those patterns through series of hypotheses" (Bernard 2011, p. 7). Therefore, no hypotheses are formulated at the beginning of the research and the researchers can freely alter the research direction even after the research process has commenced. As a result, quantitative research generates numerical data whereas qualitative research generates no-numerical data.

While both research strategies have their advantages and disadvantages, the quantitative research strategy is more applicable to the present study. This is mainly because a quantitative research can help to test and establish the validity and reliability of theoretical propositions and hypotheses (Blumberg, Cooper, and Schindler 2005). That being said, the quantitative research strategy is in line with the philosophy of present research that seeks to see the world in an objective manner, which requires the testing of hypothetical observations emerging in human behaviour towards revisit intention. Moreover, previous studies that delineate constructs and their relationships are also available, hence justifying the need for statistical tests to uncover the relevant data and confirm the hypotheses (Collis and Hussey 2003). Other major advantages of quantitative study are: 1) easier to administer; 2) reliable data, mainly because the respondents are restricted to alternatives offered, thus, reducing variability in the results; as well as 3)

simpler data coding, analysing and interpreting procedures (Malhotra 1996). Undeniably, formulation of theoretical propositions and hypothetical observations is also possible with the qualitative method, nevertheless, validation of theoretical generalisations can only be done using the quantitative method as it requires numerical interpretation (Creswell 2003).

Within the quantitative approach, some common methods of inquiry include: experiments, questionnaires, secondary data analysis and quantitatively coded documents (Gephart 1999). However, Fowler (1995) highlighted the use of a questionnaire or survey as a functional way to obtain an overall understanding of a specific group. Additionally, Babbie (1990, p. 42) also claimed that "…when survey researchers have a large number of variables at their disposal, a quantitative literature provides an excellent position to carefully examine their relative importance and obtain the greatest amount of understanding from fewest number of variables." Collis and Hussey (2003) also recommended survey questionnaires as an effective tool if the research is to understand the thoughts and feelings of a chosen group of people, as is the case in this study. Furthermore, the survey questionnaire is also very flexible as it can be custom-designed to address different objectives of the research (McNab 2010). Considering the afore-mentioned, the quantitative research strategy, using survey questionnaire was chosen as the main technique to validate the proposed relationships within the conceptual model of the present study. The survey approach is also ideal as it is the most common research technique in tourism marketing research (Veal 1997, Jennings 2001, Smith 2017).

4.3 Research Design

According to MacMillan and Schumacher (2001), research design serves as a blueprint for a study to provide an overall framework for its data collection. It has to clearly identify the plan for selecting subjects, research setting or location as well as its data collection procedure in order to answer the research questions. As mentioned in the previous sections, the positivist philosophy with quantitative survey method was selected based on the objectives of this research. As outlined in Chapter 1, 2 and 3, the nature of the problem has been explored and described using hypotheses. Therefore, the main purpose of the present study is to test the hypotheses formulated in Chapter 3.

To validate the research hypotheses, the data required was collected through a questionnaire. The questionnaire was completed solely by respondents without the intervention of the researchers. This is, in fact, in line with the positivist approach which emphasises minimal interference from the researcher to avoid bias over the research object (Swanson and Holton 2005). As this is a correlational study that seeks to assess the statistical relationships among different objects, the investigation was conducted in a non-contrived setting. Additionally, a cross-sectional design was selected for this study, in which the research was conducted only once at a specific time. The cross-sectional study was chosen mainly because it facilitates the validation of hypotheses within a short time-span. Furthermore, as cross-sectional study design also allows researchers to compare multiple variables at a time, the aims of the study (to find out the value of convention participants in participating conventions and their subsequent attitude and behavioural intentions using multivariate analysis techniques) is attainable.

To address the research hypotheses, the research investigation was divided into three parts. That is, the data collected was divided into three separate datasets and analysed individually. In fact, when estimating with cross-sectional data, it is a common practice for researchers to split the data randomly into different samples (Leeflang et al. 2000). One type of sample (validation sample) is normally used to quantify the predictive ability, while the other (estimation sample) is used to estimate parameters. According to Leeflang et al. (2015), the advantage of data splitting is that it allows researchers to predictively validate the model. The general research design is summarised as follows:

Investigation Part 1 Using Dataset 1

As mentioned in the previous section, even though consumer value has been well-researched, a measurement instrument that considers both perceived value and value of co-creation of event participants is lacking. Therefore, the first part of the investigation aims to validate the suitability of perceived value and value of co-creation in predicting convention participants' attitude towards the convention participated. Using the full dataset, this study validated the measurement of consumer value using perceived value and value of co-creation in the context of convention tourism as well as tested it for its dimensionality and reliability. The full dataset was then split randomly into two equal samples to satisfy the purpose of the second and third part of the investigation, using Dataset 2 and Dataset 3, respectively.

Investigation Part 2 Using Dataset 2

After validating the measures of consumer value specifically within the context of the convention industry, the measures were then integrated into the second and third parts of the investigation. In the second part of the investigation, the base research model was tested. Using one of the split datasets, Dataset 2, the author re-validated the measurement of consumer value, re-tested for its reliability and dimensionality, validated and established the reliability of other scales within the model and conducted path analysis to test research hypotheses $H_{1(a)}$ to $H_{1(c)}$, H_2, H_3, H_4, H_5 and H_6.

Investigation Part 3 Using Dataset 3

Lastly, in the final part of the investigation, a moderation analysis was performed to determine whether a moderating effect exists between the two attitudinal constructs as well as between attitude and behavioural intention. To ensure that the findings from the second part of the investigation could be extended to the population as a whole, the third part of the investigation also served as a generalisability study. Therefore, using the other half of the split dataset, the author performed the test of moderation to test hypotheses H_7 and H_8, re-validating the measurement of consumer value, re-testing its reliability and dimensionality, re-validating and establishing the reliability of other scales within the model and then, re-running the path analysis to retest hypotheses $H_{1(a)}$ to $H_{1(c)}$, H_2, H_3, H_4, H_5 and H_6.

Table 6 provides an overview of the three parts of the investigation, the specific research process and analyses involved in each part and the particular research questions and objectives addressed.

Table 6 Overview of the Research Design

Investigation	Research Process and Analyses Involved	Research Questions	Research Objectives
Part 1 (Using Dataset 1)	- Validating the measurement of consumer value using perceived value and value of co-creation in the context of convention tourism; and - Testing for dimensionality and reliability of consumer value.	/	/
Part 2 (Using Dataset 2)	- Re-validating the measurement of consumer value; - Re-testing for reliability and dimensionality of consumer value; - Validating and establishing the reliability of other scales within the model; and - Conducting path analysis to test on research hypotheses $H_{1(a)}$ to $H_{1(c)}$, H_2, H_3, H_4, H_5 and H_6.	RQ1, RQ2, RQ3 and RQ4	RO1, RO2, RO3 and RO4
Part 3 (Using Dataset 3)	- Performing the test of moderation to test on hypotheses H_7 and H_8; - Re-validating the measurement of consumer value; - Re-testing for reliability and dimensionality of consumer value; - Re-validating and establishing the reliability of other scales within the model; and - Re-running path analysis to retest on hypotheses $H_{1(a)}$ to $H_{1(c)}$, H_2, H_3 and H_4, H_5 and H_6.	RQ1, RQ2, RQ3, RQ4, RQ5 and RQ6	RO1, RO2, RO3, RO4, RO5 and RO6

4.4 The Context of this Study

4.4.1 Defining Convention Tourism

From a conceptual perspective, it is important to clearly define the key term, convention tourism, used in this study. As suggested in the previous chapter, convention is one of the four components or separate activities of MICE (Mair 2014). It is a specialised niche component of group tourism that has been recently regarded as the key revenue contributors to the tourism industry (Evans 2015). Nonetheless, the convention tourism suffers from, as Mair (2014) puts it, 'definition fuzziness' because the wide and varied range of definitions used. To illustrate, a convention be held in an exotic location with some form of exhibition attached to it, at which participants may consider it as a reward, thus making it a corporate incentive. As such, definitions for the MICE industry and its components vary between authors and literature. Therefore, a consistent and credible trend data within the convention sector is difficult to obtain.

For Mair (2014), 'conventions' is defined as the gathering of like-minded individuals for a common purpose, such as fact-finding, problem solving and consultation. The researcher further emphasised that other terms including conference, congress, symposium, forum, seminar, consortium, summit and workshop, describe the same thing but on different scales. To Ladkin (2002), a convention is an assembly of people for a common object-goal or for exchanging ideas and views of a common topic. Lawson (1982) describes conventions as a "traditional form of annual or total membership meetings" and the term is commonly used in America, Australia and Asian countries. According to Events Industry Council (2019), conventions, in general, are recurring events with established timing and usually feature educational sessions, committee meetings, social functions and meetings on corporate governance. Meanwhile, 'congress' is a European term for 'convention'. To illustrate the difference between a meeting and a conference, Rutherford (1990) holds that the following factors must be in an event to be termed a 'convention':

- Held at specific places or 'facilities';
- Involve food and beverage services;
- Require technical support and audio-visual equipment;
- Feature entertainment programs;

- Involve exhibition of products
- Participants will require transportation; and
- Participants will require accommodation.

The list is, no doubt, useful in conceptualising convention, but Mair (2014) argues it is unnecessary for an event to involve exhibitions of products to be considered a convention. Though the underlying meaning of 'conventions' is relatively clear, there are still many conflicting definitional problems such as the minimum size of an event to be constituted as a convention. Shone (1998), however, provided a guideline and contended that convention should have over 50 people in attendance.

Considering the foregoing, for the purpose of this study, convention tourism as suggested in this study revolves around service provision to event participants attending any conference, congress, symposium, forum, seminar, consortium, summit or workshop. Specifically, the event must: be attended by more than 50 participants; include overnight stay(s); be held at pre-arranged 'facilities'; involve food and beverage services; require technical support and audio-visual equipment; and feature entertainment programs. At the same time, convention participants will require transportation and accommodation at the hosting destination. It is also important to highlight that this study does not consider mega events which, by definition, has to have at least 0.5 million visitors (Müller 2015).

4.4.2 Site Selection

The present study chose to study conventions happening in the capital city of Malaysia, Kuala Lumpur, which is located in the state of Selangor. This decision was made mainly because Malaysia has demonstrated a continuous effort in building its position in the MICE industry. To illustrate, the government has put great emphasis on building facilities and infrastructure to improve its competitiveness in the Asian region and foster the development of its convention sectors. At the time of writing, Kuala Lumpur Convention Centre is considered the main convention centre in the country (Musa and Thirumoorthi 2017). Over recent years, Malaysia has hosted multiple large-scale and international-level conventions, such as 9th World Urban Forum, World Cancer Congress as well as the Association World Congress. It has been suggested that Malaysia is now renowned as one of the major most sought-after convention sites, mainly because of its strategic location

within South East Asia, favourable exchange rate as well as its metropolitan cities, beaches, hills and island resorts which are ideal for pre and post-convention tours (International Business Publications 2015, Ayob and Wahid 2016).

Apart from its vast experience in convention hosting, the decision to study conventions in Malaysia is also due to the country's positive MICE event environment. For example, the Malaysian government has been pro-active in supporting the hosting of MICE event through the setting up of the Malaysia Convention and Exhibition Convention Bureau. This body was established in support of the development of different programmes to educate MICE event partners (e.g., Industry Partner Programme, Association Development Programme, Malaysia Business Events Week), the recognition of MICE events leaders (e.g., rAWr Awards, Kesatria Malaysia Programme), and for the launching of the "Malaysia's Business Events Roadmap" (Malaysia Convention & Exhibition Bureau 2017). Malaysia is also well-suited to position itself as a business destination due to its growing reputation in safety, stability, strategic location, easy accessibility and cost-effective standards of living (Tourism Publications Corporation Sdn Bhd 2017). Besides, similar studies are also lacking in the context of Malaysia or developing nations in general (Monterrubuo 2016, Kim and Kaewnuch 2018). Therefore, Malaysia is deemed appropriate to be chosen as this study's research context.

On another note, Kuala Lumpur Convention Centre (KLCC) in Kuala Lumpur, Malaysia was specified as the data collection site. KLCC was chosen as it is the leading convention facility in Malaysia which has received numerous honours and rewards (Kuala Lumpur Convention Centre 2020) and where most large-scaled international level-conventions are hosted. To support the claim, KLCC alone garnered more than RM9 billion in economic revenue for Malaysia from years 2005 to 2019 and attracting 100,000 delegates and visitors into Kuala Lumpur in 2019 alone (KLCC Property Holdings Berhad 2020). It is also the only AIPC (International Association of Congress Centres) Gold Standard venue in Asia (International Association of Convention Centres 2020a), which has been trusted by convention organisers all around the world. In view this, it is expected that KLCC which is located in the city centre will be the most frequented venue for convention hosting as opposed to other convention sites in Malaysia. That is to say, convention participants that would make up the potential respondents of the present study could be easily located at KLCC.

In addition, to enhance the data comparability across convention participants, it is also important to establish uniformity in the definition of hosting destination. This requirement is best met by limiting the data collection site to just KLCC in Kuala Lumpur. In that sense, it can be ensured that all business travellers are evaluating the same hosting destination (i.e. Kuala Lumpur in the present case). Furthermore, Kuala Lumpur is also the the most sought-after convention destination among cities in Malaysia that has been ranked the 7th most popular convention destination in Asia Pacific (International Association of Convention Centres 2019). It may be attributed to that fact that the city, as the nation's capital and key administrative state, sees the highest number of international and domestic flights, making it convenient for international as well as interstate business travellers to access. Specifically, according to Malaysia Airports Holdings Berhad (2019), one can depart and fly to more than 140 non-stop international destinations and 35 domestic destinations from one of the 2 airport terminals in Kuala Lumpur. Logically, easy access to the city would encourage convention participation and thus, selecting KLCC as the data collection site would enable the researcher's ability to reach the targeted population.

4.5 Target Population

The target population for this study is made up of business travellers who have undertaken convention-related travel to participate in conventions held in Malaysia. Both international and interstate travellers would be taken into account. The decision to include both international and interstate visitors was considered suitable as both groups bring in their own specific benefits to a destination. In general, international tourism tends to bring in economic benefits that permeate throughout a nation's economy and leads to substantial transformative impacts on global socio-economic progress (Edgell and Swanson 2013). Interstate tourism, in contrast, must not be overlooked either as they account for nearly 70% of tourism statistics in developing countries (Backhaus 2006). Even though local tourists may contribute lesser money, per person, to the tourism industry than foreigners, their spending as a whole is equally lucrative (Backhaus 2006).

For the purpose of this study, the following convention participants were classified as the target population:

1. Malaysian citizens who were not originally from the hosting destination and are currently living outside of the hosting destination;
2. Non-Malaysian citizens who are living outside of the hosting destination.

Meanwhile, the following convention participants were not classified as the target population:

1. Malaysian citizens who are originally from the hosting destination and are currently living at the hosting destination;
2. Malaysian citizens who are originally from the hosting destination and are currently living or residing outside of the hosting destination;
3. Malaysian citizens who are not originally from the hosting destination but are currently living or residing at the hosting destination due to educational, work or family reasons;
4. Non-Malaysian citizens who are currently living or residing at the hosting destination due to education, work or family reasons.

4.6 Sample Size and Sampling Method

To determine the minimum sample size required for this study, the 10-times rule method was used. For the application of Partial Least Squares Structural Equation Modelling (PLS-SEM) (which was used in this study and will be explained further in the following sections), Chin (1998) and Hair, Ringle, and Sarstedt (2011) claimed that the minimum sample size should be at least 10 times, whichever is greater: (1) the maximum number of arrows pointing at an endogenous construct in the research model; or (2) the largest number of indicators in a formative construct. In the current research model, three arrows are pointing at the endogenous construct (intention to revisit the hosting destination), meanwhile, the largest number of indicators in a formative construct is 4. Therefore, a sample size of at least 40 was required to get valid results. However, it should be noted that the larger the sample size, the more reliable the PLS-SEM estimation (Wunderlich 2013).

Alternatively, the sample size required can be identified following the sample size recommendation of Cohen (1992) and the reduced version of the table presented by Hair

et al. (2014, p. 21). In the research model, the maximum number of arrows pointing at a construct in the PLS path model is three. Assuming the level of statistical power of 80% is used to detect minimum R^2 value of 0.25 (significance level at 1%), 84 observations are required. On a different note, according to Mostafiz, Islam, and Sharif (2019), Asian tourism and hospitality research that employed PLS-SEM analysis tend to adopt an average sample size of 504.08 cases (SD= 718.24, range= 41 to 5,209) with a majority of those using a sample size of between 100 and 300 cases. Meanwhile, Comrey (1973) recommended that a sample size of 100 as being poor, 200 as fair and 300 as good quality. Besides, Saunders, Lewis, and Thornhill (2003) also recommended a minimum sample size of 385 with a population size of approximately 10,000,000. In considering the foregoing, a minimum sample size of 400 would be sufficient for this study.

In selecting a suitable sampling method, a researcher can select either a probability or non-probability-based sampling method (Bryman and Bell 2007). The main difference is that in the former, every element in the population has an equal chance of being selected, while in the latter, the probability of each population member for being selected is unequal (Jennings 2001). The non-probability sampling method was selected to collect the data for the present study. This is mainly because it is impossible for the researcher to access to the list of convention participants who have undertaken convention-related travel to participate in conventions held in Malaysia. Even though probability sampling method is preferable over the non-probability sampling method from a statistical point of view, Wrenn, Stevens, and Loudon (2007) clarify that a non-probability sample does not mean that the sample is less representative than its counterpart. Rather, the resulting samples of the two sampling methods tend to look similar (Fowler 1995).

Furthermore, the non-probability sampling is also favoured over probability sampling in the event that there are time and financial constraints (Sekaran 2000). Being a less stringent method, the procedures involved in non-probability sampling are significantly more cost and time-effective in comparison to the probability sampling. Thus, selecting the non-probability sampling would address the practicalities involved in conducting the research and writing the current dissertation. However, the major drawback of non-probability sampling is that it cannot estimate the sampling error (Daniel 2012). This is because this particular type of sampling method lacks mathematical basis in randomly

selecting units from the population. Even so, Daniel (2012) emphasises that non-probability sampling is still a viable alternative if probability sampling is not a practical choice.

In particular, quota sampling was employed in this study as it aims to collect responses from both interstate and international convention participants. It is important to emphasise that the decision to divide the population based on the types of convention participant (i.e. interstate or international convention participants) is due to the fact that interstate and international tourists have different sets of beliefs and thus subsequent attitude and behaviour (Pizam and Reichel 1996, Jönsson and Devonish 2008, Xu, Morgan, and Song 2009, Glover 2011, Pantouvakis and Renzi 2016, Zgolli and Zaiem 2017). It is, therefore, important to ensure the sample reflects what the population is like as the ultimate goal of this study is to understand the value, attitude and behaviour of general convention participants who have undertaken convention-related travel to the hosting destination.

Nonetheless, the actual number of international and interstate convention participants is hard to come by. Hence, it is challenging for the researcher to proportionately allocate the sampling units that would correspond to the population. In view of that, the non-proportional quota sampling method type was employed. To explain, a minimum number of sample units for each convention participant groups were selected irrespective of the actual population size of the strata (Singh 2007). However, in identifying a minimum number of sample units for each group, it would be ideal to refer to some business event statistics. According to Malaysia Convention & Exhibition Bureau (2018), out of the 300 regional and international business events that they supported in 2018, the total number of delegates was estimated at 350, 303, of which 162,623 were international delegates (46%) and 187,680 domestic delegates (54%). Therefore, the proportion of around 50 to 50 can be considered appropriate. In other words, with the desired sample size of at least 400, there should be a minimum of 200 interstate convention participants and a minimum of 200 international convention participants. After identifying the minimum sample units for each group, the selection process was then carried out by convenience. That is, the selection of respondents was based on the ease with which the researcher and research assistants could access the participants.

4.7 Collection of Data

Lovelock (1995) contended that value is created at a different time. For example, in the event tourism context, hedonic and emotional values generally arise during the event, while social, professional and learning values are mostly created after the event (Mitchell, Schlegelmilch, and Mone 2016). Therefore, a crucial question arose on whether to collect the data before, during or after the event. However, it should be noted that the main purpose of this study is to reflect upon the participating experience of convention participants and to report their intentional behaviour as they recall it. If the data were collected before or during the event, the convention participants may consciously misreport their actions based on presumptions (Ylikoski 2009). Along the same lines, Sheth, Newman, and Gross (1991a), Sweeney and Soutar (2001) and Choe and Kim (2018) also posited that the consumption related values that are proposed and investigated in this study refer to the perceived utility derived from the service/ product consumption. In other words, convention participants can only valuate the overall benefits received from the convention when participation in the convention is over, that is, when the event has ended. In view of this, a post-event survey is the most appropriate in the case of this study. Post-event surveys are also used in similar studies that measured consumer values, such as Lee (2009), Assaker and Hallak (2013), Solakis, Peña-Vinces, and Lopéz-Bonilla (2017), Choe and Kim (2018).

The data were collected on-site, noting that the data collection period was between July to October 2019. Prior to the data collection, a list of conventions held at KLCC in Kuala Lumpur, Malaysia was obtained from the Malaysia Convention Bureau in addition to some online research. Ultimately, ten international level conventions, comprising of four academic/ scientific conventions and six conventions of other types[1], were selected (refer Appendix 1 for the list of selected conventions). Consistent with what has been discussed earlier, the selected conventions were: attended by more than 50 participants; included overnight stay(s); held at pre-arranged 'facilities'; involved food and beverage services; required technical support and audio-visual equipment; and featured entertainment programs.

[1] Convention sector can be broken down into four main types: corporate, association, academic/ scientific and other (including public sector and government bodies, charities, religious organisations, political parties, trade unions, heritage related and special interests) (Dwyer 2002).

Before the commencement of each survey, a letter providing an overview of the research study was sent to the organising committees of each of the convention to seek their permission and cooperation in allowing the research team to conduct surveys at their respective events. The surveys booths were positioned at the main exits and hallways of KLCC on the last day of each event. The field researcher and three research assistants approached the convention participants, outlined the purpose of the project and invited the participants to take part in the survey. To ensure the research assistants were successful in their roles, all three of them were briefed on the research project and informed on the potential ethical issues to adhere to when conducting the survey. As mentioned in section 4.6, the selection of the sample was based on the types of convention participants and by convenience. To make sure the respondents were not locals, their country/ state of origin and current place of residence were first ascertained.

Informed consent was obtained from each respondent before they agreed to participate in the survey and given the questionnaires. The respondents were briefed on the purpose of the study, their right to remain anonymous, consent to participate, and right to withdraw. The participants were then presented the questionnaire for self-administration upon obtaining consent. This method provided a good opportunity for researchers to clarify questions and doubts that were raised by the respondents on the spot. Additionally, the amount of missing data were able to be reduced to a minimum as the researchers and the research assistants could review the questionnaires quickly and ensure all sections were filled out when the forms were returned. In total, 520 convention participants agreed to take part in the survey, of which 434 completed questionnaires were deemed valid for further analysis. Therefore, the minimum sample size was achieved. As mentioned earlier, with the 434 responses, the full dataset was used as Dataset 1. Meanwhile, the full dataset was divided equally and used as Dataset 2 and Dataset 3. In other words, Dataset 2 and Dataset 3 each contained 217 responses. The summary of responses to the questionnaire is summarised in Table 7.

Table 7 Summary of Responses to the Questionnaire

Data Collection	Main Study	Remarks
Total number of questionnaire distributed	520	/
Total number of responses	457	/
Total number of responses screened out	23	/
Total number of usable responses	434	Dataset 1 (N= 434) Dataset 2 (N= 217) Dataset 3 (N= 217)
Percentage of usable responses	95%	/

4.8 Ecological Validity of the Research Findings

Apart from developing an adequate research design, it is also important to ensure that the research findings do not suffer from ecological validity. To define, ecological validity refers to the extent to which it is possible to apply the findings of the present study from its actual setting within which the research took place to real-life settings (Nueliep 2017). To assess the ecological validity of a study, Schmuckler (2001) posited that three factors need to be taken into consideration, namely, the nature of the research setting or context, the nature of stimuli and the nature of the task.

The nature of the research setting takes into account the environmental context of the research as well as the potential impact the setting has on the study. In the present study, survey respondents were approached at the main exits and hallways of KLCC on the last day of each selected convention. The stimulus in the study was that the respondents were convention participants and originally from outside of Kuala Lumpur. Meanwhile, the task was to complete a questionnaire that asked about their convention experience, attitude as well as their behavioural intention. In this case, it can be seen that the level of ecological validity is relatively high as the study was conducted in a typical environment and during regular ongoing convention activities with actual convention participants that travelled to Kuala Lumpur. Though some researchers such as Plowright (2011) argued that the use of questionnaire surveys itself is deemed ecologically invalid (because being asked to complete a questionnaire is unlikely a natural situation in which an individual would find himself), a post-event survey is commonly conducted at the conclusion of an event anyway. Therefore, it can be seen that the research location and situation is not

contrived for the purposes of the present study, thereby justifying the ecological validity of this study.

Nevertheless, in social science studies like the present one, ecological validity remains a minor issue because studies regarding the social organisation of survey settings are often relegated to minor roles when data is analysed (Cicourel 1982). Considering the foregoing, it can be concluded that the findings of the present research are sufficiently relevant to its population and are applicable to real-world settings.

4.9 Survey Questionnaire Development

In developing the survey questionnaire, this study followed the nine-step procedure introduced by Churchill (1999). The steps involved were illustrated in Figure 4.

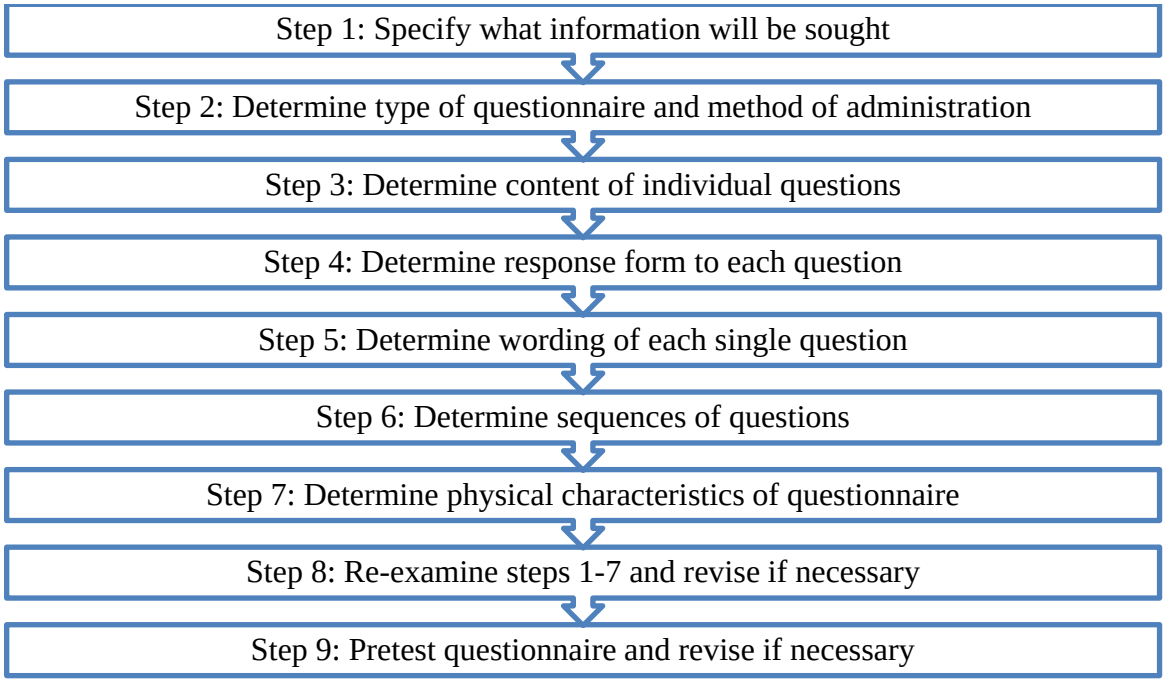


Figure 4 Procedure for developing the questionnaire. Adapted from (Churchill 1999, p. 329).

After an extensive review of literature in the context of marketing and tourism, various questionnaire items from past studies were adopted, adapted and employed in this study. Before the scales were utilised in the main study, a pilot study had been conducted. The

scales developed were examined systematically to ensure they were appropriate to be used in this research model and do not suffer from validity and reliability issues.

The questionnaire consisted of 63 items measuring the eight constructs discussed in the previous section. These include: (1) perceived value; (2) value of co-creation; (3) attitude towards the convention; (4) attitude towards visiting the hosting destination; (5) revisit intentions; (6) subjective norm; (7) perceived behavioural control; (8) destination familiarity; and (9) destination reputation. Additionally, the questionnaire also consisted of another 10 items to gather demographic information of respondents. These items were related to gender, age, the highest level of education, position, annual income, current place of residence and the specific convention that they attended (refer Appendix 2 for the research questionnaire). The content development of the questionnaire was based on the research questions that aim to understand the value-attitude-behaviour sequences of convention participants. Therefore, the questions within the instrument have been modified to cater to convention tourism. The content design within the instrument was grouped into seven sections. Sections A to G asked about the respondents' convention participation experience, their attitude and future revisit intention. Section H, on the other hand, captured their demographic information. The sub-sections that follow discuss each of the theoretical constructs and their measurements in details.

4.9.1 Measuring Perceived Value

As mentioned earlier, scholars have outlined that consumers of tourism, hospitality and leisure industries tend to evaluate value based on multiple components (Bradley and Sparks 2012). Therefore, consistent with prior studies (e.g., Peña, Jamilena, and Molina 2012, Wang, Lu, and Xia 2012, Lee et al. 2014, Mitchell, Schlegelmilch, and Mone 2016, Scaglione and Mendola 2017), this study conceptualises convention participants' perceived value following a multidimensional approach.

Although various scales have been developed to measure perceived value, there is no universally-agreed scale that has been employed widely, particularly in the context of convention tourism. To the best of the author's knowledge, only Lee and Min (2013) have studied convention participants' perceived value. Their measures of perceived value were derived from Sweeney and Soutar (2001) and refined to suit the convention context by taking into account other hospitality and tourism literature, including Gursoy,

Spangenberg, and Rutherford (2006), Lee, Yoon, and Lee (2007), Lee, Lee, and Choi (2011), Park (2004), Williams and Soutar (2009), Sánchez et al. (2006). With Cronbach's alpha scores of 0.92 (emotional value), 0.87 (social value) and 0.91 (price value), Lee and Min (2013) proved the measurement of each construct to be reliable. Therefore, in gauging perceived value, this measurement scale has been adopted and utilised.

The scale is relevant in this study as it was developed particularly for a convention setting. Furthermore, the utilisation of Lee and Min (2013) scale was also designed to measure after-sale evaluation, which corresponds to the research design of this study. In particular, the survey instrument includes three dimensions of perceived value: emotional value, social value and functional value (of price/ value for money) dimensions, to measure convention participants' perceptions of the convention participated. Convention participants were asked to evaluate their different aspects of perceived value towards the convention participated in based on different statements. A total of 9 questions, adopted from Lee and Min (2013) were asked. All questions were measured on a seven-point Likert scale anchored as 1= strongly disagree to 7= strongly disagree. Meanwhile, perceived value was treated as a first order, reflective construct. The decision to model perceived value as reflective is also in line with Ruiz, Gremler, and Washburn (2010).

Table 8 shows the original questionnaire items and the questionnaire items used in this present study:

Table 8 Questionnaire Items Used to Measure Perceived Value

No.	Original Questionnaire Items	Questionnaire Items Used In Present Study
Emotional Value		
EV1	The convention was a wonderful event that I enjoyed.	The convention was a wonderful event that I enjoyed.
EV2	Attending the convention was pleasurable.	Attending the convention was pleasurable.
EV3	Attending the convention made me feel better.	Attending the convention made me feel better.
Functional Value (of price/ value for money)		
FV1	The convention was reasonably priced.	The convention was reasonably priced.
FV2	The convention offered value for the money.	The convention offered value for the money.
FV3	The convention was a good event for the money.	The convention was a good event for the money.
Social Value		
SV1	Attending the convention helped me feel acceptable to the association I engage in.	Attending the convention helped me feel acceptable to the association I engage in.
SV2	Attending the convention improved the way I am perceived by other people.	Attending the convention improved the way I am perceived by other people.
SV3	Attending the convention improved the way I see myself.	Attending the convention improved the way I see myself.

4.9.2 Measuring Value of Co-Creation

In line with Ranjan and Read (2016), this study defines value of co-creation as a multidimensional concept that consists of two higher-order factors. Meanwhile, each of these two higher-order factors is made up of three sub-dimensions. The two factors are co-production and value-in-use. This study in particular, views co-production as consisting of knowledge, equity and interactive, while value-in-use comprises of experience, personalisation and relationship. This study also suggests a hierarchical conceptualisation of value of co-creation in a third-order factor model. The hierarchical construct of value of co-creation was later embedded in the structural model and examined for its linkage with convention participants' leisure intention. The specification and steps involved in constructing the third-order hierarchical model are explained further in Section 4.11. Co-production and value-in-use are treated as second order formative constructs, while the first order constructs (knowledge, equity, interactive, experience, personalisation and relationship) are estimated using formative indicators. Later, the latent variable scores derived from these two models were used as formative indicators of value of co-creation. The measurement instrument identified by Ranjan and Read (2016)

measures value of co-creation as a formative construct as the measures are described as being: (1) non-interchangeable; (2) have elements that capture a unique aspect of the construct; (3) not-necessarily co-varying with the construct; and (4) not a manifestation of the construct (Jarvis, MacKenzie, and Podsakoff 2003). Though multiple measurement instruments of value of co-creation are available, this measurement has been chosen as it combines the two distinct dimensions of value of co-creation: co-production and value-in-use, while most of the studies considered only one or the other. As Cronbach's alpha is not appropriate to be used as an assessment of item reliabilities for formative indicators, Ranjan and Read (2016) examined the magnitude of the weights of each indicator as per suggestion by Chin (1998) and concluded that the reliability and productiveness of the model are strong with most paths equal to or above the suggested value of 0.20.

To measure value of co-creation, 23 items were adapted from Ranjan and Read (2016). Certain words were changed to suit the convention context, such as "the party" and "the process". All questions were measured on a five-point Likert scale anchored as 1= strongly disagree to 5= strongly agree. As value of co-creation is a formative third order construct, 9 global indicators were included in the questionnaire to assess the convergent validity. According to Hair et al. (2014, p. 122), a global indicator should summarise "the essence of the construct the formative indicators purport to measure". In total, 9 global indicators were developed to validate the formative measurement of knowledge, equity, interaction, experience, personalisation, relationship, co-production, value-in-use and value of co-creation. Table 9 shows the original questionnaire items, the questionnaire items used in this present study and the global indicators.

Table 9 Questionnaire Items Used to Measure Value of Co-Creation

No.	Original Questionnaire Items	Questionnaire Items Used In Present Study
Co-Production		
Knowledge		
KN1	The party was open to my ideas and suggestions about its existing products or towards developing a new product.	The organiser was open to my ideas and suggestions about its existing programs or towards developing its next event.
KN2	The party provided sufficient illustrations and information to me.	The organiser provided sufficient illustrations and information to me.
KN3	I would willingly spare time and effort to share my ideas and suggestions with the party in order to help it improve its products and processes further.	I would willingly spare time and effort to share my ideas and suggestions with the organiser in order to help it improve its convention further.
KN4	The party provided suitable environment and opportunity to me to offer suggestions and ideas.	The organiser provided suitable environment and opportunity to me to offer suggestions and ideas.
Equity		
EQ1	The party had an easy access to information about my preferences.	The organiser had an easy access to information about my preferences.
EQ2	The processes at this party are aligned with my requirements (i.e. the way I wish them to be).	The convention experience offered by the organiser was aligned with my requirements (i.e. the way I wish them to be).
EQ3	The party considered my role to be as important as its own in the process.	The organiser considered my role to be as important as its own during the convention.
EQ4	We shared an equal role in determining the final outcome of the process.	We shared an equal role in determining the final outcome of the convention.
Interaction		
IT1	During the process I could conveniently express my specific requirements.	Throughout the convention, I could conveniently express my specific requirements.
IT2	The party conveyed to its consumers the relevant information related to the process.	The organiser conveyed to its participants the relevant information related to the convention.
IT3	The party allowed sufficient consumer interaction in its business processes (product development, marketing, assisting other customers, etc.).	The organiser allowed sufficient organiser-participant interaction throughout the convention (responsive email communication, assisting participants during the event, etc.).
IT4	In order to get maximum benefit from the process (or, product), I had to play a proactive role during my interaction (i.e., I have to apply my skill, knowledge, time, etc.).	In order to get maximum benefit from the convention, I had to play a proactive role during my interaction (i.e., I have to apply my skill, knowledge, time, etc.).
Value-in-Use		
Experience		
EX1	It was a memorable experience for me (i.e., the memory of the process lasted for quite a while).	It was a memorable experience for me (i.e., the memory of the convention lasted for quite a while).
EX2	Depending upon the nature of my own	Depending upon the nature of my own

	participation, my experiences in the process might be different from other consumers.	participation, my experiences in the process might be different from other participants.
EX3	It was possible for a consumer to improve the process by experimenting and trying new things.	It was possible for a participant to improve the convention by experimenting and trying new things.
Personalisation		
PS1	The benefit, value, or fun from the process (or, the product) depended on the user and the usage condition.	The benefit, value, or fun from the convention experience depended on the participants.
PS2	The party tried to serve the individual needs of each of its consumer.	The organiser tried to serve the individual needs of each of its participant.
PS3	Different consumers, depending on their taste, choice, or knowledge, involve themselves differently in the process (or, with the product).	Different participants, depending on their taste, choice, or knowledge, involve themselves differently during the convention (or, with the product).
PS4	The party provided an overall good experience, beyond the "functional" benefit.	The organiser provided an overall good experience, beyond the "functional" benefit.
Relationship		
RS1	The party's extended facilitation is necessary for consumers to fully enjoy the process (or, the product).	The organiser's extended facilitation is necessary for participants to fully enjoy the process.
RS2	I felt an attachment or relationship with the party.	I felt an attachment or relationship with the organiser.
RS3	There was usually a group, a community, or a network of consumers who are a fan of the party.	There was usually a group, a community, or a network of participants who are a fan of the organiser.
RS4	The party was renowned because its consumers usually spread positive word about it in their social networks.	The organiser was renowned because its participants usually spread positive word about it in their social networks.

Global Indicators	
KN_G	Please assess to what extent the organiser is effective in knowledge sharing.
EQ_G	Please assess to what extent the organiser is effective in consumer empowerment.
IT_G	Please assess to what extent the organiser is effective in interacting with the convention participants.
EX_G	Please assess to what extent the organiser is effective in delivering a valuable convention experience.
PS_G	Please assess to what extent the organiser is effective in addressing the participants' needs.
RS_G	Please assess to what extent the organiser is effective in managing the relationship with the participants.
CP_G	Please assess to what extent the organiser is effective in involving the convention participants to execute the event.
VIU_G	Please assess to what extent you are satisfied with the benefits of convention participation (apart from the functional benefits).
VCC_G	Please assess to what extent the organiser is effective in providing a context that support the co-creation of convention experience with the participants.

4.9.3 Measuring Attitude Towards the Convention

This construct measures how convention participants feel about the convention attended (Lee et al. 2014). Four items adapted from Song et al. (2014) were used to measure participants' attitude towards the convention attended. The four items mentioned were developed by Song et al. (2014) after an extensive review of past literature including Ajzen (1991), Lam and Hsu (2004, 2006), Lee, Song, et al. (2012). The measurement scale was chosen as it was initially employed in the context of event tourism which is similar to the context of the present study. The measurement scale is also reliable as Song et al. (2014) recorded a Cronbach's alpha score of 0.829. In line with Song et al. (2014), all questions were measured on a five-point Likert scale anchored as 1= strongly disagree to 5= strongly disagree and viewed as a first order reflective construct. Meanwhile, certain words from the original questionnaire items were changed to suit the context of this study. Table 10 shows the original questionnaire items and the questionnaire items used in this present study.

Table 10 Questionnaire Items Used to Measure Attitude Towards the Convention

No.	**Original Questionnaire Items**	**Questionnaire Items Used In Present Study**
AC1	Visiting the Oriental medicine herbal festival is a good thing to do.	Participating in the convention is a good thing to do.
AC2	Visiting the Oriental medicine herbal festival is valuable for me.	Participating in the convention is valuable for me.
AC3	Visiting the Oriental medicine herbal festival is beneficial for me.	Participating in the convention is beneficial for me.
AC4	Visiting the Oriental medicine herbal festival is a necessary thing to do.	Participating in the convention is a necessary thing to do.

4.9.4 Measuring Attitude Towards Visiting the Hosting Destination

This construct measures how convention participants feel about the hosting destination or specifically, Kuala Lumpur, the city in Malaysia where the selected convention was held (Lee et al. 2014). Items used to measure this construct were adapted from Funk and Bruun (2007) which was initially designed to measure tourists' prior attitude towards Australia before attending a sports event in the country. According to Funk and Bruun (2007), the questions were derived from Bassili (1996) and yielded a high Cronbach's alpha score of 0.95. Similarly, the direct indication of participants' attitude towards the hosting destination was measured using a seven-point sematic differential scale. To be precise, the sematic differential consists of a set of bipolar evaluation adjective pairs,

including good- bad, awful- nice, like- dislike and pleasant- unpleasant. Each adjective pair was placed on opposite ends of a 7-point scale and the respondents were asked to select a score from each scale that best reflects their feeling towards visiting the hosting destination. The measurement scale developed by Funk and Bruun (2007) is also appropriate to be used in the present study as sematic differential scales are the most commonly used approach "to describe a set of beliefs that underline a person's attitude" (Sreejesh, Mohapatra, and Anusree 2014, p. 135). Nonetheless, to ensure consistency, the present study listed the negative adjectives on the left-hand side, while positive adjectives on the right-hand side. Meanwhile, no changes were made to one of the adjective pairs, nice-awful, as it was reverse-scored in the original questionnaire. Table 11 shows the original questionnaire items and the items used in this study.

Table 11 Questionnaire Items Used to Measure Attitude Towards Visiting the Hosting Destination

No.	**Original Questionnaire Items**	**Questionnaire Items Used In Present Study**
AH1	Good-Bad	Bad-Good
AH2	Awful-Nice	Awful-Nice
AH3	Like-Dislike	Dislike-Like
AH4	Pleasant- Unpleasant	Unpleasant-Pleasant

4.9.5 Measuring Subjective Norm and Perceived Behavioural Control

According to the TPB, along with attitude, two other factors, subjective norm and perceived behavioural control affect an individual's behavioural intentions (Ajzen 1991). Three items, each, were used to measure respondents' subjective norm and perceived behavioural control (adapted from Hsu and Huang 2012). Both subjective norm and perceived behavioural control were viewed as first-order, reflective constructs and measured on a seven-point Likert scale, anchored as 1= strongly disagree to 7= strongly disagree. The scale is suitable to be adapted in the present study as it was developed specifically within the tourism context. Furthermore, Hsu and Huang (2012) also proved the measurement to be reliable with a composite reliability score of 0.84 (subjective norm) and 0.83 (perceived behavioural control). However, it is important to point out that some changes were made to suit the context of the present study. Table 12 shows the original questionnaire items and questionnaire items used in the current study.

Table 12 Questionnaire Items Used to Measure Subjective Norm and Perceived Behavioural Control

No.	Original Questionnaire Items	Questionnaire Items Used In Present Study
Subjective Norm		
SN1	Most people who are important to you think you should visit Hong Kong in the near future.	Most people who are important to me think I should visit the hosting destination in the near future.
SN2	The people in your life whose opinions you value would approve your visiting Hong Kong in the near future.	The people in my life whose opinions I value would approve me visiting the hosting destination in the near future.
SN3	Most people who are important to you would visit Hong Kong in the near future.	Most people who are important to me would visit the hosting destination in the near future.
Perceived Behavioural Control		
PB1	Whether or not to visit Hong Kong in the near future is completely up to you.	Whether or not to visit the hosting destination in the near future is completely up to me.
PB2	If you wanted to, you could visit Hong Kong in the near future.	If I wanted to, I could visit the hosting destination in the near future.
PB3	You have complete control over visiting Hong Kong in the near future.	I have complete control over visiting the hosting destination in the near future.

4.9.6 Measuring Revisit Intention

Three items which were adapted from Lee and Min (2013) were used to measure the respondents' likelihood of revisiting the hosting destination. All questions were measured on a seven-point Likert scale anchored as 1= strongly disagree to 7= strongly agree and treated as first-order reflective constructs. This measurement scale was developed by Lee and Min (2013) and was chosen as it was employed within a convention context and produced a Cronbach's alpha score of 0.93. The original scale was used to examine convention participants' intention in revisiting the convention. However, the current study sought to measure their revisit intentions towards the hosting destination. Thus, the questionnaire items were modified to suit this purpose. Table 13 provides a comparison between the original questionnaire items and the questionnaire items used in the present study.

Table 13 Questionnaire Items Used to Measure Revisit Intention

No.	Original Questionnaire Items	Questionnaire Items Used In Present Study
RV1	I am willing to attend the convention continuously in the future.	I am willing to visit the hosting destination continuously in the future.
RV2	I will keep attending the convention in the future.	I will keep coming back to the hosting destination in the future.
RV3	I consider attending the convention repeatedly in the future.	I consider visiting the hosting destination repeatedly in the future.

4.9.7 Measuring Destination Familiarity

Consistent with Baloglu (2001), Prentice (2004), Chen and Lin (2012) and Chen et al. (2017), the measurement of destination familiarity consists of two conceptual components: the sum of informational familiarity (the degree to which a person is exposed to information related to the hosting destination) and experiential familiarity (the number of actual visit to the hosting destination). The measurement proposed by Baloglu (2001) was adapted and in line with the work, both aspects of destination familiarity were measured using a single question.

According to Stern and Krakover (1993), informational familiarity can be measured by identifying the number of institutions, services, and materials through which the respondents have seen or heard about a destination. Therefore, Baloglu (2001) compiled nine different information sources including: travel agents, brochures/travel guides, friends/ family members, airlines, tour operator/ company, advertisements, books/ movies, articles/ news, and direct mail from a destination. The respondents were asked to identify the sources through which they heard about a destination. The score of informational familiarity was then calculated as the sum of information sources that the respondents had been exposed to. The respondents were later divided into low familiarity and high familiarity group using the median as the dividing point. To be specific, respondents who received information about the destination from 4 sources or less were grouped into the low familiarity group, which was given a score of 1, whereas respondents who were exposed to more than 4 sources were divided into the high familiarity group and assigned a score of 2.

As for experiential familiarity, the event participants would be asked if they have been to the hosting destination before and if yes, for how many times. The respondents were later categorised into three groups based on their response to these two questions. Non-visitors

were assigned a score of 0, one-time visitors were given a score of 1 and repeat visitors (having visited 2 times or more) received a score of 2. Following Baloglu (2001), a destination familiarity index was computed by cross-tabulating and adding up the informational and experiential familiarity scores as per Table 14 as follows:

Table 14 Destination familiarity index

Experiential Familiarity	**Informational Familiarity**	
	Low (1)	High (2)
Non-visitors (0)	0+1	0+2
One-time visitors (1)	1+1	1+2
Repeat visitors (2)	2+1	2+2

Source: Baloglu (2001)

According to Table 14, the familiarity index scores ranged from 1- 4. In line with this method, convention participants with a score of 4 were grouped in the high-familiarity group, those with a score of 2 or 3 were categorised into medium-familiarity group and respondents with a score of 1 were placed in the low familiarity group. The three groups were then used to perform a moderation analysis to examine if destination familiarity plays a role in moderating the relationship between two attitudinal constructs.

Nonetheless, it is worth mentioning that some parts of the measurement scale developed by Baloglu (2001) may be obsolete and not appropriate for use in a contemporary context. For example, people nowadays tend to acquire new knowledge and information through web-based materials such as social media and websites, but the measurement for informational familiarity did not include them as one of the sources. To improve this area, the present study included websites/ social media as one of the potential sources in which respondents received information about the hosting destination. Meanwhile, travel agent and tour operator were combined and seen as one potential source as these two tourism business intermediaries are normally related to one another (Broek, Dohmen, and Hooft 2010). With the above changes made, the theoretical minimum and maximum informational familiarity scores range remain at 1 to 9. Other parts of the measurement remain unchanged. Table 15 shows the original questionnaire items and the questionnaire items used in the present study.

Table 15 Questionnaire Items Used to Measure Destination Familiarity

No.	Original Questionnaire Items	Questionnaire Items Used In Present Study
Informational Familiarity		
IF1	Indicate the information sources for a destination: Travel Agents, Brochures/Travel Guides, Friends/Family Members, Airlines, Tour Operator/Company, Advertisements, Books/Movies, Articles/News, and Direct Mail from Destination.	How do you normally receive the travel information about the hosting destination: Travel Agents/ tour operator, Brochures/Travel Guides, Friends/Family Members, Airlines, Websites/ social medias, Advertisements, Books/Movies, Articles/News, and Direct Mail from Destination.
Experiential Familiarity		
EF1	How many times have you been to the hosting destination? (never, 1 time, 2 times and more)	How many times have you been to the hosting destination? (never, 1 time, 2 times and more)

4.9.8 Measuring Destination Reputation

To measure destination reputation, the measurement scale developed by Artigas, Vilches-Montero, and Yrigoyen (2015) was adapted. In developing the scale, Artigas, Vilches-Montero, and Yrigoyen (2015) first identified different scales used by prior studies including Jarvenpaa, Tractinsky, and Vitale (2000), Fombrun, Gardberg, and Sever (2000), Nguyen and Leblanc (2001), McKnight, Choudhury, and Kacmar (2002) and Kim, Xu, and Koh (2004). The researchers then conducted a series of focus groups with tourists and interviews with experts in tourism and executives from tourist agencies in order to confirm the indicators for the construct. The reliability of the scale was confirmed and verified using three tests: Cronbach's alpha, composite reliability of the construct and average variance extracted statistics. In line with the study, the indicators were written as statements and the respondents evaluated each item on a seven-point Likert Scale anchored as 1= strongly disagree to 7= strongly disagree. Following Fullerton and Kendrick (2017), to assess the moderating effect, the data collected was divided into positive and negative destination reputation groups using a median split. A moderator analysis was performed later to see if destination reputation plays a role in moderating the relationship between attitude towards visiting the hosting destination and revisit intention. To suit the context of the present study, certain words such as "this place" have been changed to "the hosting destination" to avoid misunderstanding. In addition, the original statement that asked whether "this place's good reputation is backed up by its history" was changed to "the hosting destination's good reputation is backed up by its diversity"

as cities in Malaysia and even the country itself does not have a long history. Rather, Malaysia is better known for its multicultural identity. Table 16 shows the original questionnaire items and the questionnaire items used in the present study.

Table 16 Questionnaire Items Used to Measure Destination Reputation

No.	Original Questionnaire Items	Questionnaire Items Used In Present Study
RP1	This place has a very good reputation.	The hosting destination has a very good reputation.
RP2	This place has a better reputation than other similar places.	The hosting destination has a better reputation than other similar places.
RP3	People respect this place highly.	People respect the hosting destination highly.
RP4	People speak well of this place.	People speak well of the hosting destination.
RP5	This place's good reputation is backed up by its history.	The hosting destination's good reputation is backed up by its diversity.

Table 17 illustrates the items and their respective sources used to measure each of the constructs in this study.

Table 17 The concepts and constructs, number of measuring items and the relative sources

Research Constructs/ Dimensions	No. of Measuring Items	Sources
Perceived Value		
Emotional Value	3	Adopted from Lee and Min (2013)
Functional Value (of price/ value for money)	3	Adopted from Lee and Min (2013)
Social Value	3	Adopted from Lee and Min (2013)
Value of Co-Creation		
Knowledge	4	Adapted from Ranjan and Read (2016)
Equity	4	Adapted from Ranjan and Read (2016)
Interaction	4	Adapted from Ranjan and Read (2016)
Experience	3	Adapted from Ranjan and Read (2016)
Personalisation	4	Adapted from Ranjan and Read (2016)
Relationship	4	Adapted from Ranjan and Read (2016)
Attitude Towards the Event		
Attitude Towards the Event	4	Adopted from Song et al. (2014)
Attitude Towards Visiting the Hosting Destination		
Attitude Towards Visiting the Hosting Destination	4	Adopted from Funk and Bruun (2007)

Subjective Norm and Perceived Behavioural Control		
Subjective Norm	3	Adapted from Hsu and Huang (2012)
Perceived Behavioural Control	3	Adapted from Hsu and Huang (2012)
Behavioural Intentions		
Revisit Intention	3	Adapted from Lee and Min (2013)
Destination Familiarity		
Informational Familiarity and Experiential Familiarity	2	Adapted from Baloglu (2001)
Destination Reputation		
Destination Reputation	5	Adapted from Artigas, Vilches-Montero, and Yrigoyen (2015)

4.10 Pilot testing of Research Instrument

A pilot test was conducted prior to the main study in order to pinpoint potential errors and determine if the survey questionnaire would function properly as a reliable and valid research tool. While the validity and reliability of these constructs and their relative items were proven in their respective research papers, the construct validity and reliability needed to be confirmed. This is because the different scales were administrated under different settings. Thus, the validity and reliability of the instruments were evaluated using the Pearson's correlation technique (Christmann and Badgett 2009) and Cronbach's alpha (Salkind 2010), respectively. The data required for the pilot test was collected from event participants attending an international-level convention which was held in July 2019, at the Kuala Lumpur Convention Centre. Similar to the main study, the researcher approached the participants at the main exits and hallways of the event venue, on the last day of the event. To make sure the respondents were not locals, their country of origin and current place of residence were asked. The participants were made aware of the research purpose and informed consent before the questionnaire was given. A total of 50 questionnaires were distributed and 34 filled questionnaires were returned. Upon the completion of the survey, the respondents revealed that they understood all the questions and agreed on the clarity of the instruction provided. Therefore, the pilot-test did not reveal any face validity issues of the instrument. On average, all respondents completed the survey within 20 minutes. All things considered, it can be concluded that the main study is feasible without changes to the protocol.

To analyse the data, Statistical Package for the Social Sciences Version 23 (SPSS) was used. The internal reliability of the measurement scales was estimated by Cronbach's alpha as it is the most common and widely known method. As a rule of thumb, a measurement construct is deemed reliable with its scale demonstrating high alpha scores greater than 0.70 (Schjoedt, Renko, and Shaver 2014). In this study, the Cronbach's alpha values for each construct ranged from $\propto$=0.704 to $\propto$= 0.898, which are in line with the recommended value. The results are reported in Appendix 3.

Meanwhile, construct validity of the measurement instruments can be confirmed by examining the appropriateness of all items used to evaluate each construct within the research model (Healy and Perry 2000). On this basis, Pearson's product-moment correlation coefficients were calculated between the total score of each Likert-typed measurement scale and the respective measurement items. This includes perceived value, the first-order constructs of value of co-creation, attitude towards the conventions, attitude towards visiting the hosting destination, revisit intention, destination reputation, perceived behavioural control and subjective norm. All correlation coefficients were found to be positive and significant at $p < 0.05$, thus, indicating construct validity (Hair et al. 2006). The results are presented in Appendix 3. It is important to note that the reliability and validity of destination familiarity construct have not been examined as it is problematic to assess the reliability and validity of a single-item scaled categorical construct (Tang, He, and Tu 2012). Nonetheless, the measurement of this construct has been previously validated by Baloglu (2001), so the reliability and validity of this measurement should not be a concern. In the present study, the content validity of this construct is also established by consulting three academic researchers from Curtin University who are experienced in marketing and event related topics. In light of the above findings, the reliability and validity of the survey instrument were deemed appropriate. Therefore, the measurement items were used for data collection of the main study in order to achieve the research aims of this thesis.

4.11 Data Analysis Procedures

4.11.1 Data Coding

For the purpose of this study, a codebook that could be used to describe the code categories in the survey instruments was developed using Microsoft Excel. The raw data

were then coded accordingly in preparation for analysis in SPSS Version 23 and SmartPLS 3 software.

4.11.2 Data Screening

To ensure the quality of data collected, the collected data were screened by: (1) checking for invalid data and making corrections; (2) checking for unengaged responses; (3) checking and replacing missing data; and (4) checking the normal distribution of the data and remove outliers from the dataset (Gaskin and Lowry 2014).

To ensure the accuracy of data coding, all coding was rechecked twice from the original source of survey questionnaires. To avoid incorrect data entry, all variables were confirmed for the relative possible codes.

It has been suggested that missing values are common findings as respondents may not be able to fully understand the questions (Tabachnick and Fidell 2001). As a rule of thumb, it is generally acceptable if only less than 5% of missing data appears in a survey questionnaire (Churchill 1995). In handling missing values, median imputation can be used when variables are measured on the Likert-type scale (Matignon 2007). In this study, a total of 23 incomplete questionnaires with missing values at a rate in excess of 5% were discarded. The remaining questionnaires were fully filled and thus were used for further statistical analysis.

Next, the normal distribution of the data were examined using SPSS Version 23 software. Based on Hair et al. (2006), skewness and kurtosis values ranging from -1.00 to +1.00 may be considered a normal distribution. A summary of the normality test results of the indicators of each major construct can be found in Appendix 4. The skewness and kurtosis scores of all the indicators of the present study are well within the acceptable range. Thus, normal distribution can be assumed. Lastly, box plots of each indicator were generated on SPSS software to identify potential outliers. The result can be found in Appendix 5. Based on the boxplots, a number of high values were identified on indicators including PS2, PS3, PS4, RS2, RS3, RS4, AC3 and AC4. Nonetheless, after careful scrutiny, it has been confirmed that all the values do not represent procedural errors and they fall within the range of values of a standard 5-point Likert scale, thus representing

valid observations. Following the guidelines put forth by Hair et al. (1998), the extreme values were retained. Therefore, it can be concluded that the data is adequate for analysis.

4.11.3 Analytical Method

For the main study, the research utilised the Structural Equation Modelling technique in analysing the data as it provides researchers with the opportunity to test theories and concepts (Hair et al. 2014). The six-step approach in using SEM recommended by Kline (2016) was followed. Figure 5 illustrates the approaches involved in using SEM:

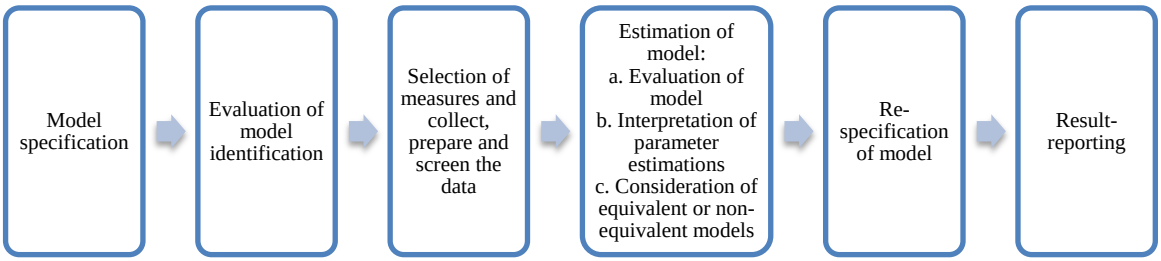


Figure 5 Six-step approaches in using SEM as an analysing tool. Information extracted from Kline (2016).

Generally, there are two main statistical techniques within SEM: covariance-based modelling and variance-based modelling (Gefen, Straub, and Boudreau 2000). In the present study, Partial Least Squares (PLS-SEM), a variance-based SEM technique, was selected. The main reason for selecting PLS-SEM is due to the research goal. As Hair, Ringle, and Sarstedt (2011, p. 144) recommended, a researcher should select PLS-SEM "if the goal is predicting key target constructs or identifying key 'driver' constructs". The selection of PLS-SEM is also in line with arguments put forth by Ramayah et al. (2018, p. 5) in which PLS-SEM should be used "if the research is exploratory or an extension of an existing structural theory". The PLS-SEM is also selected as the present structural model is complex. Based on the explanation proposed by Hair et al. (2014), a model is considered complex if it consists of both reflective and formative constructs. Following this definition, the value of co-creation construct in this study can be considered a complex formative third-order measurement model.

To establish the value of co-creation measurement model, which is of a higher-order model, the repeated indicators approach was selected. This is because it is easy to

implement, whereby the researcher would assign all the indicators from the lower order constructs to the higher order constructs. Becker, Klein, and Wetzels (2012) also suggested that the repeated indicators approach should be preferred over the two-stage or three-stage approach as it produces more precise parameter estimates as well as a more reliable higher order construct score. The advantage of the repeated indicator approach is that it is able to estimate all constructs simultaneously instead of estimating lower-order and higher-order dimensions separately. Thus, it takes the whole nomological network, not only the lower level or the higher level model into account, thereby avoiding interpretational confounding (Becker, Klein, and Wetzels 2012). Additionally, Becker, Klein, and Wetzels (2012) also highlighted that the repeated indicator approach (especially that of a formative type hierarchical latent variable model as in the present study) is superior to other approaches including the three-stage approach, when the number of indicators is equal. Hence, the selection of the repeated indicator approach is deemed appropriate in this study.

Figure 6, Figure 7 and Figure 8 illustrate the specification of the hierarchical value of co-creation model using the repeated indicator approach in PLS-SEM. Specifically, Figure 6 shows the first-order, formative latent variables (knowledge, equity, interaction, experience, personalisation and relationship) of co-production and value-in-use, which are related to their respective manifest variables (KN1-4; EQ1-4; IT1-4; EX1-3; PS1-4; RS1-4). In Figure 7, co-production and value-in-use are shown as second order, formative variables, which are constructed by relating each of them to the blocks of the underlying first order latent variables. In particular, co-production is constructed by using 12 manifest variables (4+4+4) of the first three latent variables. Meanwhile, value-in-use is constructed using 11 manifest variables (3+4+4) of the next three latent variables. Finally, Figure 8 shows value of co-creation as a third order, formative variable, which is constructed by using all the manifest variables (23 manifest variables) of the 2 second order latent variables. To be specific, value of co-creation is constructed by co-production (12 manifest variables) and value-in-use (11 manifest variables). Thus, value of co-creation is reflected by 23 (12+11) manifest variables.

Nonetheless, Hair et al. (2014) mentioned that the repeated indicator approach is appropriate only if the model satisfies two criteria. Firstly, the number of indicators must be similar across the lower order constructs. This is because the inequality of number of

indicators per lower order construct could lead to a biased result (Becker, Klein, and Wetzels 2012). Secondly, all relevant validity and reliability criteria used for measurement model evaluation must be met. Meanwhile, the specific assessments used depend on the types of measurement models - whether the lower order constructs and higher order constructs are reflectively or formatively measured. Considering the foregoing, the repeated indicator method is suitable for measuring value of co-creation in the present study. The number of indicators used is similar across the lower order constructs, ranging from 3 to 4 indicators. Also, all relevant validity and reliability criteria for measurement model evaluation are met and the results are presented in Chapter 5.

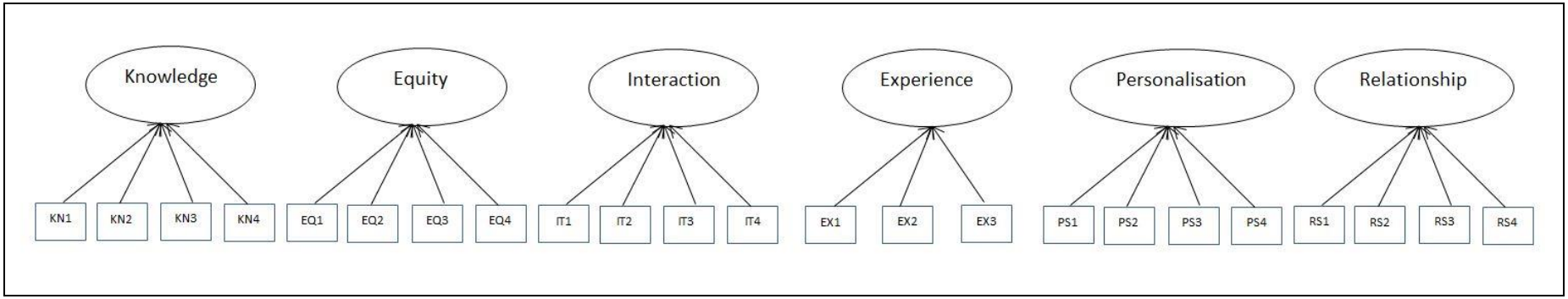


Figure 6 First order latent variables of co-production and value-in-use

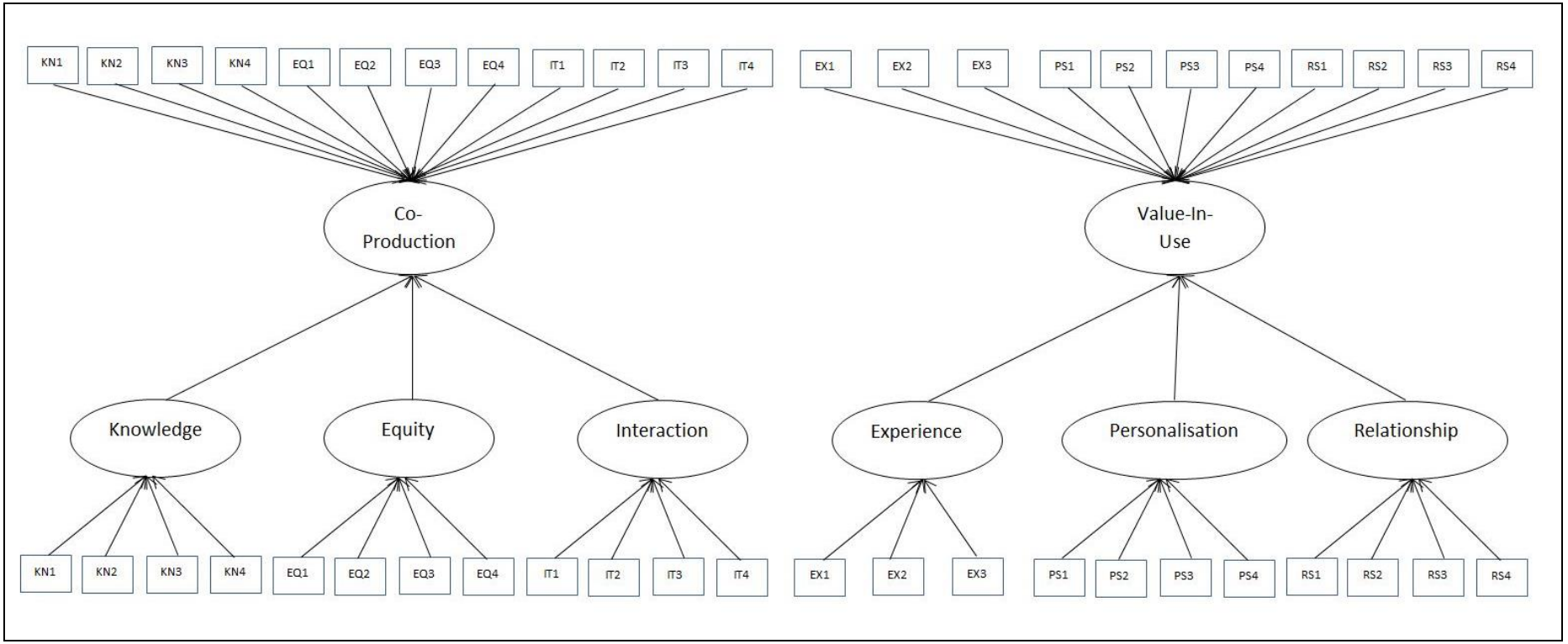


Figure 7 Co-production and value-in-use as second order formative constructs

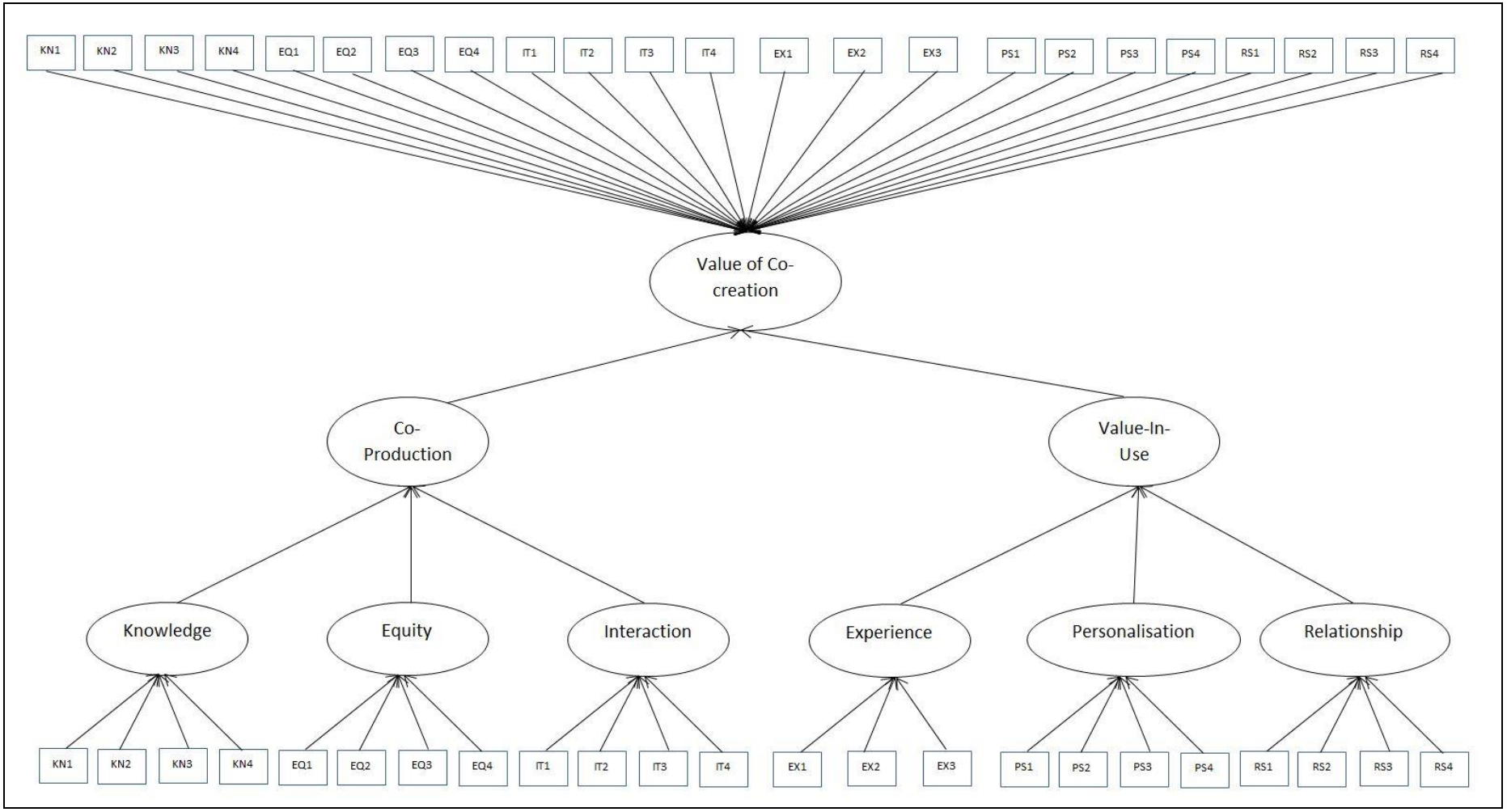


Figure 8 Value of co-creation as a third-order hierarchical formative construct

4.11.4 Data Analysis Process using PLS-SEM

Prior to evaluating the structural model, it is important to first examine the confirmatory composite analysis (CCA) for the measurement models (McCartney 2008, Henseler et al. 2014, Henseler 2017, Hair et al. 2017). CCA is useful as it provides a confirmatory test to measure how well the measured variables systematically represent constructs involved in a theoretical model (Hair et al. 2010). In particular, the metrics applied for formative indicators are convergent validity, indicator collinearity and significance weight of the indicators. Meanwhile, internal consistency, factor loadings, convergent validity and discriminant validity are assessed for reflective indicators. Having validated the measurement models, the structural model of this study was assessed. After conducting the basic analysis, additional assessment, i.e., moderator analysis was performed. The following explains the different stages involved when analysing data using PLS-SEM:

- **Stage 1: Assessing Formative Measurement Models**

  To develop formative constructs, three critical steps are required: assessing convergent validity, addressing collinearity issues and examining the significance and relevance of the formative indicators (Ramayah et al. 2018). Convergent validity measures the extent to which a scale correlates positively to other measures of the same construct (Struwig and Stead 2001). To fulfil convergent validity, a formative construct must correlate with a reflective measure of the same construct. This approach is also known as redundancy analysis, in which the formative construct will be used as an exogenous latent variable predicting a global single indicator that summarises the essence that the formative construct intents to measure (Hair et al. 2017). In the present study, particular questions were added to the questionnaire for this purpose (Please refer to Section 4.9.2). To provide support for convergent validity, the path coefficient must be 0.70 and above (Hair et al. 2017).

  Being a formative construct, the indicators are not supposed to be interchangeable. In view of this, the level of collinearity needed to be examined to confirm that high correlations did not exist between two formative indicators (Hair et al. 2014). High collinearity between two indicators can be problematic as it can affect the estimation of weights and statistical significance. To assess the level of collinearity, variance inflator factor (VIF) was looked at and the values identified as being not the same as or greater than 5 (Hair, Ringle, and Sarstedt 2011) or 3.3 (Diamantopoulos and

Siguaw 2006). Lastly, the significance and relevance of the formative indicators were examined. This step was to evaluate the contribution of formative indicators to their formative construct. In particular, outer weights value which can be obtained using the bootstrapping technique is considered an important criterion to assess the relative contribution to the construct (Hair et al. 2017). As a rule of thumb, a significant indicator weight indicates good measurement quality. If the outer weight of a formative indicator turns out to be insignificant, its outer loading must be assessed. With an outer loading value of more than 0.50 (even though the outer weight is insignificant), the indicator can then be regarded as absolutely important. Conversely, if the outer weight value is insignificant and the outer loading is less than 0.50, the indicator should be deleted (Hair et al. 2017).

- **Stage 2: Assessing Reflective Measurement Models**

After looking at the assessment for formative measurement model, reflective models were then assessed. Four main assessment criteria were involved: internal consistency reliability, indicator reliability, convergent validity and discriminant validity. In assessing internal consistency, this study chose to look into the composite reliability value, rather than Cronbach's alpha. This is because the latter tends to underestimate the true reliability (Henseler, Hubona, and Ray 2016). Although both approaches measure internal consistency, a major advantage of composite reliability over Cronbach's alpha is that it takes into account the loadings of the indicators (Hair et al. 2016). In other words, Cronbach's alpha tends to underestimate the true reliability (Sijtsma 2009). An acceptable composite reliability value should fall between 0.70 and 0.90 to indicate that all the indicators are not measuring the same phenomenon (Ramayah et al. 2018). Next, the indicator reliability was assessed to ensure the different sets of indicators are consistent with what they intend to measure (Urbach and Ahlemann 2010). By looking at the loading values, the proportion of indicator variance that is explained by the latent variable can be denoted. Particularly, Hair et al. (2017) highlighted that a loading value that is 0.708 and above indicates a variable's ability to explain at least 50% of the indicator's variance. However, an indicator with low loading value must not be eliminated if it makes a substantial contribution to average variance extracted (AVE) and composite reliability to its relative latent variable (Henseler et al. 2009).

Then, the convergent validity was assessed. Specifically, the degree to which a latent construct explains the variance of its indicators was examined (Hair et al. 2017). As a guideline, the average variance extracted (AVE) score should be more than 0.50 to show that each construct is accounting for at least 50% of the assigned indicators' variance. The last assessment looked into the discriminant validity. To see if the indicators differentiate across constructs, Fornell and Larcker's criterion was used. Theoretically, a latent variable should explain the variance on its own indicators better than the variance of other variables. Thus, to establish the discriminant validity, the square root of the AVE of a construct should be larger than the correlations between the construct and other constructs in the model (Ramayah et al. 2018).

To further assess discriminant validity, the Heterotrait-Monotrait ratio of correlations (HTMT) criterion was performed. This extra step was taken as the HTMT criterion is able to achieve higher specificity and sensitivity rates in comparison to Fornell and Larcker's Criterion (Henseler, Ringle, and Sarstedt 2015). The latent variables are free from the problem of discriminant validity if HTMT value is greater than 0.85 (Kline 2011) or 0.90 (Gold, Malhotra, and Segars 2001). Next, the HTMT inference was assessed (Henseler, Ringle, and Sarstedt 2015). Discriminant validity is established when the 90% bootstrap confidence interval of HTMT does not contain the value of 1. All in all, both Fornell and Larcker's Criterion and HTMT criterion are popular and valid approaches in assessing discriminant validity. However, the latter method is more stringent in ensuring all constructs in the model are empirically distinct (Voorhees et al. 2016). Therefore, both Fornell and Larcker's Criterion and HTMT criterion were assessed in the present study.

- **Stage 3: Assessing the Structural Model**

Having established both formative and reflective measurement models, the structural model of the main study was assessed. The structural model relationships were examined and the research hypotheses of this present study were either confirmed or rejected. Five critical steps were involved in this stage including: assessing the structural model for lateral collinearity issues, assessing the significance and relevance of the structural relationships, assessing the level of R^2, assessing the effect size and assessing the predictive relevance. Firstly, the lateral collinearity issues were addressed. Even though the criteria for vertical collinearity was met by validating

discriminant validity, lateral collinearity may still exist to mislead the findings (Kock and Lynn 2012). To put it differently, two variables that are hypothesised to be causally related may be measuring the same construct. To assess lateral collinearity, the inner variance inflator factor (VIF) values were looked at. Similar to the evaluation of formative measurement models, the values must not be at or greater than 5 (Hair, Ringle, and Sarstedt 2011) or 3.3 (Diamantopoulos and Siguaw 2006).

Next, the significance and relevance of the structural model relationships were examined by running bootstrapping procedures on SmartPLS software. That is to say, the path coefficients that represent the hypothesised relationships were examined. A positive coefficient indicates a positive relationship, while a negative coefficient indicates a negative relationship. The path coefficients were then checked for their statistical significance. According to Hair et al. (2017), the path coefficients must be at either 0.05 or 0.01 significance. Meanwhile, the *t*-value for a significance level of 1% must be at least 2.33 and for 5%, 1.645 in the one-tailed test. After that, the next step looked into the evaluation of the model's predictive accuracy by assessing the level of R^2. This assessment would tell the amount of variance all the exogenous constructs were able to explain in the endogenous construct that they are linked to (Ramayah et al. 2018). It is generally recommended that an R^2 value of 0.26, 0.13 and 0.02 describe substantial, moderate and weak levels of predictive accuracy, respectively (Cohen 1988). Nonetheless, Wherry (1931) claimed that adjusted R^2 value should be used over R^2 value as the latter tends to be higher when more predictors are added to a model. In view of this, this present study looked into adjusted R^2 rather than R^2 value.

Then, the effect sizes of each predictor construct were examined using Cohen's f^2 (Cohen 1988). In particular, the strength of each exogenous construct in contributing to explaining its relative endogenous construct, in term of R^2, was assessed. As a rule of thumb, f^2 values of 0.35, 0.15 and 0.02 are regarded as large, medium and small effect sizes, respectively (Cohen 1988). Lastly, the predictive relevance of the path model was examined using Stone and Geisser's Q^2 through the blindfolding procedure on SmartPLS software (Hair et al. 2017). In general, Q^2 values that are greater than 0 indicates the exogenous constructs have predictive relevance for the endogenous construct (Hair et al. 2017). Nonetheless, it is important to mention that blindfolding

procedures are only applicable to endogenous constructs that are reflectively measured.

- **Stage 4: Assessing Moderator Analysis**

After looking into the assessment of the structural model, moderator analysis was then performed to answer H_7 and H_8. In PLS-SEM, there are three approaches that can be employed to examine moderator analysis or interaction terms: the product-indicator approach (Chin, Marcolin, and Newsted 1996), two-stage approach (Henseler, Ringle, and Sarstedt 2012) and the orthogonalzing approach (Henseler and Chin 2010). This study chose to analyse the interaction terms using the product-indicator approach, mainly because the moderator variables are categorical variables (Hair et al. 2017, Ramayah et al. 2018). Product indicator approach is also considered the best approach when all constructs are reflectively measured (Ramayah et al. 2018). It is also the most commonly used technique and has shown high prediction accuracy, especially when the sample size is more than 200 (Ramayah et al. 2018). The product indicator approach requires researchers to multiply each indicator of the exogenous construct with each indicator of the moderator (Chin, Marcolin, and Newsted 1996). Then, the product indicators are used as indicators of the interaction term to examine the potential influence of the moderator on the relationship between the predictor and the dependent variable. The rationale behind this approach is that "the indicators of the exogenous construct and the moderator each stem from a certain construct domain and are in principle interchangeable" (Ramayah et al. 2018, p. 224).

Specifically, in this stage of data analysis, the main focus was on the interpretation of interaction effects that occur when: (1) destination familiarity was assumed to influence the relationship between attitude towards the convention and attitude towards visiting the hosting destination; and (2) destination reputation was assumed to influence the relationship between attitude towards visiting the hosting destination and revisit intention, respectively. Meanwhile, destination familiarity has three sub-categories, low, medium and high and destination reputation has two: low and high.

However, prior to the analysis, dummy variables, coded with 0 and 1 must be created (Gujarati 1970), whereby 0 represents the reference category. In this study, destination familiarity has three sub-categories (low, medium and high destination

familiarity); while destination reputation has two sub-categories (negative and positive destination reputation). Hair et al. (2017) as well as Ramayah et al. (2018) reminded that if there are two sub-categories in a nominal variable (e.g., gender), only one dummy variable is needed. Whereas, if the nominal variable has more than two sub-categories (e.g., race), then k-1 dummy variables are appropriate. In view of this, two dummy variables were created for destination familiarity, while one dummy variable was created for destination reputation in this study. For the case of destination familiarity, one set of dummy variable coded low destination familiarity as 1 and medium or high destination familiarity as 0. Meanwhile, another set of dummy variable coded high destination familiarity as 1 and low or medium destination familiarity as 0. In that sense, both sets of dummy variable would take the value zero for the reference category (ie. medium destination familiarity). On a different note, for the case of destination reputation, negative destination reputation was recoded as 0, whereas positive destination reputation was recoded as 1. All coding of dummy variables were done using the SPSS software.

To perform the moderator analysis, the amount of variance that the exogenous variable and moderator was able to explain on the endogenous variable was first examined by looking at the R^2 value. Then, an interaction term was created by interacting the exogenous variable and moderator. By doing so, all possible paired combinations of the indicators of the exogenous variable and the moderator were listed as the indicators of the interaction term. The R^2 value was then re-examined. With the value of R^2 change, the effect size, f^2 could thus be calculated using the following formula (Ramayah et al. 2018):

$$f^2 = \frac{(R2 \text{ included} - R2 \text{ excluded})}{(1 - R2 \text{ included})}$$

Following the guidelines of Cohen (1988), the f^2 value of 0.35, 0.15 and 0.02 denote large, medium and large interaction effect. After that, the path coefficient of the interaction term was examined using the bootstrapping procedure on SmartPLS. Similar to the previous stage, the path coefficient, *t*-value and *p*-value were evaluated. In line with the earlier assessment, the path coefficients must be at either 0.05 or 0.01

significance. Meanwhile, the *t*-value for a significance level of 1% must be at least 2.33 and for 5%, 1.645 in a one-tailed test (Hair et al. 2017).

For easier reference, Table 18 summarises the indices for data analysis using PLS-SEM in different stages. It should be noted that the goodness-of-fit index is not reported in the present study. In fact, the model-fit criteria are commonly employed in CB-SEM which is associated with the distinction between variance and co-variance, but they are not applicable in PLS-SEM which assumes distribution-free variance (Hair et al. 2012). Hair et al. (2017) also emphasised that researchers should be very cautious in reporting and using model fit in PLS-SEM as the criteria is still in the early stage of research. Therefore, it is not wise to use these criteria for PLS-SEM results assessment (Hair et al. 2017).

Table 18 Summary of Indices for Data Analysis Using PLS-SEM

No	Assessment	Name of Index	Level of Acceptance	Sources
Assessment for Formative Measurement Models				
1.	Convergent Validity	Redundancy Analysis	Path coefficient≥ 0.80 (high satisfactory) Path coefficient≥ 0.70 (satisfactory) Path coefficient≥ 0.60 (for exploratory research)	Chin (1998), Hair et al. (2017)
2.	Indicator Collinearity	Variance Inflator Factor (VIF)	VIF≤ 3.3 or 5	Diamantopoulos and Siguaw (2006), Hair, Ringle, and Sarstedt (2011)
3.	Significance and Relevance of Outer Weights	Average Variance Extracted (AVE)	The outer weight from each formative indicator must be significant based on bootstrapping result. An insignificant indicator can be retained if the outer loading is greater than 0.50 and have t-value of more than 1.645.	Hair et al. (2017)
Assessment for Reflective Measurement Models				
1.	Internal Consistency	Composite Reliability (CR)	CR> 0.90 (not desirable) CR> 0.70- 0.90 (satisfactory) CR> 0.60 (for exploratory research)	Ramayah et al. (2018)

2.	Indicator Reliability/ Factor Loadings	Indicator Loadings	Loading of 0.708 or highest is recommended. However, indicators with loadings lower than 0.708 should be kept if the minimum of 0.50 is achieved for AVE result.	Hair et al. (2017)
3.	Convergent Validity	Average Variance Extracted (AVE)	AVE> 0.50	Hair et al. (2017)
4.	Discriminant Validity	Fornell and Larcker's Criterion	The square root of AVE of a construct should be larger than the correlations between the construct and other constructs in the model.	Ramayah et al. (2018)
		HTMT Criterion	HTMT criterion should be lower than $CI_{0.85}$ for a stringent criterion or $CI_{0.90}$ for a conservative criterion. For HTMT inference using the bootstrapping technique, 90% bootstrap confidence interval should not contain the value of 1.	Kline (2011), Gold, Malhotra, and Segars (2001), Henseler, Ringle, and Sarstedt (2015)
Assessment of Structural Model				
1.	Lateral Collinearity	Inner Variance Inflator Factor (VIF)	Inner VIF≤ 3.3 or 5	Diamantopoulos and Siguaw (2006), Hair, Ringle, and Sarstedt (2011)
2.	Path Coefficient	Path Coefficient	*p* value< 0.01 *t* value> 2.33 (one-tailed)	Hair et al. (2017)
			p value< 0.05 *t* value> 1.645 (one-tailed)	
3.	Adjusted R^2	Coefficient of determination	$R^{2\geq}$ 0.26 (substantial) $R^{2\geq}$ 0.13 (moderate) $R^{2\geq}$ 0.02 (weak)	Cohen (1988)
4.	f^2	Effect size to R^2	$f^{2\geq}$ 0.35 (large) $f^{2\geq}$ 0.15 (medium) $f^{2\geq}$ 0.02 (small)	Cohen (1988)
5.	Q^2	Stone- Geisser Q^2 predictive relevance	Q^2> 0 (exogenous constructs have predictive relevance for endogenous constructs)	Hair et al. (2017)

Assessment of Moderator Analysis (Product Indicator Approach)				
1.	f^2	Effect size to R^2	$f^2 \geq$ 0.35 (large) $f^2 \geq$ 0.15 (medium) $f^2 \geq$ 0.02 (small)	Cohen (1988)
2.	Path Coefficient	Path Coefficient	*p* value< 0.01 *t* value> 2.33 (one-tailed) *p* value< 0.05 *t* value> 1.645 (one-tailed)	Hair et al. (2017)

As mentioned in the previous section, the data collected was split into three datasets to satisfy the purpose of the investigation: Part 1 (using Dataset 1), to validate the measurement of consumer value using perceived value and value of co-creation; Part 2 (using Dataset 2), to test the base research model; and Part 3 (using Dataset 3), to perform the moderation analysis and retest the hypotheses.

In the first part of the investigation, the full dataset was used to analyse the predictive ability of consumer value (combining both perceived value and value of co-creation) in predicting participants' attitude towards the convention that they attended. Thus, the data analysis procedure involved assessing the formative measurement models, reflective measurement models and the structural relationships between emotional value and attitude towards the convention, functional value (of price/ value for money) and attitude towards the convention, social value and attitude towards the convention and value of co-creation and attitude towards the convention.

In splitting the data, the simple random sampling method was employed, mainly because it was easy and efficient to implement. Though other classical statistical sampling techniques, such as stratified random sampling and systematic sampling, can also be used to split data (May, Maier, and Dandy 2010), biases may occur. This is because a proper ordering of the dataset is hard to determine and it is challenging to divide the dataset into relatively homogenous clusters or groups of samples. Consequently, simple random sampling is preferable in this case. To ensure every unit had an equal chance of being chosen, simple random sampling using a random number table was used. The collected 434 responses were first compiled into a list to be used as a sampling frame. Each questionnaire response was then assigned a number (numerical labels 001, 002, 003,…434). As an equal number of objects was intended for the second and third parts of

the investigation, the sample size would be 217. Next, a random starting point was indicated on the random number table (refer to Appendix 6) with the researcher's eyes closed and pointed randomly onto the page. The random digits were then recorded in groups of 3. Only numbers within the range of 001 to 434 were selected from the list. In contrast, numbers that did not fit in the range (greater than 434) was omitted and the next set of numbers was considered instead. The procedure continued through the table until 217 samples were identified. The selected responses were grouped into Dataset 2 while the unselected responses were grouped into Dataset 3.

The second part of the investigation seeks to examine the base research model. In analysing the data, a similar procedure was required: assessing the formative construct, reflective construct and the structural relationships between emotional value and attitude towards the convention, functional value (of price/ value for money) and attitude towards the convention, social value and attitude towards the convention, value of co-creation and attitude towards the convention, attitude towards the convention and attitude towards visiting the hosting destination, attitude towards visiting the hosting destination and revisit intention, subjective norm and revisit intention, as well as perceived behavioural control and revisit intention.

As the third part of the investigation re-examined the base research model, the identical analysing procedures as in the second part were required. Later, two moderation analyses were performed (by adopting the product indicator approach) to assess the moderating effect of destination familiarity and destination reputation.

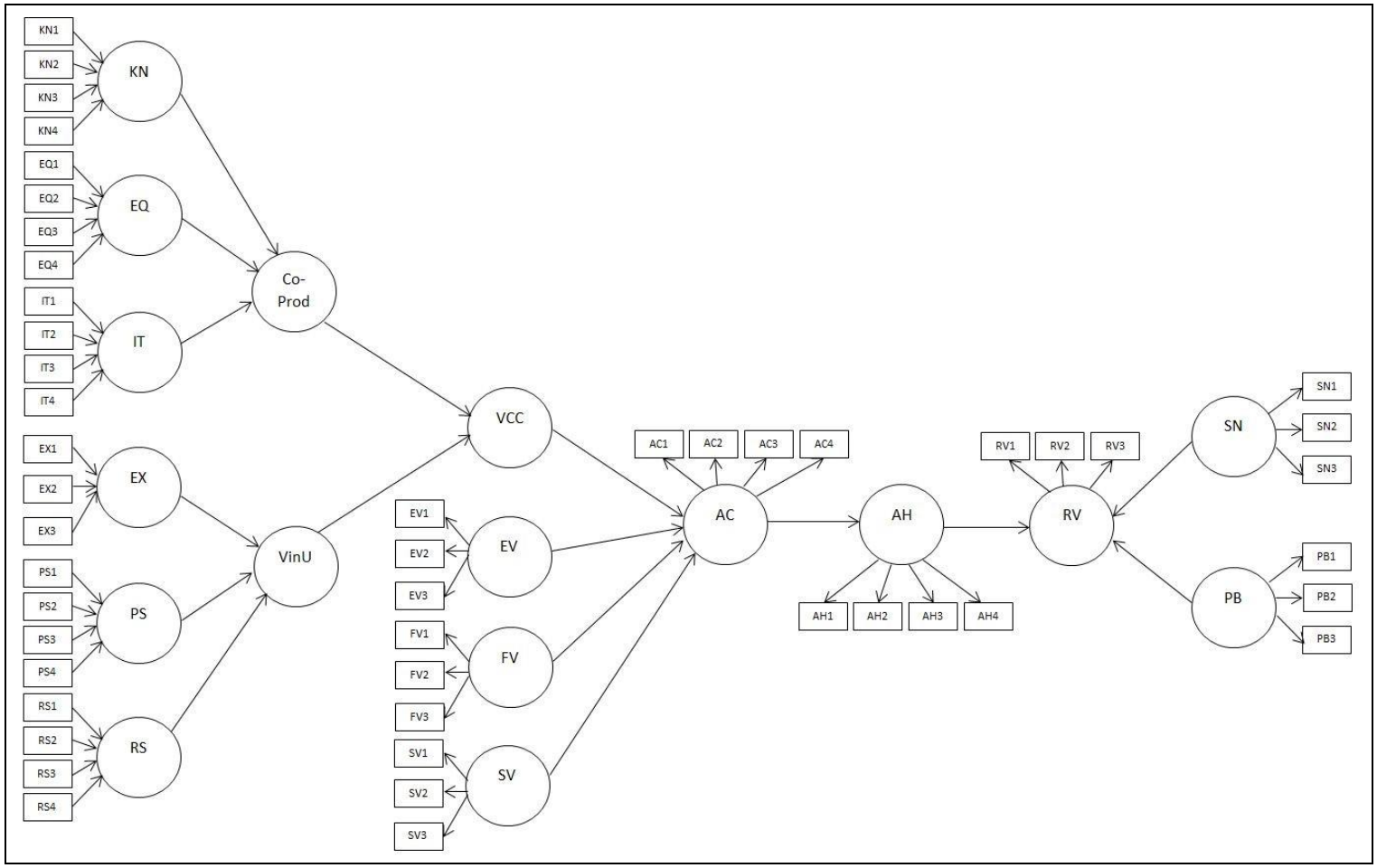
Table 19 provides an overview of the research design, integrating the analytical framework. For easier reference, a PLS path model of this research is also developed and shown in Figure 9.

Table 19 Overview of Research Design

	Research Questions	Research Hypotheses	Sample Size	Questionnaire Items	Techniques of Analysis
Investigation Part 1 (Dataset 1)	/	/	*N*= 434	Section A, B and C	- Evaluation of Formative Measurement Models: 1. Convergent Validity: Redundancy Analysis 2.Indicator Collinearity: Variance Inflator Factor (VIF) 3. Significance and Relevance of Outer Weights: Average Variance Extracted (AVE) - Evaluation of Reflective Measurement Models: 1. Internal Consistency: Composite Reliability (CR) 2. Indicator Reliability: Indicator Loadings 3. Convergent Validity: Average Variance Extracted (AVE) 4. Discriminant Validity: Fornell and Larcker criterion, HTMT Criterion - Evaluation of the Structural Model 1.Lateral Collinearity: Inner VIF 2.Structural Model Path Coefficients: path coefficients 3. Coefficients of Determinations: R^2 value 4. Effect size f^2 : f^2value 5. Blindfolding and Predictive Relevance: Stone-Geisser's Q^2value

Investigation Part 2 (Dataset 2)	RQ1: How do convention participants evaluate conventions using perceived value?	H1(a): Emotional value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention. H1(b): Functional value (of price/ value for money) dimension of perceived value will have a positive effect on convention participants' attitude towards the convention. H1(c): Social value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.	*N*= 217	Section A (Q1, 2 and 3) and Section C Section A (Q4, 5 and 6) and Section C Section A (Q7, 8 and 9) and Section C	- Evaluation of Formative Measurement Models: 1. Convergent Validity: Redundancy Analysis 2.Indicator Collinearity: Variance Inflator Factor (VIF) 3. Significance and Relevance of Outer Weights: Average Variance Extracted (AVE) - Evaluation of Reflective Measurement Models: 1. Internal Consistency: Composite Reliability (CR) 2. Indicator Reliability: Indicator Loadings 3. Convergent Validity: Average Variance Extracted (AVE) 4. Discriminant Validity: Fornell and Larcker criterion, HTMT Criterion - Evaluation of the Structural Model 1.Lateral Collinearity: Inner VIF 2.Structural Model Path Coefficients: path coefficients 3. Coefficients of Determinations: R^2 value 4. Effect size f^2 : f^2value 5. Blindfolding and Predictive Relevance: Stone-Geisser's Q^2value
	RQ2: How do convention participants evaluate conventions using value of co-creation?	H2: Value of co-creation will have a positive effect on convention participants' attitude towards the convention.		Section B and Section C	
	RQ3: How does convention participants' evaluation of the conventions influence their attitude towards visiting the hosting destination?	H3: Convention participants' attitude towards the convention will have a positive effect on their attitude towards visiting the hosting destination.		Section C and Section D	
	RQ4: How does convention participants' attitude towards visiting the hosing destination influence their revisit intention?	H4: Attitude towards visiting the hosting destination will have a positive effect on convention participants' revisit intention. H5: Subjective norm will have a positive effect on convention participants' revisit intention. H6: Perceived behavioural control will have a positive effect on convention participants' revisit intention.		Section D and Section E Section D and Section G (Q1, 2 and 3) Section D and Section G (Q4, 5 and 6)	
Investigati on Part 3	RQ5: How does destination familiarity moderate the relationship between attitude towards the convention and attitude towards visiting the hosting destination?	H7: The positive relationship between convention participants' attitude towards the convention and their attitude towards visiting the hosting destination will be stronger (weaker) when their destination familiarity is low (high).	*N*= 217	Section C, Section D and Section H (Q7, 8 and 9)	- Evaluation of Formative Measurement Models: 1. Convergent Validity: Redundancy Analysis 2.Indicator Collinearity: Variance Inflator Factor (VIF) 3. Significance and Relevance of Outer

	RQ6: How does destination reputation moderate the relationship between attitude towards visiting the hosting destination and revisit intention?	H8: The effect of convention participants' attitude towards visiting the hosting destination on their revisit intention will be strengthened (weakened) when destination reputation is positive (negative).		Section D, E and F	Weights: Average Variance Extracted (AVE) - Evaluation of Reflective Measurement Models: 1. Internal Consistency: Composite Reliability (CR) 2. Indicator Reliability: Indicator Loadings 3. Convergent Validity: Average Variance Extracted (AVE) 4. Discriminant Validity: Fornell and Larcker criterion, HTMT Criterion - Evaluation of the Structural Model 1.Lateral Collinearity: Inner VIF 2.Structural Model Path Coefficients: path coefficients 3. Coefficients of Determinations: R^2 value 4. Effect size f^2 : f^2value 5. Blindfolding and Predictive Relevance: Stone-Geisser's Q^2value - Assessment of Moderator Analysis (Product Indicator Approach): 1. Effect size f^2 : f^2value 2. Structural Model Path Coefficients: path coefficients



Note: KN= Knowledge, EQ= Equity, IT= Interaction, EX= Experience, PS= Personification, RS= Relationship, Co-Prod= Co-production, VinU= Value-in-use, VCC= Value of co-creation, EV= Emotional value, FV= Functional value (of price/ value for money), SV= Social value, AC= Attitude towards the convention, AH= Attitude towards visiting the hosting destination, RV= Revisit intention, SN= Subjective norm, PB= Perceived behavioural control

Figure 9 Illustration of PLS Path Model

4.12 Ethical Considerations

As this study involved human participation, the study was ensured to be in compliance with *The National Statement on the Ethical Conduct in Human Research, Australian Code for the Responsible Conduct of Research, Curtin Research Management Policy* and other relevant applicable laws, institutional and national standards. The ethical approval was obtained from Curtin University's research ethics committees after the application for candidacy (Milestone 1). The approval was granted on July 5, 2019, for a period of one year, with approval number: HRE2019-0420. The ethical approval letter can be found in Appendix 7.

4.13 Chapter Summary

This chapter has justified the choice of methodology used to test the hypotheses and fulfil the research objectives of the present study. In this regard, the positivist perspective was identified to be a more suitable research paradigm over the other choice. Furthermore, the quantitative approach with an application of survey research was also selected as the strategy to collect cross-sectional data. This study focused on convention participants who travelled to Malaysia for the purpose of convention participation. The minimum sample size was estimated to be 400. Meanwhile, the non-proportional quota sampling method was chosen as the sampling technique. A survey questionnaire was developed after reviewing the existing studies. This chapter also provided details on the pilot test conducted prior to the main study. In general, the results revealed no potential issues with the reliability and validity of the research instruments. Finally, the statistical techniques required to examine PLS structural equation modelling was also presented. The next chapter will discuss the descriptive statistics and results of the hypotheses testing.

CHAPTER FIVE: DATA ANALYSIS AND FINDINGS

5.1 Introduction

In this chapter, the analysis of data collected and the findings are presented. Specifically, this chapter is alienated into three major sections. As discussed earlier, the investigation was divided into three parts to answer different objectives. Hence, the following sections, Section 5.2, Section 5.3 and Section 5.4 present the details of the demographic data collected, the output of reliability and validity tests of the main constructs and the results of path analysis using Smart PLS software of part 1, 2 and 3 of the investigation, respectively. Lastly, in Section 5.5, a review of the chapter that includes a summary of hypotheses testing is presented.

5.2 Investigation Part 1 Using Dataset 1: Data Analysis and Findings (N= 434)

To recap, by utilising the proportional sampling method, 520 surveys were distributed to convention participants participating in the selected conventions. A total of 457 questionnaires were returned, so the response rate was high at 87.9%. After data cleaning and eliminating unusable responses, 23 questionnaires were discarded as they contained more than 5% of missing values. At last, a total of 434 questionnaires were coded and used for data analysis, which included 209 local business travellers and 225 foreign business travellers. As mentioned in Chapter 4, the main objective for the first part of the investigation is to establish the predictive validity of perceived value and value of co-creation in predicting convention participants' attitude towards the convention participated. To achieve this objective, pooled dataset, Dataset 1, was used in the investigation as a larger sample size of the pooled dataset is efficient to determine significant associations between a response and its predictors (Zhou et al. 2017). This can be attributed to the fact that the statistical power can be potentially improved when datasets are pooled together (Haase et al. 2009, Klunk et al. 2015).

5.2.1 Demographic Characteristics of the Respondents

This section describes the profiles of the respondents in order to provide an enhanced understanding of the sample.

The socio-demographic profiles of the sample are shown and summarised in Table 20. From the table, it can be seen that the sample has almost the equal size of male (52.8%) and female (47.2%). Majority of respondents were aged between 40 to 49 years (41.2%), followed by 30-39 years (34.1%), 50-59 years (13.6%), 20-29 years (9.2%) and older than 60 years (1.8%). In regards to education qualifications, approximately 51.4% completed their bachelor's degree, while 45.2% attended graduate schools. Only 3.5% of respondents had a vocational school qualification.

The biggest group of respondents was employed (83.9%), followed by students (11.8%) and self-employed (4.4%). Concerning the annual income, the largest group (24.2%) of respondents was shown as earning RM 216,001 and above annually. Other categories of annual income were represented as follows: RM 180,001-216,000 (16.8%), RM 108,001-144,000 (15.2%), RM144,001-180,000 (15.0%), RM36,000 or less (10.8%), RM72,001-RM108,000 (10.4%) and RM36,001-72,000 (7.6%). The table also shows that the largest group of respondents was Malaysians residing outside of Kuala Lumpur or Selangor (48.2%). Other respondents were residing in other Asian countries (9.9%), Singapore (7.1%), other European countries (5.7%), Australia (5.5%), the United States (5.3%), China/ Hong Kong (4.1%), Canada (3.2%), Korea (2.8%), Japan (2.1%), New Zealand (2.1%), United Kingdom (1.4%), other countries (1.4%) and Thailand (1.2%). Lastly, 39.4% of the survey respondents participated in academic/ scientific conventions, while 60.6% of the respondents participated in other types of convention including that of public sectors, trade unions and special interests related.

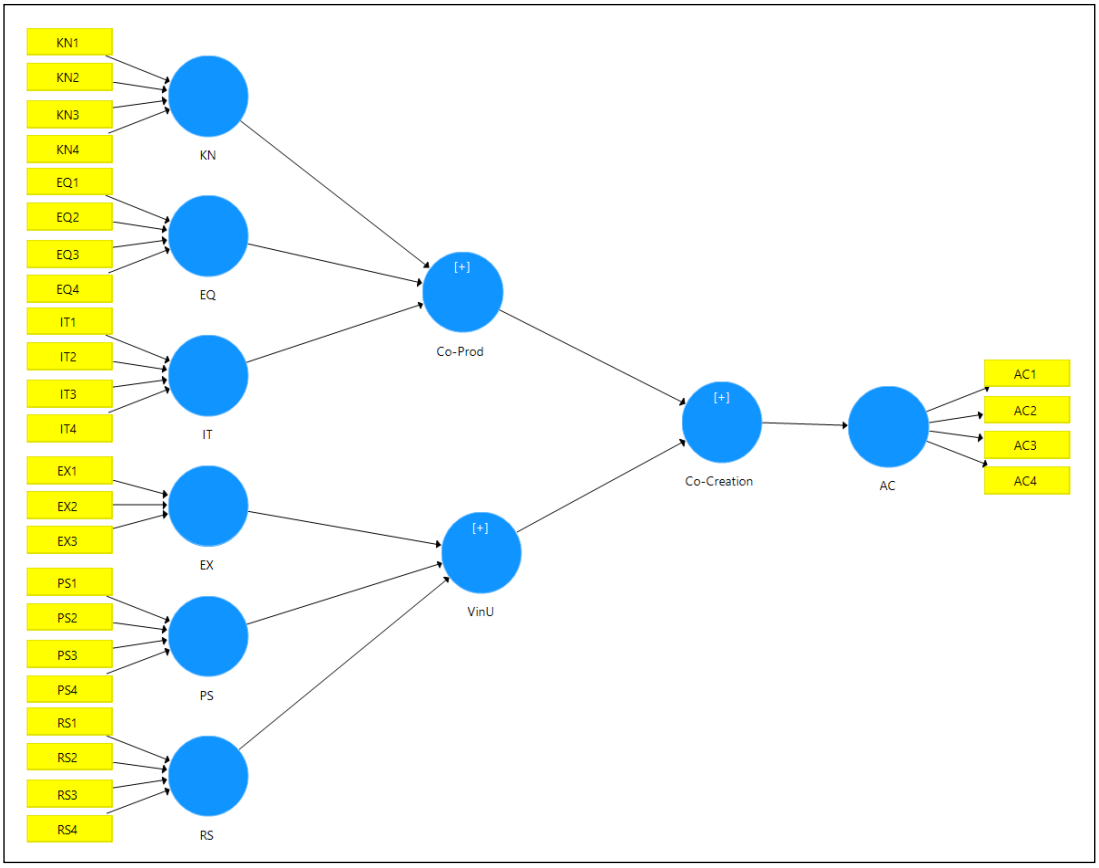
Table 20 Respondent Demographic Characteristics for Investigation Part 1 (N= 434)

Demographic Characteristics	**Frequency**	**Percentage (%)**	**Cumulative Percentage (%)**
Gender			
Male	229	52.8	52.8
Female	205	47.2	100.0
Age			
Under 20 years	0	0.0	0.0
20-29 years	40	9.2	9.2
30-39 years	148	34.1	43.3
40-49 years	179	41.2	84.6
50-59 years	59	13.6	98.2
60 years and above	8	1.8	100.0
Education Qualification			
Primary school	0	0.0	0.0
Secondary school/ High school	0	0.0	0.0
Vocational school	15	3.5	3.5
Bachelor's degree	223	51.4	54.8
Master's degree	157	36.2	91.0
Doctoral degree	39	9.0	100.0
Position			
Employed	364	83.9	83.9
Self-employed	19	4.4	88.2
Home maker	0	0.0	88.2
Student	51	11.8	100.0
Retired	0	0.0	100.0
Unemployed	0	0.0	100.0
Annual Income			
RM 36,000 or less	47	10.8	10.8
RM 36,001- 72,000	33	7.6	18.4
RM 72,001- 108,000	45	10.4	28.8
RM 108,001- 144,000	66	15.2	44.0
RM 144,001- 180,000	65	15.0	59.0
RM 180,001- 216,000	73	16.8	75.8
RM 216,001 and above	105	24.2	100.0
Place of Residence			
Australia	24	5.5	5.5
Canada	14	3.2	8.7
China/ Hong Kong	18	4.1	12.8
Japan	9	2.1	14.9
Korea	12	2.8	17.7
New Zealand	9	2.1	19.8
Singapore	31	7.1	26.9

Thailand	5	1.2	28.1
United Kingdom	6	1.4	29.5
The United States	23	5.3	34.8
Malaysia (Outside of Kuala Lumpur or Selangor)	209	48.2	83.0
Other Asian Countries	43	9.9	92.9
Other European Countries	25	5.7	98.6
Other Countries	6	1.4	100.0
Type of Convention Participated			
Academic/ Scientific	171	39.4	39.4
Other	263	60.6	100.0

5.2.2 Assessment of Formative Measurement for Value of Co-creation

The following sub-sections examine the formative first, second and third order measurement model of value of co-creation construct. By using the repeated indicator approach, the exogenous variables in the first-order model are: knowledge, equity, interaction, experience, personalisation, and relationship. Meanwhile, co-production and value-in-use are the endogenous variables. For the second-order model, the exogenous variables are co-production and value-in-use. Value of co-creation is the endogenous variable. Lastly, the exogenous variable in the third order model is value of co-creation and the endogenous variable is attitude towards the convention, which is reflectively measured. The drawing of the formative first, second and third order model is illustrated in Figure 10. As suggested by Hair et al. (2014), when using the repeated indicator approach, the same measurement model evaluation criteria apply to the higher order constructs. Therefore, in the present study, each of the three layer structures of constructs must satisfy the statistical evaluation criteria for formative measurement scales. Specifically, the formative measures were validated by assessing the convergent validity, collinearity, as well as the significance and relevance of outer weights.



Note: KN= Knowledge, EQ= Equity, IT= Interaction, EX= Experience, PS= Personification, RS= Relationship, Co-Prod= Co-production, VinU= Value-in-use, VCC= Value of co-creation, AC= Attitude towards the convention

Figure 10 Formative First, Second and Third Order Measurement Model (Investigation Part 1)

Value of Co-creation: First-Order Construct Assessment

To establish convergent validity, redundancy analysis suggested by Chin (1998) was utilised. In particular, a new path model was created for each of the first order construct. The exogenous constructs were then drawn as formative model to predict the relative global indicator. As shown in Table 21, the formative constructs of knowledge (0.717), equity (0.849), interaction (0.815), experience (0.901), personalisation (0.902) and relationship (0.884) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 21, all indicators for the six formative constructs satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative constructs were examined. As shown in Table 21, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

Table 21 Results Summary for First-order Formative Construct (Investigation Part 1)

First-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Knowledge	KN1	0.717	0.377	1.622	9.228	0.000
	KN2		0.353	1.581	8.870	0.000
	KN3		0.255	1.528	5.931	0.000
	KN4		0.360	1.412	8.115	0.000
Equity	EQ1	0.849	0.311	1.530	7.646	0.000
	EQ2		0.320	1.821	7.223	0.000
	EQ3		0.302	1.668	7.539	0.000
	EQ4		0.384	1.552	8.534	0.000
Interaction	IT1	0.815	0.319	1.478	8.548	0.000
	IT2		0.362	1.713	9.650	0.000
	IT3		0.331	1.710	8.425	0.000
	IT4		0.316	1.613	7.740	0.000
Experience	EX1	0.901	0.458	1.283	8.878	0.000
	EX2		0.398	1.466	7.426	0.000
	EX3		0.473	1.470	9.084	0.000
Personalisation	PS1	0.902	0.452	2.173	9.145	0.000
	PS2		0.234	2.094	4.659	0.000
	PS3		0.369	2.054	8.063	0.000
	PS4		0.212	1.846	4.230	0.000
Relationship	RS1	0.884	0.427	2.176	5.846	0.000
	RS2		0.229	2.114	3.046	0.000
	RS3		0.380	1.999	5.459	0.000
	RS4		0.282	1.826	4.259	0.000

Value of Co-creation: Second-Order Construct Assessment

Along the same line, the convergent validity is assessed by utilising redundancy analysis suggested by Chin (1998). In particular, a new path model was created for each of the second order construct. The exogenous constructs were then drawn as formative model to predict the relative global indicator. As shown in Table 22, the formative constructs of co-production (0.745) and value-in-use (0.801) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 22, all indicators for the two formative constructs satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative constructs were examined. As shown in Table 22, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

Table 22 Results Summary for Second-order Formative Construct (Investigation Part 1)

Second-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Co-Production	KN1	0.745	0.139	1.551	17.519	0.000
	KN2		0.140	1.540	19.216	0.000
	KN3		0.124	1.465	15.079	0.000
	KN4		0.131	1.353	17.041	0.000
	EQ1		0.134	1.469	17.595	0.000
	EQ2		0.146	1.784	18.872	0.000
	EQ3		0.138	1.600	18.679	0.000
	EQ4		0.143	1.493	17.743	0.000
	IT1		0.128	1.392	17.010	0.000
	IT2		0.146	1.643	19.569	0.000
	IT3		0.140	1.625	20.130	0.000
	IT4		0.136	1.475	16.648	0.000
Value-in-Use	EX1	0.801	0.161	1.478	13.637	0.000
	EX2		0.162	1.529	12.744	0.000
	EX3		0.167	1.612	14.923	0.000
	PS1		0.183	2.252	18.022	0.000
	PS2		0.163	2.175	17.830	0.000
	PS3		0.170	2.206	17.765	0.000
	PS4		0.149	1.874	13.770	0.000
	RS1		0.145	2.246	13.086	0.000
	RS2		0.132	2.177	11.167	0.000
	RS3		0.136	2.107	12.586	0.000
	RS4		0.133	1.915	11.945	0.000

Value of Co-creation: Third-Order Construct Assessment

In the same manner, the formative measures were validated by assessing the convergent validity collinearity, as well as the significance and relevance of outer weights. To establish convergent validity, redundancy analysis suggested by Chin (1998) was utilised. In particular, a new path model was created for each of the second order construct. The exogenous construct was then drawn as formative model to predict the relative global indicator. As shown in Table 23, the formative construct of value of co-creation (0.760) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

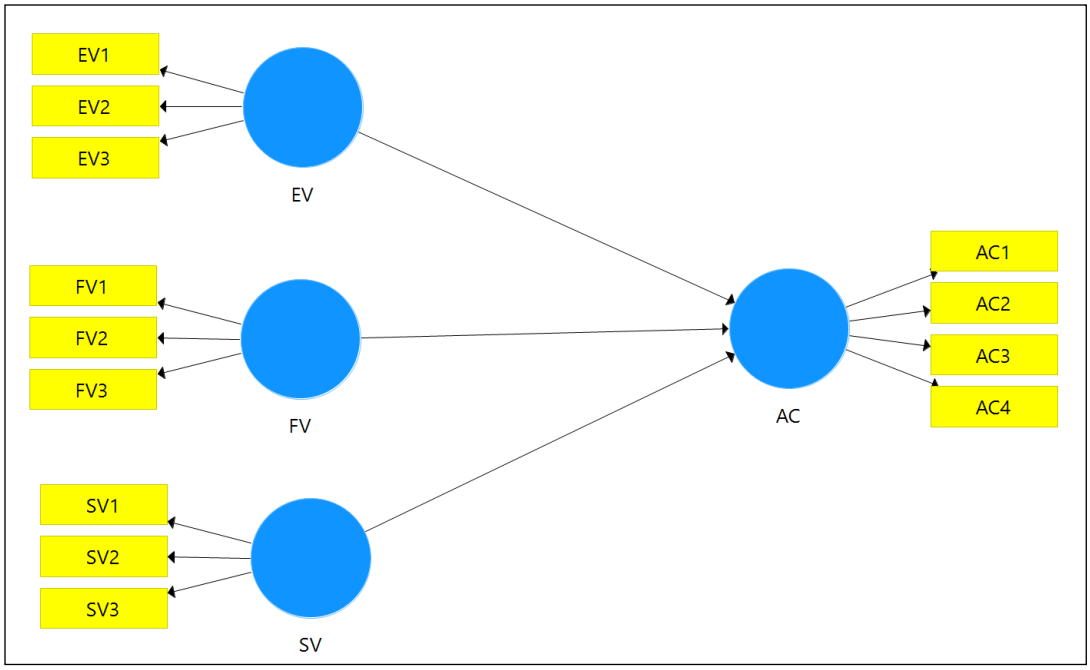
On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 23, all indicators for the formative construct satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative construct were examined. As shown in Table 23, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

Table 23 Results Summary for Third-order Formative Construct (Investigation Part 1)

Third-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Value of Co-Creation	KN1	0.760	0.082	1.416	18.352	0.000
	KN2		0.083	1.463	17.662	0.000
	KN3		0.076	1.397	15.390	0.000
	KN4		0.078	1.271	16.635	0.000
	EQ1		0.080	1.400	16.339	0.000
	EQ2		0.087	1.661	17.173	0.000
	EQ3		0.083	1.513	17.777	0.000
	EQ4		0.081	1.381	16.986	0.000
	IT1		0.076	1.319	15.685	0.000
	IT2		0.089	1.544	18.499	0.000
	IT3		0.087	1.521	19.784	0.000
	IT4		0.085	1.400	17.950	0.000
	EX1		0.084	1.187	15.264	0.000
	EX2		0.083	1.318	14.369	0.000
	EX3		0.084	1.224	16.399	0.000
	PS1		0.093	1.918	19.480	0.000
	PS2		0.084	2.044	17.590	0.000
	PS3		0.092	1.940	17.859	0.000
	PS4		0.078	1.777	13.945	0.000
	RS1		0.071	2.009	12.156	0.000
	RS2		0.064	2.056	10.526	0.000
	RS3		0.062	1.839	10.592	0.000
	RS4		0.064	1.799	10.300	0.000

5.2.3 Assessment of Reflective Measurement for Perceived Value and Attitude Towards the Convention

After looking at the assessment of formative measures, this section then proceeds to assess the reflective measurement models. Three main assessments including internal consistency reliability, convergent validity and discriminant validity were examined. The exogenous variables in the measurement model are emotional value (consisting of three indicators: EV1, EV2, EV3), functional value of price/ value for money (consisting of three indicators: FV1, FV2, FV3), and social value (consisting of three indicators: SV1, SV2, SV3). The endogenous variable is attitude towards the convention (consisting of four indicators: AC1, AC2, AC3, AC4). The drawing of the model is illustrated in Figure 11.



Note: EV= Emotional value, FV= Functional value (of price/ value for money), SV= Social value, AC= Attitude towards the convention

Figure 11 Reflective Measurement Models (Investigation Part 1)

Four assessments were conducted, including internal consistency, indicator reliability, convergent validity and discriminant validity. The indicator loadings (to assess indicator reliability), composite reliability (to assess internal consistency) and average variance extracted (to assess convergent validity) are shown in Table 24. All four constructs met the minimum cut-off value for AVE and CR. In specific, the values of CR for all constructs are between 0.70 and 0.90, which can be considered satisfactory (Nunnally and

Bernstein 1994). Furthermore, all AVE scores are greater than 0.50 (Hair et al. 2017). On a different note, all the loadings, except items EV2, EV3, and SV1, exceed the recommended value of 0.708 (Hair et al. 2017). Despite the low loadings, these three items were retained as the minimum of AVE result of 0.5 is achieved for each construct (Ramayah et al. 2018).

Subsequently, the discriminant validity was examined using Fornell and Lacker's Criterion. The result is shown in Table 25 and indicated that all constructs exhibit sufficient discriminant validity, in which the square root of AVE (diagonal) of each of the constructs is larger than the correlations (off-diagonal) with other constructs in the model (Fornell and Larcker 1981). To further assess discriminant validity, the HTMT inferential was performed using bootstrapping technique. As shown in Table 26, all the values are well below the criterion of $HTMT_{0.90}$ (Gold, Malhotra, and Segars 2001) and $HTMT_{0.85}$ (Kline 2011). Additionally, the HTMT inferential results also show that the confidence interval does not show a value of 1 on any of the constructs (Henseler, Ringle, and Sarstedt 2015). Thus, the result substantiates that each construct in the model can better explain the variance of its own indicator rather than the variance of other construct. Therefore, at this stage, it can be concluded that all constructs met the internal consistency, indicator reliability, convergent validity and convergent validity criteria.

Table 24 Results Summary for Reflective Measurement Models (Investigation Part 1)

Construct	**Items**	**Loadings**	**AVE**	**CR**
Emotional Value	EV1	0.920	0.547	0.777
	EV2	0.666		
	EV3	0.592		
Functional Value (of price/ value for money)	FV1	0.837	0.712	0.881
	FV2	0.873		
	FV3	0.820		
Social Value	SV1	0.676	0.558	0.790
	SV2	0.800		
	SV3	0.759		
Attitude Towards the Convention	AC1	0.729	0.569	0.841
	AC2	0.769		
	AC3	0.762		
	AC4	0.757		

Table 25 Results of Discriminant Validity Assessment Using Fornell and Lacker's Criterion (Investigation Part 1)

	Emotional Value	**Functional Value (of price/ value for money)**	**Social Value**	**Attitude Towards the Convention**
Emotional Value	**0.740**			
Functional Value (of price/ value for money)	0.406	**0.844**		
Social Value	-0.031	0.129	**0.747**	
Attitude Towards the Convention	0.298	0.527	0.130	**0.755**

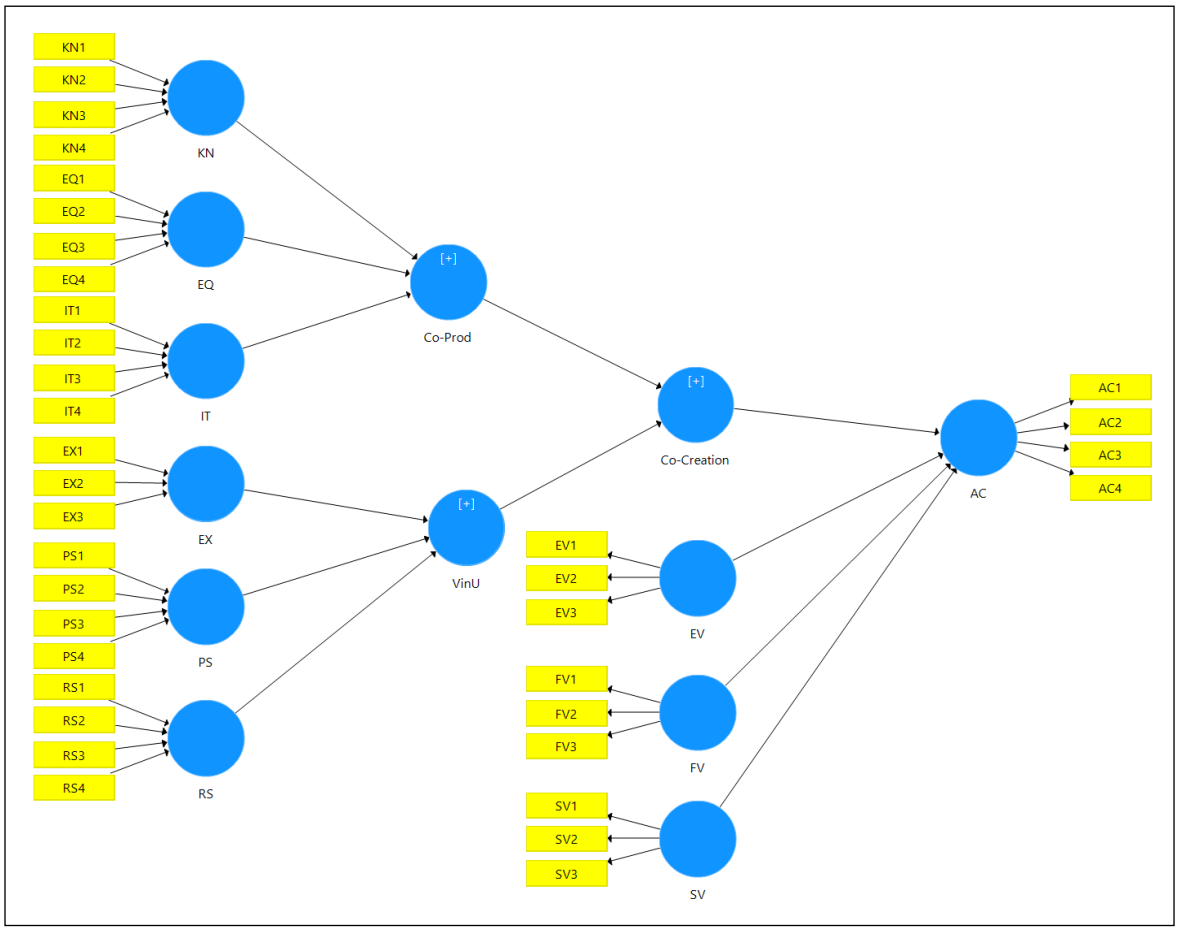
Table 26 Results of Discriminant Validity Assessment Using HTMT Criterion (Investigation Part 1)

	Emotional Value	**Functional Value (of price/ value for money)**	**Social Value**	**Attitude Towards the Convention**
Emotional Value				
Functional Value (of price/ value for money)	0.478 $CI_{0.85}$ (0.389, 0.568)			
Social Value	0.123 $CI_{0.85}$ (0.059, 0.162)	0.187 $CI_{0.85}$ (0.095, 0.287)		
Attitude Towards the Convention	0.353 $CI_{0.85}$ (0.235, 0.444)	0.682 $CI_{0.85}$ (0.597, 0.760)	0.192 $CI_{0.85}$ (0.109, 0.286)	

Note: Discriminant validity established at $HTMT_{0.85}$

5.2.4 Predictive Validity Testing of Perceived Value and Value of Co-Creation

Having established the validity and reliability of the measurement models, this section assessed the predictive validity of perceived value and value of co-creation. The specific structural model is as shown in Figure 12. However, prior to evaluating the structural model, it is important to first ensure that there is no lateral collinearity issue in the structural model (Ramayah et al. 2018). Even though the criteria of vertical collinearity are met by examining the discriminant validity, lateral collinearity may also mislead the findings (Kock and Lynn 2012). Table 27 presents the results of lateral collinearity assessment. As shown, all the inner VIF values for the independent variables (emotional value, functional value (of price/ value for money), social value and value of co-creation) are well below the threshold of 3.3 (Diamantopoulos and Siguaw 2006) and 5.0 (Hair et al. 2017). Thus, lateral multicollinearity is not a concern in the present study.



Note: KN= Knowledge, EQ= Equity, IT= Interaction, EX= Experience, PS= Personification, RS= Relationship, Co-Prod= Co-production, VinU= Value-in-use, VCC= Value of co-creation, EV= Emotional value, FV= Functional value (of price/ value for money), SV= Social value, AC= Attitude towards the convention

Figure 12 Structural Model (Investigation Part 1)

Table 27 Result of Lateral Collinearity Assessment (Investigation Part 1)

Construct	**Attitude Towards the Convention**
Emotional Value	1.208
Functional Value (of price/ value for money)	1.774
Social Value	1.026
Value of Co-Creation	1.556

As previously mentioned, this study intends to validate the measures of consumer values in the context of convention industry by considering both perceived value and value of co-creation. Therefore, four direct relationships were developed between the constructs. To test the significance level, t-statistics for all paths were computed using the bootstrapping function of SmartPLS 3.0. Based on the results presented in Table 28, the path coefficients of all four relationships are found to have t-values greater than 1.645 and are significant at 0.01 and 0.05 levels of significance. The confidence intervals bias results further supported that all four relationships are significant as 0 does not straddle between the upper and lower bound results (Ramayah et al. 2018). In particular, four predictors including emotional value (β= 0.101, p< 0.01), functional value of price/ value for money (β= 0.240, p< 0.01), social value (β= 0.078, p< 0.05) and value of co-creation (β= 0.394, p< 0.01) are positively related to attitude towards the convention, which explain 38.6% of variances in attitude towards the convention. Therefore, all four relationships are supported. Furthermore, the adjusted R^2 value of 0.386 is greater than the value of 0.26 as suggested by Cohen (1988), indicating that this is a substantial model.

Next, the effect sizes, f^2 were examined. From Table 28, it can be seen that emotional value (0.014) and social value (0.010) have trivial effects in producing the R^2 for attitude towards the convention. On a different note, functional value of price/ value for money (0.054) has small effect, while value of co-creation (0.164) has medium effect (Cohen 1988). The predictive relevance of the model is further examined using the blindfolding procedure. As the Q^2 value for attitude towards the convention is larger than 0, it can be concluded that the model has sufficient predictive relevance (Fornell and Cha 1994, Hair et al. 2017). For easier reference, Figurer 13 illustrated the results of path estimates analysis for Part 1 of the investigation. Having validated the predictive ability of perceived value and value of co-creation in measuring attitude towards the convention, the measures could thus be integrated into the second and third parts of the investigation.

As mentioned in Chapter 4, the full dataset was randomly split into 2 equal sets using random number table. On a side note, dividing sample data into different parts is a common approach used to cross-validating the results (Kline 2011, Choe and Kim 2018).

Table 28 Result of Relationship Testing Among Constructs (Investigation Part 1)

Relationship	**Std. Beta**	**Std. Error**	**t-value (p values)**	**Confidence Intervals Bias Corrected Result**		**Decision**	**Adjusted R^2**	f^2	Q^2
				Upper Bound (5%)	**Lower Bound (95%)**				
Emotional Value -> Attitude Towards the Convention	0.101	0.041	2.487** (0.007)	0.039	0.169	Supported	0.386	0.014	0.208
Functional Value (of price/ value for money) -> Attitude Towards the Convention	0.240	0.051	4.747** (0.000)	0.158	0.319	Supported		0.054	
Social Value -> Attitude Towards the Convention	0.078	0.087	2.159* (0.016)	0.029	0.141	Supported		0.010	
Value of Co-creation -> Attitude Towards the Convention	0.394	0.047	8.383** (0.000)	0.313	0.472	Supported		0.164	

Note: **p< 0.01, *p< 0.05

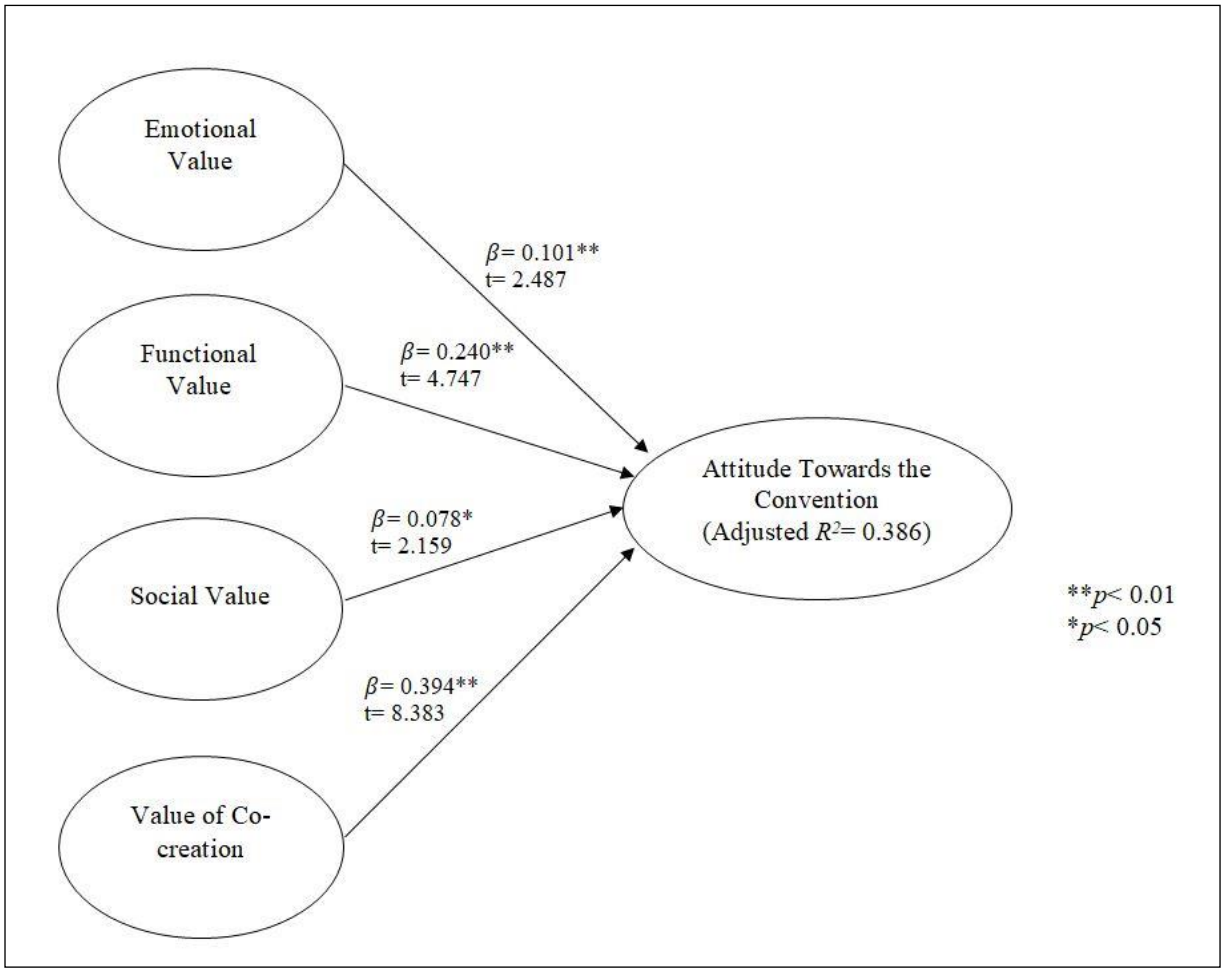


Figure 13 Results of the Path Estimates Analysis for Investigation Part 1

5.3 Investigation Part 2 Using Dataset 2: Data Analysis and Findings (N= 217)

5.3.1 Demographic Characteristics of the Respondents

As mentioned in the previous section, Dataset 2 used in this part of the investigation was part of the full dataset that were randomly selected. To recap, the main objective of part 2 of the investigation is to test on the base research model.

The socio-demographic profiles of the sample are shown and summarised in Table 29. From the table, it can be seen that the sample has almost the equal size of male (54.4%) and female (45.6%). Majority of respondents were aged between 40 to 49 years (42.9%), followed by 30-39 years (33.2%), 50-59 years (12.9%), 20-29 years (8.8%) and older than 60 years (2.3%). In regards to education qualifications, approximately 52.1% completed their bachelor's degree, while 43.4% attended graduate schools. Only 4.6% of respondents had a vocational school qualification.

The biggest group of respondents was employed (83.9%), followed by students (12.4%) and self-employed (3.7%). Concerning the annual income, the largest group (25.8%) of respondents was shown as earning RM 216,001 and above annually. Other categories of annual income were represented as follows: RM 108,001-144,000 (17.1%), RM 180,001-216,000 (15.7%), RM144,001-180,000 (15.2%), RM36,000 or less (11.5%), RM72,001-RM108,000 (7.4%) and RM36,001-72,000 (7.4%). The table also shows that the largest group of respondents was Malaysians residing outside of Kuala Lumpur or Selangor (48.8%). Other respondents were residing in other Asian countries (11.6%), Singapore (9.2%), other European countries (5.1%), Australia (4.6%), the United States (6.0%), China/ Hong Kong (2.3%), Canada (3.7%), Korea (2.3%), Japan (1.8%), New Zealand (1.4%), United Kingdom (0.5%), other countries (1.8%) and Thailand (0.9%). Lastly, 49.3% of the survey respondents participated in academic/ scientific conventions, while 50.7% of the respondents participated in other types of convention including that of public sectors, trade unions and special interests related.

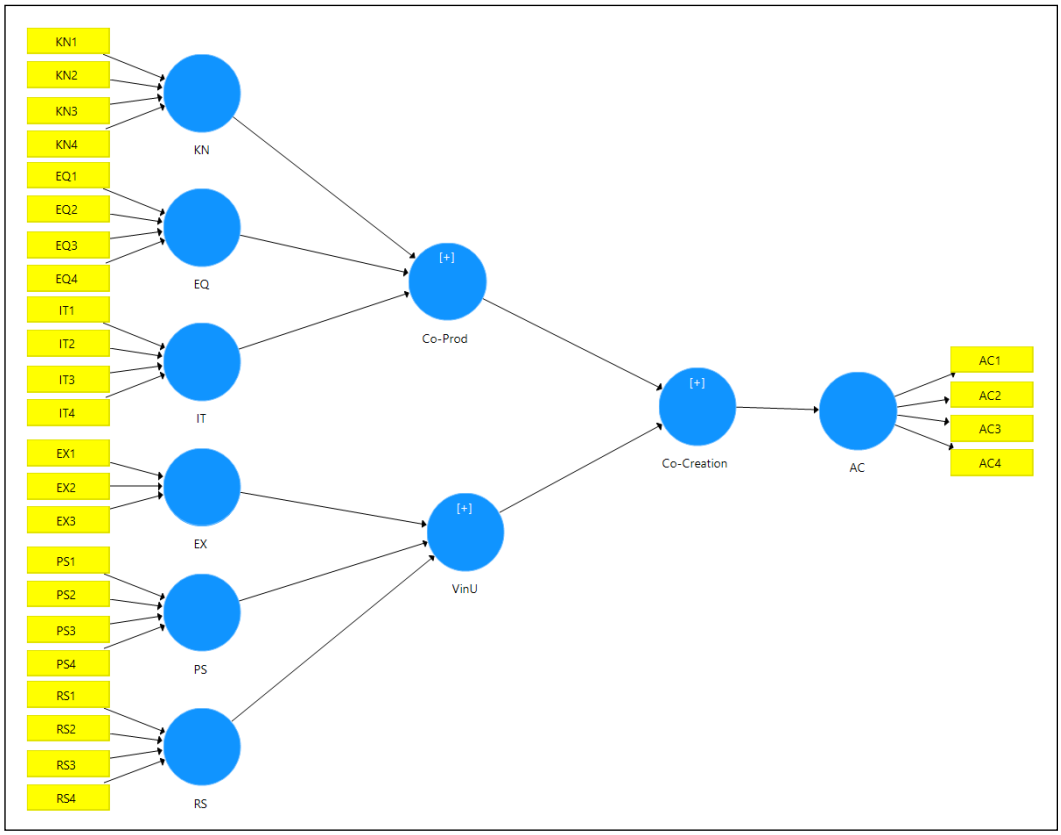
Table 29 Respondent Demographic Characteristics for Investigation Part 2 (N= 217)

Demographic Characteristics	**Frequency**	**Percentage (%)**	**Cumulative Percentage (%)**
Gender			
Male	118	54.4	54.4
Female	99	45.6	100.0
Age			
Under 20 years	0	0.0	0.0
20-29 years	19	8.8	8.8
30-39 years	72	33.2	41.9
40-49 years	93	42.9	84.8
50-59 years	28	12.9	97.7
60 years and above	5	2.3	100.0
Education Qualification			
Primary school	0	0.0	0.0
Secondary school/ High school	0	0.0	0.0
Vocational school	10	4.6	4.6
Bachelor's degree	113	52.1	56.7
Master's degree	75	34.6	91.2
Doctoral degree	19	8.8	100.0
Position			
Employed	182	83.9	83.9
Self-employed	8	3.7	87.6
Home maker	0	0.0	87.6
Student	27	12.4	100.0
Retired	0	0.0	100.0
Unemployed	0	0.0	100.0
Annual Income			
RM 36,000 or less	25	11.5	11.5
RM 36,001- 72,000	16	7.4	18.9
RM 72,001- 108,000	16	7.4	26.3
RM 108,001- 144,000	37	17.1	43.3
RM 144,001- 180,000	33	15.2	58.5
RM 180,001- 216,000	34	15.7	74.2
RM 216,001 and above	56	25.8	100.0
Place of Residence			
Australia	10	4.6	4.6
Canada	8	3.7	8.3
China/ Hong Kong	5	2.3	10.6
Japan	4	1.8	12.4
Korea	5	2.3	14.7
New Zealand	3	1.4	16.1
Singapore	20	9.2	25.3

Thailand	2	0.9	26.2
United Kingdom	1	0.5	26.7
The United States	13	6.0	32.7
Malaysia (Outside of Kuala Lumpur or Selangor)	106	48.8	81.5
Other Asian Countries	25	11.6	93.1
Other European Countries	11	5.1	98.2
Other Countries	4	1.8	100.0
Type of Convention Participated			
Academic/ Scientific	107	49.3	49.3
Other	110	50.7	100.0

5.3.2 Assessment of Formative Measurement for Value of Co-Creation

The following sub-sections examine the formative first, second and third order measurement model of value of co-creation construct. By using the repeated indicator approach, the exogenous variables in the first-order model are: knowledge, equity, interaction, experience, personalisation, and relationship. Meanwhile, co-production and value-in-use are the endogenous variables. For the second-order model, the exogenous variables are co-production and value-in-use. Value of co-creation is the endogenous variable. Lastly, the exogenous variable in the third order model is value of co-creation and the endogenous variable is attitude towards the convention, which is reflectively measured. The drawing of the formative first, second and third order model is illustrated in Figure 14. As mentioned earlier, each of the three layer structures of constructs must satisfy the statistical evaluation criteria for formative measurement scales. Specifically, the formative measures were validated by assessing the convergent validity, collinearity, as well as the significance and relevance of outer weights.



Note: KN= Knowledge, EQ= Equity, IT= Interaction, EX= Experience, PS= Personification, RS= Relationship, Co-Prod= Co-production, VinU= Value-in-use, VCC= Value of co-creation, AC= Attitude towards the convention

Figure 14 Formative First, Second and Third Order Measurement Model (Investigation Part 2)

Value of Co-creation: First-Order Construct Assessment

To establish convergent validity, redundancy analysis suggested by Chin (1998) was utilised. In particular, a new path model was created for each of the first order construct. The exogenous constructs were then drawn as formative model to predict the relative global indicator. As shown in Table 30, the formative constructs of knowledge (0.712), equity (0.846), interaction (0.824), experience (0.889), personalisation (0.902) and relationship (0.868) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 30, all indicators for the six formative constructs satisfy the VIF values, in which they are all well below

the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative constructs were examined. As shown in Table 30, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

Table 30 Results Summary for First-order Formative Construct (Investigation Part 2)

First-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Knowledge	KN1	0.712	0.403	1.401	6.946	0.000
	KN2		0.400	1.471	7.151	0.000
	KN3		0.207	1.308	3.829	0.000
	KN4		0.343	1.235	5.247	0.000
Equity	EQ1	0.846	0.297	1.331	4.633	0.000
	EQ2		0.343	1.734	5.274	0.000
	EQ3		0.298	1.541	5.305	0.000
	EQ4		0.399	1.299	6.084	0.000
Interaction	IT1	0.824	0.300	1.225	5.003	0.000
	IT2		0.353	1.491	6.072	0.000
	IT3		0.413	1.435	6.598	0.000
	IT4		0.280	1.382	4.020	0.000
Experience	EX1	0.889	0.445	1.196	6.791	0.000
	EX2		0.400	1.295	5.954	0.000
	EX3		0.476	1.245	6.719	0.000
Personalisation	PS1	0.902	0.444	1.999	5.794	0.000
	PS2		0.226	2.007	2.936	0.003
	PS3		0.387	1.858	5.767	0.000
	PS4		0.191	1.755	2.774	0.006
Relationship	RS1	0.868	0.397	1.943	4.389	0.000
	RS2		0.271	2.025	2.735	0.006
	RS3		0.369	1.771	4.027	0.000
	RS4		0.265	1.660	2.852	0.005

Value of Co-creation: Second-Order Construct Assessment

Along the same line, the convergent validity is assessed by utilising redundancy analysis suggested by Chin (1998). In particular, a new path model was created for each of the second order construct. The exogenous constructs were then drawn as formative model to predict the relative global indicator. As shown in Table 31, the formative constructs of co-production (0.727) and value-in-use (0.825) yield path coefficients of more than 0.70.

Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 31, all indicators for the two formative constructs satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative constructs were examined. As shown in Table 31, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

Table 31 Results Summary for Second-order Formative Construct (Investigation Part 2)

Second-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Co-Production	KN1	0.727	0.148	1.577	13.246	0.000
	KN2		0.156	1.593	12.918	0.000
	KN3		0.118	1.384	8.715	0.000
	KN4		0.134	1.332	10.930	0.000
	EQ1		0.131	1.389	10.641	0.000
	EQ2		0.159	1.833	13.589	0.000
	EQ3		0.147	1.608	14.022	0.000
	EQ4		0.147	1.440	11.335	0.000
	IT1		0.120	1.302	9.701	0.000
	IT2		0.150	1.623	12.568	0.000
	IT3		0.151	1.568	12.786	0.000
	IT4		0.137	1.427	10.525	0.000
Value-in-Use	EX1	0.825	0.155	1.360	11.260	0.000
	EX2		0.155	1.575	10.307	0.000
	EX3		0.159	1.482	11.981	0.000
	PS1		0.176	2.355	13.489	0.000
	PS2		0.157	2.217	12.084	0.000
	PS3		0.168	2.044	12.502	0.000
	PS4		0.141	1.868	9.112	0.000
	RS1		0.149	2.242	10.878	0.000
	RS2		0.138	2.224	9.205	0.000
	RS3		0.137	2.045	10.219	0.000
	RS4		0.128	1.703	8.284	0.000

Value of Co-creation: Third-Order Construct Assessment

In the same manner, the formative measures were validated by assessing the convergent validity collinearity, as well as the significance and relevance of outer weights. To establish convergent validity, redundancy analysis suggested by Chin (1998) was utilised. In particular, a new path model was created for each of the second order construct. The exogenous construct was then drawn as formative model to predict the relative global indicator. As shown in Table 32, the formative construct of value of co-creation (0.769) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 32, all indicators for the formative construct satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative construct were examined. As shown in Table 32, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

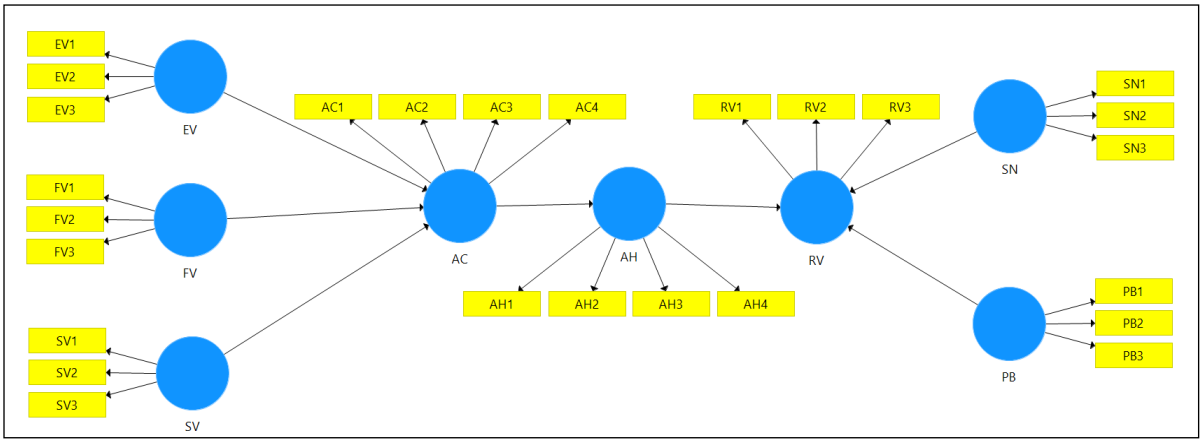
Table 32 Results Summary for Third-order Formative Construct (Investigation Part 2)

Third-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Value of Co-Creation	KN1	0.769	0.082	1.653	12.534	0.000
	KN2		0.087	1.740	12.330	0.000
	KN3		0.067	1.471	9.139	0.000
	KN4		0.076	1.451	10.312	0.000
	EQ1		0.072	1.556	9.715	0.000
	EQ2		0.089	1.915	11.316	0.000
	EQ3		0.083	1.832	12.026	0.000
	EQ4		0.079	1.630	10.274	0.000
	IT1		0.068	1.396	9.341	0.000
	IT2		0.088	1.779	12.633	0.000
	IT3		0.087	1.673	14.188	0.000
	IT4		0.082	1.695	12.836	0.000
	EX1		0.089	1.784	13.538	0.000
	EX2		0.086	1.648	12.161	0.000
	EX3		0.088	1.796	12.736	0.000
	PS1		0.092	2.523	13.686	0.000
	PS2		0.082	2.411	10.636	0.000
	PS3		0.091	2.281	12.981	0.000
	PS4		0.074	1.983	8.563	0.000
	RS1		0.078	2.474	10.617	0.000
	RS2		0.071	2.374	8.396	0.000
	RS3		0.067	2.258	8.044	0.000
	RS4		0.066	1.891	7.382	0.000

5.3.3 Assessment of Reflective Measurement for Perceived Value, Attitude Towards the Convention, Attitude Towards Visiting the Hosting Destination, Revisit Intention, Subjective Norm and Perceived Behavioural Control

After looking at the assessment of formative measures, this section then proceeds to assess the reflective measurement models. Three main assessments including internal consistency reliability, convergent validity and discriminant validity were examined. The exogenous variables in the measurement model are emotional value (consisting of three indicators: EV1, EV2, EV3), functional value of price/ value for money (consisting of three indicators: FV1, FV2, FV3), social value (consisting of three indicators: SV1, SV2, SV3), subjective norm (consisting of three indicators: SN1, SN2, SN3) and perceived behavioural control (consisting of three indicators: PB1, PB2, PB3). The endogenous variables are attitude towards the convention (consisting of four indicators: AC1, AC2, AC3, AC4), attitude towards visiting the hosting destination (consisting of four indicators:

AH1, AH2, AH3, AH4) and revisit intention (consisting of three indicators: RV1, RV2, RV3). The drawing of the model is illustrated in Figure 15.



Note: EV= Emotional value, FV= Functional value (of price/ value for money), SV= Social value, AC= Attitude towards the convention, AH= Attitude towards visiting the hosting destination, RV= Revisit intention, SN= Subjective norm, PB= Perceived behavioural control

Figure 15 Reflective Measurement Models (Investigation Part 2)

Four assessments were conducted, including internal consistency, indicator reliability, convergent validity and discriminant validity. The indicator loadings (to assess indicator reliability), composite reliability (to assess internal consistency) and average variance extracted (to assess convergent validity) are shown in Table 33. All four constructs met the minimum cut-off value for AVE and CR. In specific, the values of CR for all constructs are between 0.70 and 0.90, which can be considered satisfactory (Nunnally and Bernstein 1994). Furthermore, all AVE scores are greater than 0.50 (Hair et al. 2017). On a different note, all the loadings, except items EV2, EV3, SV1 and PB1, exceed the recommended value of 0.708 (Hair et al. 2017). Despite the low loadings, these four items were retained as the minimum of AVE result of 0.5 is achieved for each construct (Ramayah et al. 2018).

Subsequently, the discriminant validity was examined using Fornell and Lacker's Criterion. The result is shown in Table 34 and indicated that all constructs exhibit sufficient discriminant validity, in which the square root of AVE (diagonal) of each of the constructs is larger than the correlations (off-diagonal) with other constructs in the model (Fornell and Larcker 1981). To further assess discriminant validity, the HTMT inferential

was performed using bootstrapping technique. As shown in Table 35, all the values are well below the criterion of $HTMT_{0.90}$ (Gold, Malhotra, and Segars 2001) and $HTMT_{0.85}$ (Kline 2011). Additionally, the HTMT inferential results also show that the confidence interval does not show a value of 1 on any of the constructs (Henseler, Ringle, and Sarstedt 2015). Thus, the result substantiates that each construct in the model can better explain the variance of its own indicator rather than the variance of other construct. The result substantiates that each construct in the model can better explain the variance of its own indicator rather than the variance of other construct. Therefore, at this stage, it can be concluded that all constructs met the internal consistency, indicator reliability, convergent validity and convergent validity criteria.

Table 33 Results Summary for Reflective Measurement Models (Investigation Part 2)

Construct	**Items**	**Loadings**	**AVE**	**CR**
Emotional Value	EV1	0.949	0.501	0.737
	EV2	0.562		
	EV3	0.536		
Functional Value (of price/ value for money)	FV1	0.823	0.712	0.881
	FV2	0.863		
	FV3	0.844		
Social Value	SV1	0.543	0.568	0.792
	SV2	0.807		
	SV3	0.870		
Attitude Towards the Convention	AC1	0.730	0.593	0.853
	AC2	0.763		
	AC3	0.802		
	AC4	0.783		
Attitude Towards Visiting the Hosting Destination	AH1	0.815	0.661	0.886
	AH2	0.789		
	AH3	0.865		
	AH4	0.780		
Revisit Intention	RV1	0.872	0.706	0.878
	RV2	0.850		
	RV3	0.796		
Subjective Norm	SN1	0.826	0.742	0.896
	SN2	0.889		
	SN3	0.868		
Perceived Behavioural Control	PB1	0.130	0.598	0.771
	PB2	0.939		
	PB3	0.947		

Table 34 Results of Discriminant Validity Assessment Using Fornell and Lacker's Criterion (Investigation Part 2)

	Emotional Value	**Functional Value (of price/ value for money)**	**Social Value**	**Attitude Towards the Convention**	**Attitude Towards Visiting the Hosting Destination**	**Revisit Intention**	**Subje ctive Norm**	**Perceived Behavioural Control**
Emotional Value	**0.708**							
Functional Value (of price/ value for money)	0.403	**0.844**						
Social Value	0.010	0.230	**0.753**					
Attitude Towards the Convention	0.277	0.457	0.183	**0.770**				
Attitude Towards Visiting the Hosting Destination	-0.066	0.066	0.160	0.472	**0.813**			
Revisit Intention	-0.037	-0.039	0.053	0.339	0.453	**0.840**		
Subjective Norm	-0.235	-0.158	0.146	0.187	0.585	0.388	**0.861**	
Perceived Behavioural Control	-0.013	0.173	0.008	0.148	0.187	0.328	0.135	**0.774**

Table 35 Results of Discriminant Validity Assessment Using HTMT Criterion (Investigation Part 2)

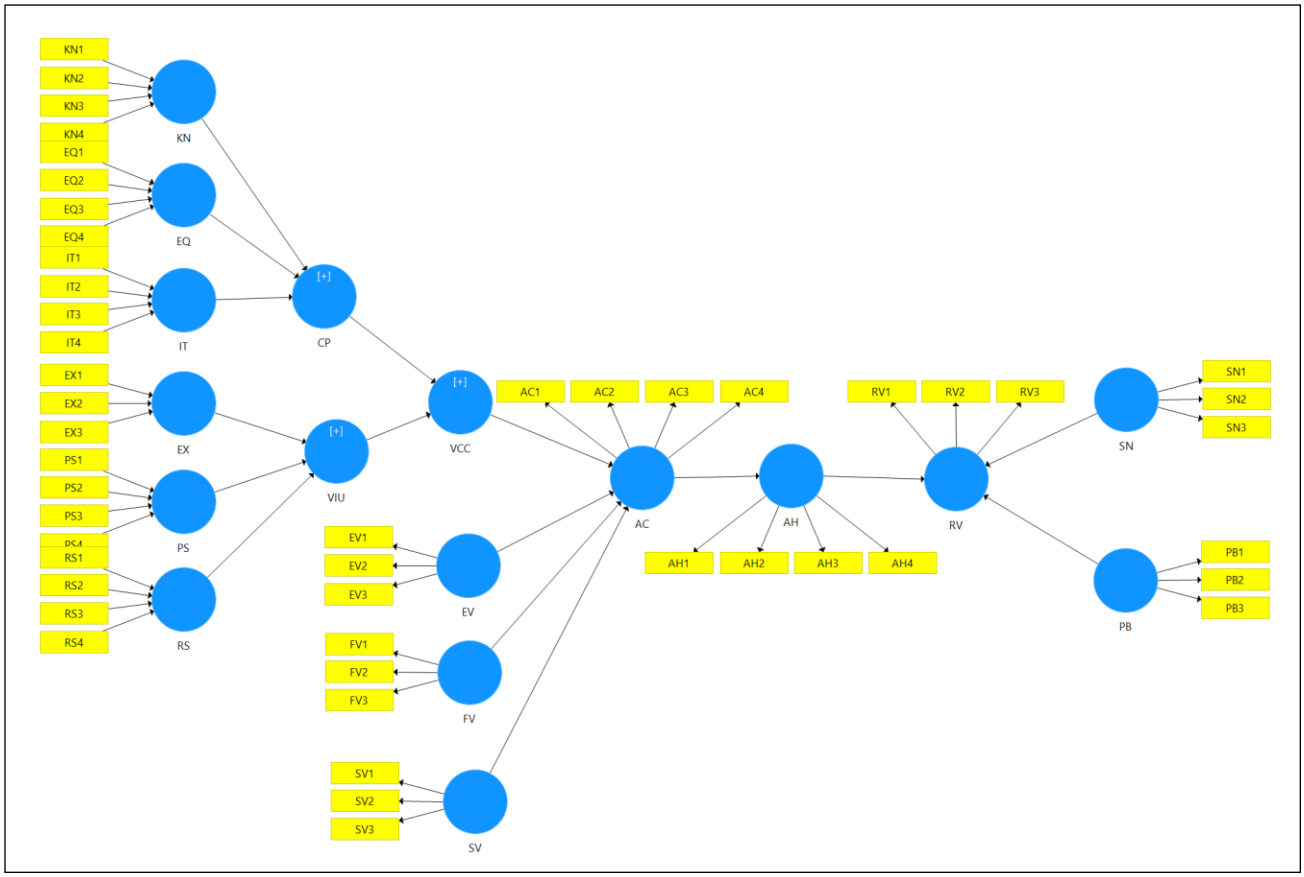
	Emotional Value	**Functional Value (of price/ value for money)**	**Social Value**	**Attitude Towards the Convention**	**Attitude Towards Visiting the Hosting Destination**	**Revisit Intention**	**Subjective Norm**	**Perceived Behavioural Control**
Emotional Value								
Functional Value (of price/ value for money)	0.451 $CI_{0.85}$ (0.300, 0.550)							
Social Value	0.137 $CI_{0.85}$ (0.079, 0.152)	0.320 $CI_{0.85}$ (0.168, 0.445)						
Attitude Towards the Convention	0.299 $CI_{0.85}$ (0.173, 0.395)	0.579 $CI_{0.85}$ (0.464, 0.698)	0.252 $CI_{0.85}$ (0.130, 0.357)					
Attitude Towards Visiting the Hosting Destination	0.134 $CI_{0.85}$ (0.053, 0.181)	0.108 $CI_{0.85}$ (0.054, 0.141)	0.239 $CI_{0.85}$ (0.116, 0.381)	0.585 $CI_{0.85}$ (0.442, 0.706)				
Revisit Intention	0.063 $CI_{0.85}$ (0.051, 0.051)	0.084 $CI_{0.85}$ (0.037, 0.094)	0.083 $CI_{0.85}$ (0.048, 0.081)	0.434 $CI_{0.85}$ (0.300, 0.549)	0.557 $CI_{0.85}$ (0.437, 0.667)			
Subjective Norm	0.356 $CI_{0.85}$ (0.214, 0.496)	0.191 $CI_{0.85}$ (0.092, 0.301)	0.307 $CI_{0.85}$ (0.187, 0.471)	0.231 $CI_{0.85}$ (0.124, 0.346)	0.709 $CI_{0.85}$ (0.116, 0.381)	0.468 $CI_{0.85}$ (0.320, 0.585)		
Perceived Behavioural Control	0.244 $CI_{0.85}$ (0.115, 0.303)	0.316 $CI_{0.85}$ (0.176, 0.450)	0.202 $CI_{0.85}$ (0.074, 0.252)	0.248 $CI_{0.85}$ (0.120, 0.354)	0.386 $CI_{0.85}$ (0.255, 0.534)	0.476 $CI_{0.85}$ (0.318, 0.612)	0.462 $CI_{0.85}$ (0.360, 0.572)	

Note: Discriminant validity established at $HTMT_{0.85}$

5.3.4 Assessment of Structural Model

Having established the validity and reliability of the measurement models, this section assessed the structural mode as shown in Figure 16. However, prior to evaluating the structural model, it is important to first ensure that there is no lateral collinearity issue in the structural model (Ramayah et al. 2018). Even though the criteria of vertical collinearity are met by examining the discriminant validity, lateral collinearity collinearity may also mislead the findings (Kock and Lynn 2012). Table 36 presents the results of lateral collinearity assessment. As shown, all the inner VIF values for the independent variables (emotional value, functional value of price/ value for money, social value and value of co-creation) are well below the threshold of 3.3 (Diamantopoulos and

Siguaw 2006) and 5.0 (Hair et al. 2017). Thus, lateral multicollinearity is not a concern in the present study.



Note: KN= Knowledge, EQ= Equity, IT= Interaction, EX= Experience, PS= Personification, RS= Relationship, Co-Prod= Co-production, VinU= Value-in-use, VCC= Value of co-creation, EV= Emotional value, FV= Functional value (of price/ value for money), SV= Social value, AC= Attitude towards the convention, AH= Attitude towards visiting the hosting destination, RV= Revisit intention, SN= Subjective norm, PB= Perceived behavioural control

Figure 16 Structural Model (Investigation Part 2)

Table 36 Result of Lateral Collinearity Assessment (Investigation Part 2)

Construct	**Attitude Towards the Convention**	**Attitude Towards Visiting the Hosting Destination**	**Revisit Intention**
Emotional Value	1.208		
Functional Value (of price/ value for money)	1.912		
Social Value	1.066		
Value of Co-Creation	1.691		
Attitude Towards the Convention		1.000	
Attitude Towards Visiting the Hosting Destination			1.549
Subjective Norm			1.523
Perceived Behavioural Control			1.037

In this study, 8 hypotheses were developed among the constructs. To test the significance level, t-statistics for all paths were computed using the bootstrapping function of SmartPLS 3.0. Based on the results presented in Table 37, the path coefficients of all relationships, except Functional Value (of price/ value for money) -> Attitude Towards the Convention and Social Value -> Attitude Towards the Convention, are found to have t-values that are greater than 1.645 (the critical value) and are significant at 0.01 and 0.05 levels of significance. The confidence intervals bias results further indicated that the relationship between functional value (of price/ value for money) and attitude towards the convention is insignificant as 0 straddles between the upper and lower bound results (Ramayah et al. 2018). In contrast, the confidence intervals bias results indicate that the relationship between social value and attitude towards the convention is in fact significant 0.10 level as 0 does not straddle between the upper and lower bound results. Even so, it is important to point out that the standard in social science studies is usually 0.05 (Wagner 2013). On that account, the relationship between social value and attitude towards the convention is deemed statistically insignificant in the present study.

Two predictors including emotional value (β= 0.099, $p< 0.05$) and value of co-creation (β= 0.482, $p< 0.01$) are positively related to attitude towards the convention, which explain 35.3% of variances in attitude towards the convention. Therefore, $H_{1(a)}$ and H_2 are supported, while $H_{1(b)}$ and $H_{1(c)}$ are not supported. As the adjusted R^2 value of 0.353 is

greater than the value of 0.26 as suggested by Cohen (1988), it can be concluded that this is a substantial model. Next, the result of the effect of attitude towards the convention on attitude towards the hosting destination indicates that attitude towards the convention (β= 0.472, $p< 0.01$) is positively related to attitude towards the hosting destination, explaining 22.0% of the variance of attitude towards the hosting destination. With adjusted R^2 value of 0.219, it can be concluded that this is a moderate but close to substantial model (Cohen 1988). In view of the result, it can be concluded H_3 of this study is supported. On a different note, the predictors of attitude towards visiting the hosting destination (β= 0.303, $p< 0.01$), subjective norm (β= 0.177, $p< 0.01$) and perceived behavioural control (β= 0.248, $p< 0.01$) are also positively related to revisit intention, which explain 27.7% of variances in revisit intention. As the R^2 value of 0.277 is greater than 0.26 as suggested by Cohen (1988), the model is deemed substantial.

Next, the effect sizes, f^2 were examined. From Table 37, it can be seen that emotional value (0.013) and social value (0.010) have trivial effects in producing the R^2 for attitude towards the convention. On a different note, value of co-creation (0.216) has medium effects in producing the R^2 of attitude towards the convention (Cohen 1988). Attitude towards the convention (0.286) has medium effects in producing the R^2 for attitude towards visiting the hosting destination. Meanwhile, attitude towards visiting the hosting destination (0.083), subjective norm (0.029) and perceived behavioural control (0.083) have small effects in producing R^2 for revisit intention. The predictive relevance of the model is further examined using the blindfolding procedure. As the Q^2 values for attitude towards the convention, attitude towards the hosting destination and revisit intention are larger than 0, it can be concluded that the models have sufficient predictive relevance (Fornell and Cha 1994, Hair et al. 2017). For easier reference, Figure 17 illustrated the results of path estimates analysis for the second part of the investigation.

Table 37 Result of Relationship Testing Among Constructs (Investigation Part 2)

Hypothesis	**Relationship**	**Std. Beta**	**Std. Error**	**t-value (p-value)**	**Confidence Intervals Bias Corrected Result**		**Decision**	**Adjusted R^2**	f^2	Q^2
					Upper Bound (5%)	**Lower Bound (95%)**				
$H_{1(a)}$	Emotional Value -> Attitude Towards the Convention	0.099	0.058	1.688* (0.046)	0.020	0.205	Supported	0.353	0.013	0.199
$H_{1(b)}$	Functional Value (of price/ value for money) -> Attitude Towards the Convention	0.092	0.079	1.163 (0.123)	-0.054	0.206	Not Supported		0.007	
$H_{1(c)}$	Social Value -> Attitude Towards the Convention	0.082	0.051	1.621 (0.053)	0.011	0.177	Not Supported		0.010	
H_2	Value of Co-creation -> Attitude Towards the Convention	0.482	0.068	7.110** (0.000)	0.366	0.591	Supported		0.216	
H_3	Attitude Towards the Convention -> Attitude Towards Visiting the Hosting Destination	0.472	0.059	7.953** (0.000)	0.377	0.564	Supported	0.219	0.286	0.140
H_4	Attitude Towards Visiting the Hosting Destination -> Revisit Intention	0.303	0.065	4.681** (0.000)	0.199	0.414	Supported	0.277	0.083	0.187
H_5	Subjective Norm -> Revisit Intention	0.177	0.066	2.670** (0.004)	0.022	0.202	Supported		0.029	
H_6	Perceived Behavioural Control -> Revisit Intention	0.248	0.068	3.664** (0.000)	0.146	0.360	Supported		0.083	

Note: **p< 0.01, *p< 0.05

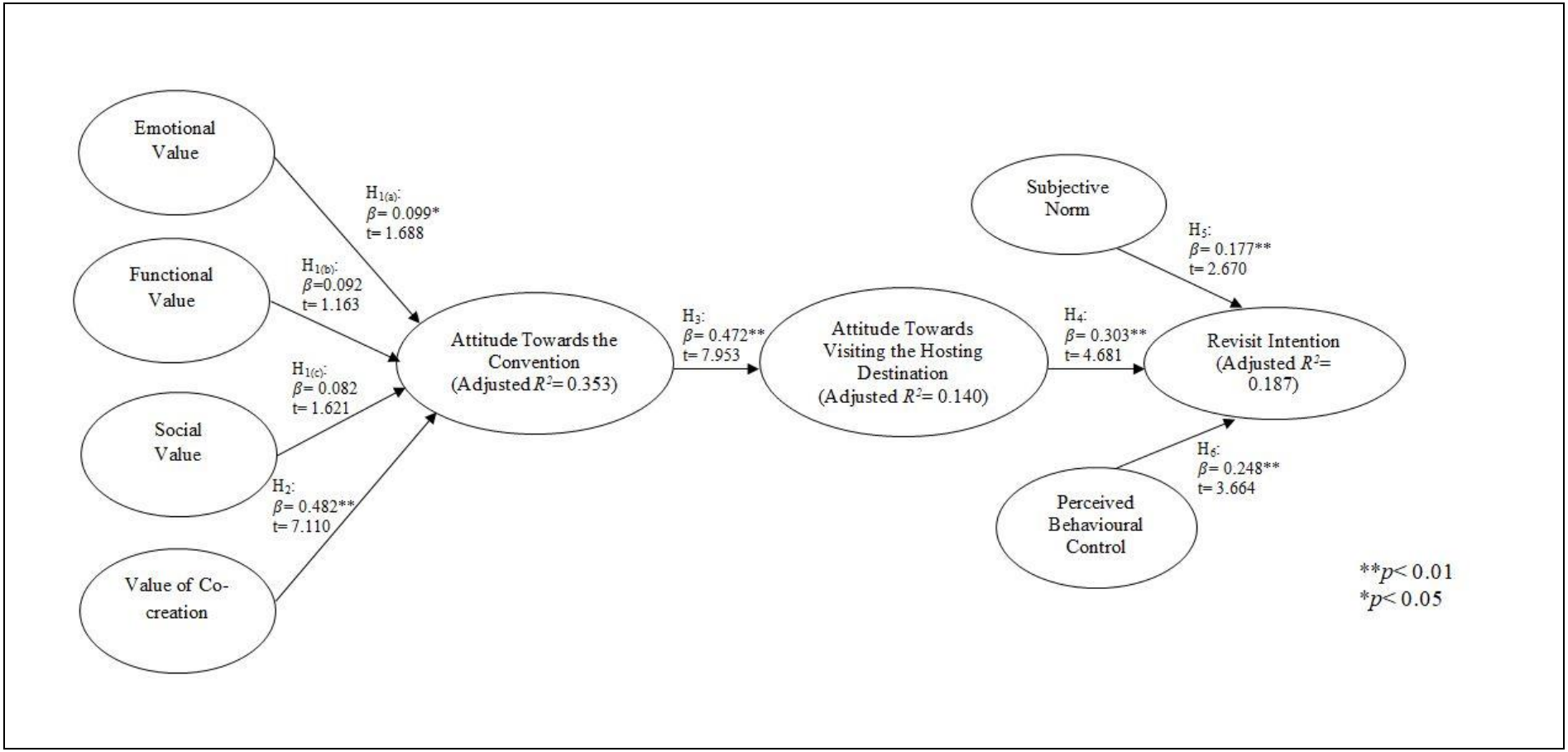


Figure 17 Results of the Path Estimates Analysis for Investigation Part 2

5.4 Investigation Part 3 Using Dataset 3: Data Analysis and Findings (N= 217)

5.4.1 Demographic Characteristics of the Respondents

The sample used in this particular study was the other part of the full dataset that was randomly selected. As mentioned in Chapter 4, the third part of the investigation served as a generalisability study that re-tested on the base research model. This study also examined the potential moderation impacts of destination familiarity and destination reputation.

The socio-demographic profiles of the sample are shown and summarised in Table 38. From the table, it can be seen that the sample has almost the equal size of male (50.7%) and female (49.3%). Majority of respondents were aged between 40 to 49 years (39.6%), followed by 30-39 years (35.0%), 50-59 years (14.3%), 20-29 years (9.7%) and older than 60 years (1.4%). In regards to education qualifications, approximately 50.7% completed their bachelor's degree, while 47% attended graduate schools. Only 2.3% of respondents had a vocational school qualification.

The biggest group of respondents was employed (83.9%), followed by students (11.1%) and self-employed (5.1%). Concerning the annual income, the largest group (22.6%) of respondents was shown as earning RM 216,001 and above annually. Other categories of annual income were represented as follows: RM 180,001-216,000 (18.0%), RM144,001-180,000 (14.7%), RM 108,001-144,000 (13.4%), RM72,001-RM108,000 (13.4%), RM36,000 or less (10.1%) and RM36,001-72,000 (7.8%). The table also shows that the largest group of respondents was Malaysians residing outside of Kuala Lumpur or Selangor (47.5%). Other respondents were residing in other Asian countries (8.3%), other European countries (6.5%), Australia (6.5%), China/ Hong Kong (6.0%), Singapore (5.1%), the United States (4.6%), Korea (3.2%), Canada (2.8%), New Zealand (2.8%), Japan (2.3%), United Kingdom (2.3%), Thailand (1.4%) and other countries (0.9%). Lastly, 29.5% of the survey respondents participated in academic/ scientific conventions, while 70.5% of the respondents participated in other types of convention including that of public sectors, trade unions and special interests related.

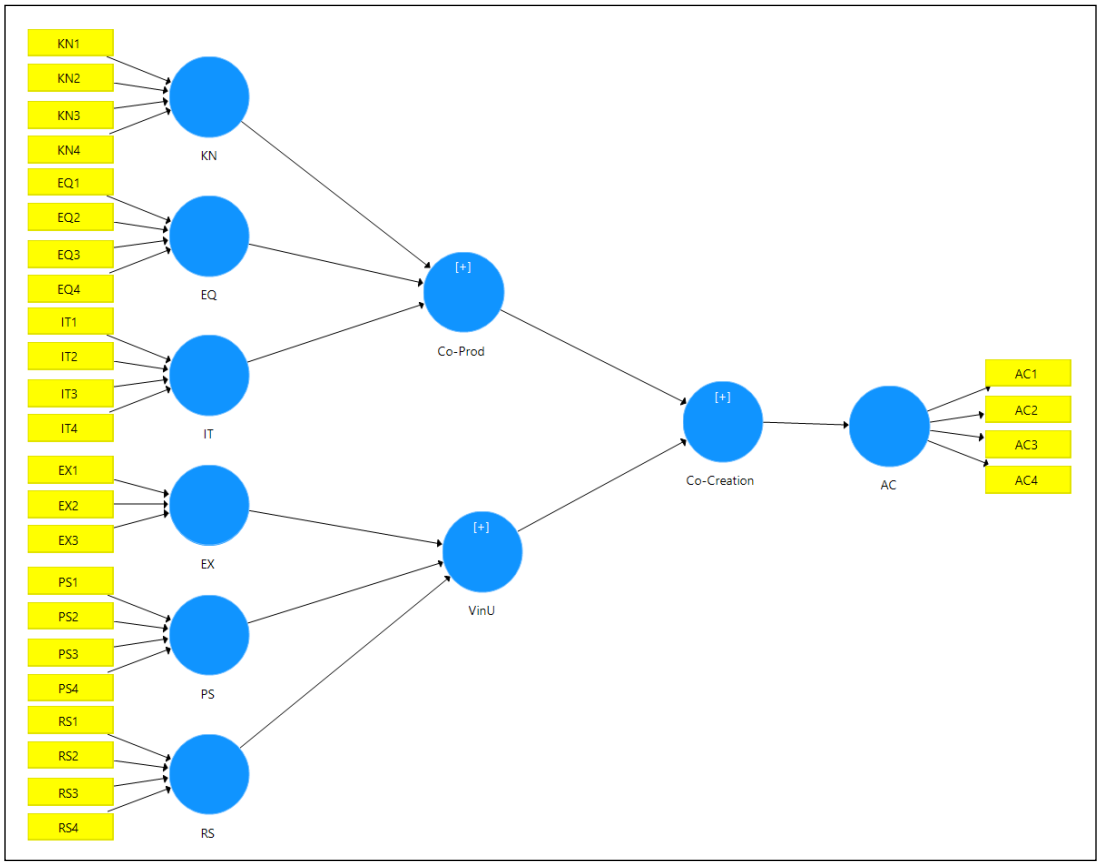
Table 38 Respondent Demographic Characteristics for Investigation Part 3 (N= 217)

Demographic Characteristics	**Frequency**	**Percentage (%)**	**Cumulative Percentage (%)**
Gender			
Male	110	50.7	50.7
Female	107	49.3	100.0
Age			
Under 20 years	0	0.0	0.0
20-29 years	21	9.7	9.7
30-39 years	76	35.0	44.7
40-49 years	86	39.6	84.3
50-59 years	31	14.3	98.6
60 years and above	3	1.4	100.0
Education Qualification			
Primary school	0	0.0	0.0
Secondary school/ High school	0	0.0	0.0
Vocational school	5	2.3	2.3
Bachelor's degree	110	50.7	53.0
Master's degree	82	37.8	90.8
Doctoral degree	20	9.2	100.0
Position			
Employed	182	83.9	83.9
Self-employed	11	5.1	88.9
Home maker	0	0.0	88.9
Student	24	11.1	100.0
Retired	0	0.0	100.0
Unemployed	0	0.0	100.0
Annual Income			
RM 36,000 or less	22	10.1	10.1
RM 36,001- 72,000	17	7.8	18.0
RM 72,001- 108,000	29	13.4	31.3
RM 108,001- 144,000	29	13.4	44.7
RM 144,001- 180,000	32	14.7	59.4
RM 180,001- 216,000	39	18.0	77.4
RM 216,001 and above	49	22.6	100.0
Place of Residence			
Australia	14	6.5	6.5
Canada	6	2.8	9.2
China/ Hong Kong	13	6.0	15.2
Japan	5	2.3	17.5
Korea	7	3.2	20.7
New Zealand	6	2.8	23.5
Singapore	11	5.1	28.6

Thailand	3	1.4	30.0
United Kingdom	5	2.3	32.3
The United States	10	4.6	36.9
Malaysia (Outside of Kuala Lumpur or Selangor)	103	47.5	84.3
Other Asian Countries	18	8.3	92.6
Other European Countries	14	6.5	99.1
Other Countries	2	0.9	100.0
Type of Convention Participated			
Academic/ Scientific	64	29.5	29.5
Other	153	70.5	100.0

5.4.2 Assessment of Formative Measurement for Value of Co-Creation

The same series of procedures used in part 1 and 2 of the investigation were employed to assess the measurement models. The following sub-sections examine the formative first, second and third order measurement model of value of co-creation construct. By using the repeated indicator approach, the exogenous variables in the first-order model are: knowledge, equity, interaction, experience, personalisation, and relationship. Meanwhile, co-production and value-in-use are the endogenous variables. For the second-order model, the exogenous variables are co-production and value-in-use. Value of co-creation is the endogenous variable. Lastly, the exogenous variable in the third order model is value of co-creation and the endogenous variable is attitude towards the convention, which is reflectively measured. The drawing of the formative first, second and third order model is illustrated in Figure 18. As mentioned earlier, each of the three layer structures of constructs must satisfy the statistical evaluation criteria for formative measurement scales. Specifically, the formative measures were validated by assessing the convergent validity, collinearity, as well as the significance and relevance of outer weights.



Note: KN= Knowledge, EQ= Equity, IT= Interaction, EX= Experience, PS= Personification, RS= Relationship, Co-Prod= Co-production, VinU= Value-in-use, VCC= Value of co-creation, AC= Attitude towards the convention

Figure 18 Formative First, Second and Third Order Measurement Model (Investigation Part 3)

Value of Co-creation: First-Order Construct Assessment

To establish convergent validity, redundancy analysis suggested by Chin (1998) was utilised. In particular, a new path model was created for each of the first order construct. The exogenous constructs were then drawn as formative model to predict the relative global indicator. As shown in Table 39, the formative constructs of knowledge (0.744), equity (0.854), interaction (0.817), experience (0.913), personalisation (0.904) and relationship (0.901) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 39, all indicators

for the six formative constructs satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative constructs were examined. As shown in Table 39, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05, except for RS2. To further test on retaining this particular item, the outer loading result was generated. The outer loading for RS2 is 0.720 which is greater than 0.5 and have t-value result of more than 1.645, indicating than the indicator should be retained in the construct (Hair et al. 2017). As a result, all indicators are retained in the formative constructs.

Table 39 Results Summary for First-order Formative Construct (Investigation Part 3)

First-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Knowledge	KN1	0.744	0.338	1.455	6.166	0.000
	KN2		0.302	1.471	5.326	0.000
	KN3		0.302	1.515	5.249	0.000
	KN4		0.389	1.317	6.634	0.000
Equity	EQ1	0.854	0.325	1.523	5.902	0.000
	EQ2		0.301	1.602	4.645	0.000
	EQ3		0.308	1.493	5.339	0.000
	EQ4		0.360	1.515	5.976	0.000
Interaction	IT1	0.817	0.315	1.469	6.970	0.000
	IT2		0.394	1.649	7.973	0.000
	IT3		0.248	1.655	4.672	0.000
	IT4		0.344	1.461	6.995	0.000
Experience	EX1	0.913	0.485	1.180	5.815	0.000
	EX2		0.397	1.332	4.688	0.000
	EX3		0.458	1.207	6.127	0.000
Personalisation	PS1	0.904	0.443	1.964	6.776	0.000
	PS2		0.258	2.267	4.234	0.000
	PS3		0.350	2.184	5.338	0.000
	PS4		0.234	1.885	3.434	0.000
Relationship	RS1	0.901	0.463	2.107	3.793	0.000
	RS2		0.198	2.133	1.516	0.130
	RS3		0.363	2.026	3.006	0.003
	RS4		0.310	2.040	2.678	0.008

Note: RS2 outer loadings= 0.720, t-value= 9.230

Value of Co-creation: Second-Order Construct Assessment

Along the same line, the convergent validity is assessed by utilising redundancy analysis suggested by Chin (1998). In particular, a new path model was created for each of the second order construct. The exogenous constructs were then drawn as formative model to predict the relative global indicator. As shown in Table 40, the formative constructs of co-production (0.759) and value-in-use (0.783) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 40, all indicators for the two formative constructs satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative constructs were examined. As shown in Table 40, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

Table 40 Results Summary for Second-order Formative Construct (Investigation Part 3)

Second-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Co-Production	KN1	0.759	0.600	1.573	12.518	0.000
	KN2		0.600	1.573	13.618	0.000
	KN3		0.599	1.652	12.724	0.000
	KN4		0.597	1.472	12.473	0.000
	EQ1		0.637	1.637	14.819	0.000
	EQ2		0.643	1.830	15.014	0.000
	EQ3		0.623	1.658	13.393	0.000
	EQ4		0.657	1.743	15.766	0.000
	IT1		0.635	1.620	14.884	0.000
	IT2		0.681	1.853	16.983	0.000
	IT3		0.632	1.854	15.430	0.000
	IT4		0.639	1.637	16.909	0.000
Value-in-Use	EX1	0.783	0.563	1.362	9.493	0.000
	EX2		0.580	1.513	9.340	0.000
	EX3		0.555	1.207	9.221	0.000
	PS1		0.688	2.518	16.545	0.000
	PS2		0.664	2.469	14.622	0.000
	PS3		0.651	2.329	13.338	0.000
	PS4		0.599	2.043	11.233	0.000
	RS1		0.503	2.210	6.789	0.000
	RS2		0.470	2.166	6.364	0.000
	RS3		0.480	2.146	6.979	0.000
	RS4		0.491	2.113	7.013	0.000

Value of Co-creation: Third-Order Construct Assessment

In the same manner, the formative measures were validated by assessing the convergent validity collinearity, as well as the significance and relevance of outer weights. To establish convergent validity, redundancy analysis suggested by Chin (1998) was utilised. In particular, a new path model was created for each of the second order construct. The exogenous construct was then drawn as formative model to predict the relative global indicator. As shown in Table 41, the formative construct of value of co-creation (0.785) yield path coefficients of more than 0.70. Therefore, it can be concluded that the formatively measured constructs exhibit satisfactory to high satisfactory degree of convergent validity (Hair et al. 2017).

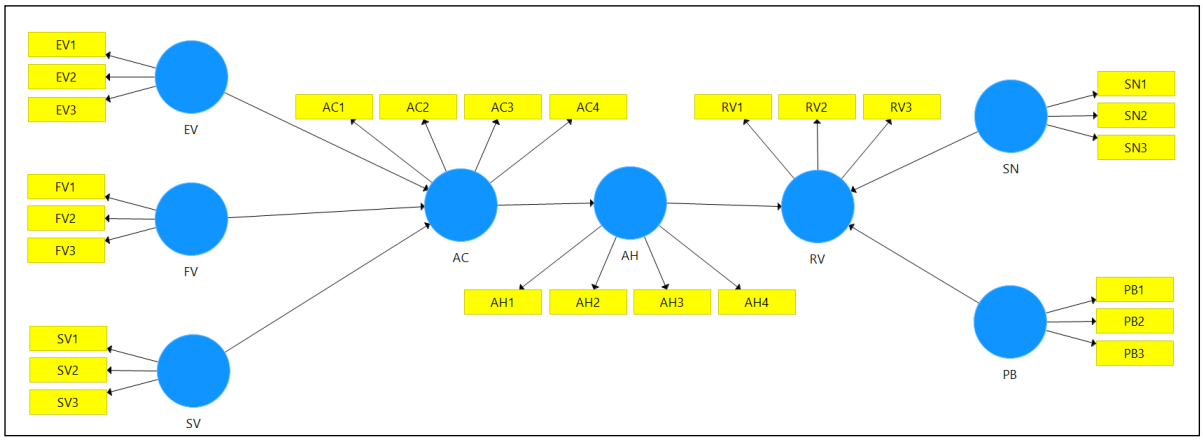
On a different note, multi-collinearity between indicators was assessed by computing the variance inflation factor (VIF) score. Based on the result shown in Table 41, all indicators for the formative construct satisfy the VIF values, in which they are all well below the thresholds of 5 (Hair, Ringle, and Sarstedt 2011) and 3.3 (Diamantopoulos and Siguaw 2006). Hence, the results indicate that there is no potential collinearity problem exists to affect the estimation of the PLS path model. Finally, the significance and relevance of the outer weights of the formative construct were examined. As shown in Table 41, the results from bootstrapping indicate the outer weight from each formative indicator is significant at 0.05. As a result, all indicators are retained in the formative constructs.

Table 41 Results Summary for Third-order Formative Construct (Investigation Part 3)

Third-order Model						
Construct	**Items**	**Convergent Validity**	**Weights**	**VIF**	**t-value weights**	**p-values**
Value of Co-Creation	KN1	0.785	0.565	1.749	12.031	0.000
	KN2		0.547	1.661	12.104	0.000
	KN3		0.579	1.754	13.385	0.000
	KN4		0.559	1.601	11.382	0.000
	EQ1		0.606	1.727	13.610	0.000
	EQ2		0.601	1.959	12.796	0.000
	EQ3		0.576	1.718	12.090	0.000
	EQ4		0.588	1.817	13.115	0.000
	IT1		0.583	1.757	12.855	0.000
	IT2		0.635	1.925	14.167	0.000
	IT3		0.606	1.999	14.369	0.000
	IT4		0.607	1.891	14.625	0.000
	EX1		0.517	1.572	9.692	0.000
	EX2		0.509	1.664	9.544	0.000
	EX3		0.517	1.666	10.147	0.000
	PS1		0.607	2.695	13.463	0.000
	PS2		0.549	2.636	9.501	0.000
	PS3		0.617	2.575	11.944	0.000
	PS4		0.542	2.154	10.603	0.000
	RS1		0.376	2.482	5.553	0.000
	RS2		0.335	2.380	4.907	0.000
	RS3		0.321	2.326	4.617	0.000
	RS4		0.372	2.231	5.400	0.000

5.4.3 Assessment of Reflective Measurement for Perceived Value, Attitude Towards the Convention, Attitude Towards Visiting the Hosting Destination, Revisit Intention, Subjective Norm and Perceived Behavioural Control

After looking at the assessment of formative measures, this section then proceeds to assess the reflective measurement models. Three main assessments including internal consistency reliability, convergent validity and discriminant validity were examined. The exogenous variables in the measurement model are emotional value (consisting of three indicators: EV1, EV2, EV3), functional value of price/ value for money (consisting of three indicators: FV1, FV2, FV3), social value (consisting of three indicators: SV1, SV2, SV3), subjective norm (consisting of three indicators: SN1, SN2, SN3) and perceived behavioural control (consisting of three indicators: PB1, PB2, PB3). The endogenous variables are attitude towards the convention (consisting of four indicators: AC1, AC2, AC3, AC4), attitude towards visiting the hosting destination (consisting of four indicators: AH1, AH2, AH3, AH4) and revisit intention (consisting of three indicators: RV1, RV2, RV3). The drawing of the model is illustrated in Figure 19.



Note: EV= Emotional value, FV= Functional value (of price/ value for money), SV= Social value, AC= Attitude towards the convention, AH= Attitude towards visiting the hosting destination, RV= Revisit intention, SN= Subjective norm, PB=Perceived behavioural control

Figure 19 Reflective Measurement Models (Investigation Part 3)

Four assessments were conducted, including internal consistency, indicator reliability, convergent validity and discriminant validity. The indicator loadings (to assess indicator reliability), composite reliability (to assess internal consistency) and average variance extracted (to assess convergent validity) are shown in Table 42. All four constructs met the minimum cut-off value for AVE and CR. In specific, the values of CR for all

constructs are between 0.70 and 0.90, which can be considered satisfactory (Nunnally and Bernstein 1994). Furthermore, all AVE scores are greater than 0.50 (Hair et al. 2017). On a different note, all the loadings, except items EV2, EV3, SV1, and PB1, exceed the recommended value of 0.708 (Hair et al. 2017). Despite the low loadings, these four items were retained as the minimum of AVE result of 0.5 is achieved for each construct (Ramayah et al. 2018).

Subsequently, the discriminant validity was examined using Fornell and Lacker's Criterion. The result is shown in Table 43 and indicated that all constructs exhibit sufficient discriminant validity, in which the square root of AVE (diagonal) of each of the constructs is larger than the correlations (off-diagonal) with other constructs in the model (Fornell and Larcker 1981). To further assess discriminant validity, the HTMT inferential was performed using bootstrapping technique. As shown in Table 44, all the values are well below the criterion of $HTMT_{0.90}$ (Gold, Malhotra, and Segars 2001) and $HTMT_{0.85}$ (Kline 2011). Additionally, the HTMT inferential results also show that the confidence interval does not show a value of 1 on any of the constructs (Henseler, Ringle, and Sarstedt 2015). Thus, the result substantiates that each construct in the model can better explain the variance of its own indicator rather than the variance of other construct. The result substantiates that each construct in the model can better explain the variance of its own indicator rather than the variance of other construct. Therefore, at this stage, it can be concluded that all constructs met the internal consistency, indicator reliability, convergent validity and convergent validity criteria.

Table 42 Results Summary for Reflective Measurement Models (Investigation Part 3)

Construct	**Items**	**Loadings**	**AVE**	**CR**
Emotional Value	EV1	0.906	0.585	0.805
	EV2	0.737		
	EV3	0.626		
Functional Value (of price/ value for money)	FV1	0.855	0.713	0.881
	FV2	0.881		
	FV3	0.794		
Social Value	SV1	0.889	0.511	0.743
	SV2	0.756		
	SV3	0.415		
Attitude Towards the Convention	AC1	0.738	0.546	0.828
	AC2	0.768		
	AC3	0.715		
	AC4	0.734		
Attitude Towards Visiting the Hosting Destination	AH1	0.756	0.559	0.835
	AH2	0.713		
	AH3	0.736		
	AH4	0.785		
Revisit Intention	RV1	0.859	0.679	0.864
	RV2	0.816		
	RV3	0.797		
Subjective Norm	SN1	0.816	0.692	0.871
	SN2	0.854		
	SN3	0.824		
Perceived Behavioural Control	PB1	0.428	0.595	0.802
	PB2	0.884		
	PB3	0.905		

Table 43 Results of Discriminant Validity Assessment Using Fornell and Lacker's Criterion (Investigation Part 3)

	Emotional Value	**Functional Value (of price/ value for money)**	**Social Value**	**Attitude Towards the Convention**	**Attitude Towards Visiting the Hosting Destination**	**Revisit Intention**	**Subje ctive Norm**	**Perceived Behavioural Control**
Emotional Value	**0.765**							
Functional Value (of price/ value for money)	0.410	**0.844**						
Social Value	-0.070	0.045	**0.713**					
Attitude Towards the Convention	0.329	0.602	0.098	**0.739**				
Attitude Towards Visiting the Hosting Destination	-0.005	0.195	0.081	0.431	**0.748**			
Revisit Intention	-0.004	0.138	0.130	0.281	0.410	**0.824**		
Subjective Norm	-0.313	-0.135	0.174	0.101	0.500	0.492	**0.832**	
Perceived Behavioural Control	-0.027	0.059	0.124	0.150	0.292	0.363	0.326	**0.771**

Table 44 Results of Discriminant Validity Assessment Using HTMT Criterion (Investigation Part 3)

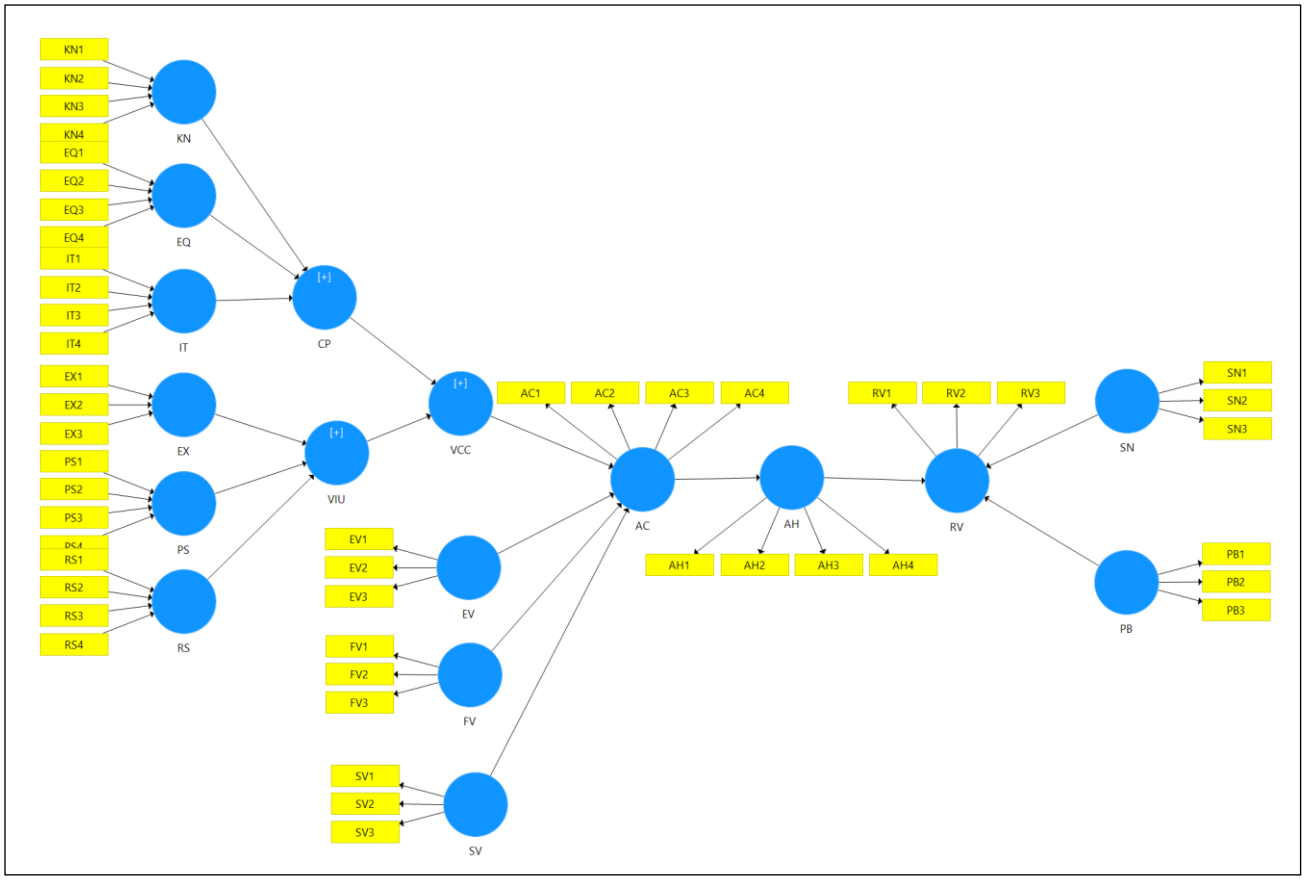
	Emotional Value	**Functional Value (of price/ value for money)**	**Social Value**	**Attitude Towards the Convention**	**Attitude Towards Visiting the Hosting Destination**	**Revisit Intention**	**Subjective Norm**	**Perceived Behavioural Control**
Emotional Value								
Functional Value (of price/ value for money)	0.499 $CI_{0.85}$ (0.362, 0.609)							
Social Value	0.119 $CI_{0.85}$ (0.051, 0.135)	0.061 $CI_{0.85}$ (0.044, 0.044)						
Attitude Towards the Convention	0.416 $CI_{0.85}$ (0.261, 0.543)	0.791 $CI_{0.85}$ (0.664, 0.882)	0.162 $CI_{0.85}$ (0.089, 0.186)					
Attitude Towards Visiting the Hosting Destination	0.106 $CI_{0.85}$ (0.059, 0.109)	0.253 $CI_{0.85}$ (0.120, 0.390)	0.106 $CI_{0.85}$ (0.069, 0.103)	0.590 $CI_{0.85}$ (0.445, 0.727)				
Revisit Intention	0.100 $CI_{0.85}$ (0.066, 0.118)	0.180 $CI_{0.85}$ (0.082, 0.277)	0.136 $CI_{0.85}$ (0.046, 0.171)	0.376 $CI_{0.85}$ (0.258, 0.483)	0.542 $CI_{0.85}$ (0.410, 0.668)			
Subjective Norm	0.433 $CI_{0.85}$ (0.260, 0.563)	0.179 $CI_{0.85}$ (0.097, 0.242)	0.216 $CI_{0.85}$ (0.104, 0.314)	0.144 $CI_{0.85}$ (0.068, 0.186)	0.663 $CI_{0.85}$ (0.530, 0.789)	0.638 $CI_{0.85}$ (0.544, 0.745)		
Perceived Behavioural Control	0.187 $CI_{0.85}$ (0.066, 0.231)	0.218 $CI_{0.85}$ (0.121, 0.319)	0.196 $CI_{0.85}$ (0.064, 0.263)	0.290 $CI_{0.85}$ (0.150, 0.417)	0.447 $CI_{0.85}$ (0.321, 0.611)	0.487 $CI_{0.85}$ (0.327, 0.621)	0.539 $CI_{0.85}$ (0.423, 0.664)	

Note: Discriminant validity established at $HTMT_{0.85}$

5.4.4 Assessment of Structural Model

Having established the validity and reliability of the measurement models, this section assessed the structural mode as shown in Figure 20. However, prior to evaluating the structural model, it is important to first ensure that there is no lateral collinearity issue in the structural model (Ramayah et al. 2018). Even though the criteria of vertical collinearity are met by examining the discriminant validity, lateral collinearity may also mislead the findings (Kock and Lynn 2012). Table 45 presents the results of lateral collinearity assessment. As shown, all the inner VIF values for the independent variables (emotional value, functional value of price/ value for money, social value and value of co-

creation) are well below the threshold of 3.3 (Diamantopoulos and Siguaw 2006) and 5.0 (Hair et al. 2017). Thus, lateral multicollinearity is not a concern in the present study.



Note: KN= Knowledge, EQ= Equity, IT= Interaction, EX= Experience, PS= Personification, RS= Relationship, Co-Prod= Co-production, VinU= Value-in-use, VCC= Value of co-creation, EV= Emotional value, FV= Functional value (of price/ value for money), SV= Social value, AC= Attitude towards the convention, AH= Attitude towards visiting the hosting destination, RV= Revisit intention, SN= Subjective norm, PB= Perceived behavioural control

Figure 20 Structural Model (Investigation Part 3)

Table 45 Result of Lateral Collinearity Assessment (Investigation Part 3)

Construct	**Attitude Towards the Convention**	**Attitude Towards Visiting the Hosting Destination**	**Revisit Intention**
Emotional Value	1.214		
Functional Value (of price/ value for money)	1.667		
Social Value	1.012		
Value of Co-Creation	1.455		
Attitude Towards the Convention		1.000	
Attitude Towards Visiting the Hosting Destination			1.367
Subjective Norm			1.399
Perceived Behavioural Control			1.148

As this is a generalisability study, 8 similar hypotheses in the second part of the investigation were re-examined. To test the significance level, t-statistics for all paths were computed using the bootstrapping function of SmartPLS 3.0. Based on the results presented in Table 46, the path coefficients of all relationships, except Social Value -> Attitude Towards the Convention, are found to have t-values that are greater than 1.645 (the critical value) and are significant at 0.01 and 0.05 levels of significance. The confidence intervals bias results further indicated that the relationship between social value and attitude towards the convention is insignificant as 0 straddles between the upper and lower bound results (Ramayah et al. 2018). In particular, three predictors including emotional value (β= 0.108, $p< 0.05$), functional value of price/ value for money (β= 0.374, $p< 0.01$) and value of co-creation (β= 0.322, $p< 0.01$) are positively related to attitude towards the convention, which explain 43.8% of variances in attitude towards the convention. Therefore, $H_{1(a)}$, $H_{1(b)}$ and H_2 are supported, while $H_{1(c)}$ is not supported. As the adjusted R^2 value of 0.438 is greater than the value of 0.26 as suggested by Cohen (1988), it can be concluded that this is a substantial model. Next, the result of the effect of attitude towards the convention on attitude towards the hosting destination indicates that attitude towards the convention (β= 0.431, $p< 0.01$) is positively related to attitude towards the hosting destination, explaining 18.2% of the variance of attitude towards the hosting destination. With adjusted R^2 value of 0.182, it can be concluded that this is a moderate model (Cohen 1988). Therefore, H_3 of this study is supported. On a different

note, the predictors of attitude towards visiting the hosting destination (β= 0.191, p< 0.01), subjective norm (β= 0.344, p< 0.01) and perceived behavioural control (β= 0.161, p< 0.01) are also positively related to revisit intention, which explain 29.1% of variances in revisit intention. As the R^2 value of 0.291 is greater than 0.26 as suggested by Cohen (1988), the model can be considered as substantial.

Next, the effect sizes, f^2 were examined. From Table 46, it can be seen that emotional value (0.018) has trivial effects in producing the R^2 for attitude towards the convention. On a different note, functional value of price/ value for money (0.152) and value of co-creation (0.129) has medium and small (but close to medium) effects, respectively, in producing the R^2 of attitude towards the convention (Cohen 1988). Attitude towards the convention (0.228) has medium effects in producing the R^2 for attitude towards visiting the hosting destination. Meanwhile, attitude towards visiting the hosting destination (0.038), subjective norm (0.121) and perceived behavioural control (0.032) have small effect in producing R^2 for revisit intention. The predictive relevance of the model is further examined using the blindfolding procedure. As the Q^2 values for attitude towards the convention, attitude towards the hosting destination and revisit intention are larger than 0, it can be concluded that the models have sufficient predictive relevance (Fornell and Cha 1994, Hair et al. 2017). For easier reference, Figure 21 illustrated the results of path estimates analysis for part 3 of the investigation.

Table 46 Result of Relationship Testing Among Constructs (Investigation Part 3)

Hypothesis	**Relationship**	**Std. Beta**	**Std. Error**	**t-value (p-value)**	**Confidence Intervals Bias Corrected Result**		**Decision**	**Adjusted R^2**	f^2	Q^2
					Upper Bound (5%)	**Lower Bound (95%)**				
$H_{1(a)}$	Emotional Value -> Attitude Towards the Convention	0.108	0.055	1.983* (0.024)	0.018	0.202	Supported	0.438	0.018	0.225
$H_{1(b)}$	Functional Value (of price/ value for money) -> Attitude Towards the Convention	0.374	0.068	5.474** (0.000)	0.262	0.481	Supported		0.152	
$H_{1(c)}$	Social Value -> Attitude Towards the Convention	0.087	0.071	1.219 (0.112)	-0.066	0.183	Not Supported		0.014	
H_2	Value of Co-creation -> Attitude Towards the Convention	0.322	0.064	5.063** (0.000)	0.223	0.432	Supported		0.129	
H_3	Attitude Towards the Convention -> Attitude Towards Visiting the Hosting Destination	0.431	0.056	7.687** (0.000)	0.345	0.528	Supported	0.182	0.228	0.097
H_4	Attitude Towards Visiting the Hosting Destination -> Revisit Intention	0.191	0.074	2.568** (0.005)	0.067	0.309	Supported	0.291	0.038	0.190
H_5	Subjective Norm -> Revisit Intention	0.344	0.063	5.476** (0.000)	0.240	0.437	Supported		0.121	
H_6	Perceived Behavioural Control -> Revisit Intention	0.161	0.062	2.613** (0.005)	0.068	0.263	Supported		0.032	

Note: **p< 0.01, *p< 0.05

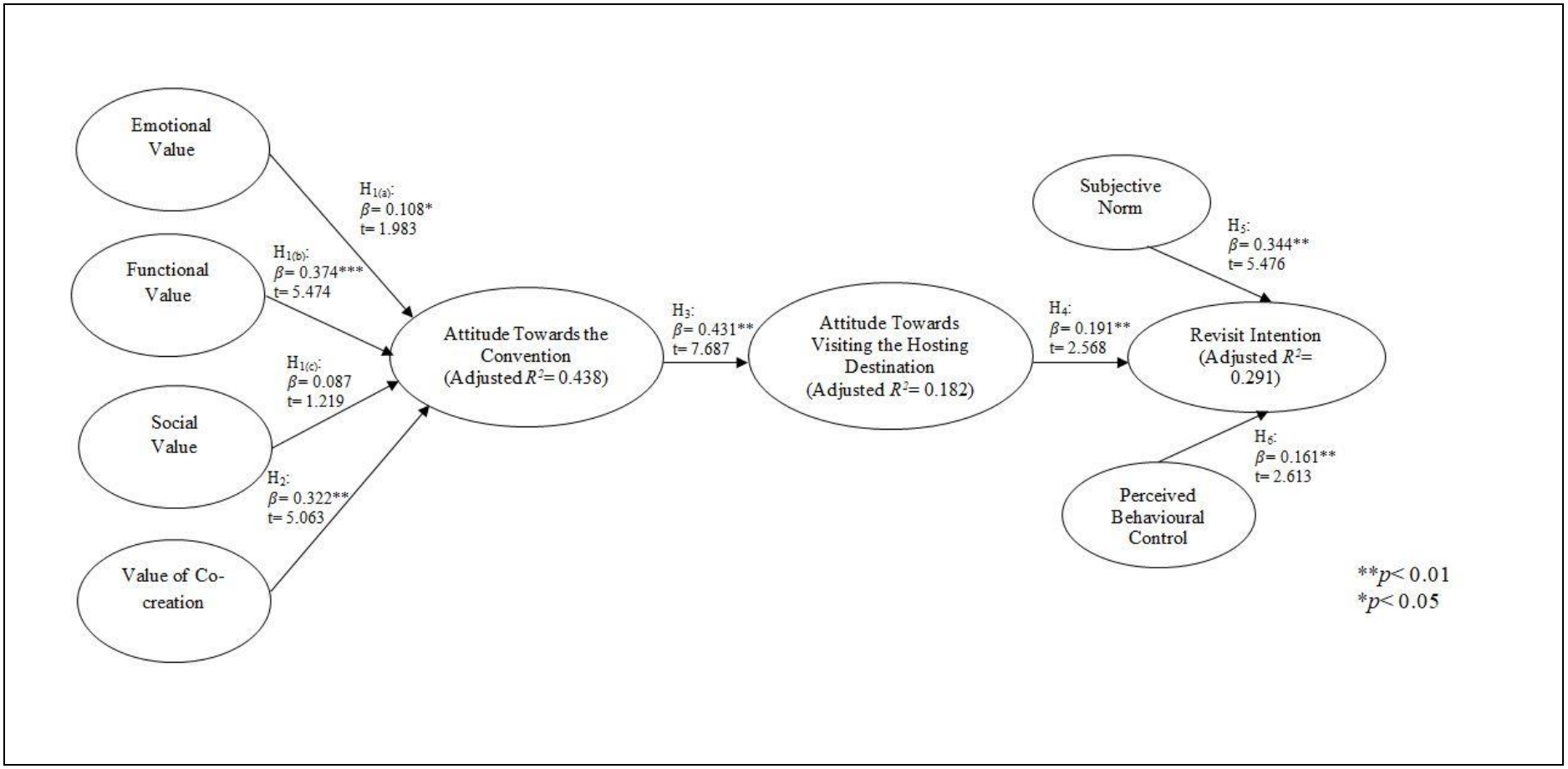
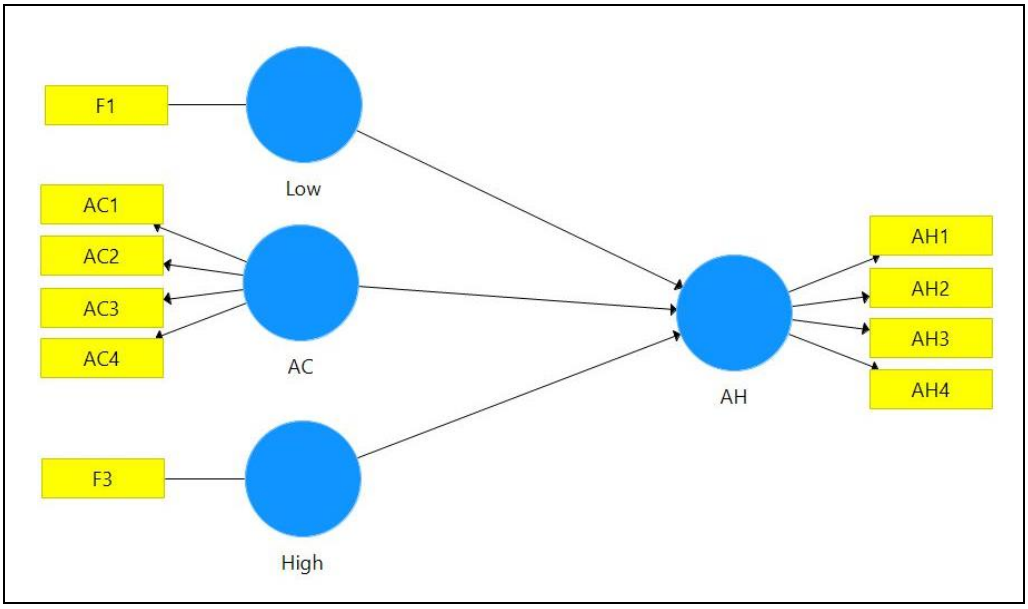


Figure 21 Results of the Path Estimates Analysis for Investigation Part 3

5.4.5 Testing for Moderating Effects of Destination Familiarity

This study chose to use the product indicator approach proposed by Chin, Marcolin, and Newsted (1996), Chin, Marcolin, and Newsted (2003) when performing the moderator analysis. As mentioned in Chapter 4, the selection of this specific approach is mainly due to the fact that the product indicator approach is regarded as one of the most frequently used techniques which shows high prediction accuracy compared to its counterparts, including the two-way approach (Ramayah et al. 2018). This approach is also appropriate as both the independent variable (attitude towards the convention) and the moderator (destination familiarity) are measured reflectively. The product indicator approach is also encouraged in the situation in which moderator variable is a categorical and has a sample size of more than 200 as in this study (Hair et al. 2017, Ramayah et al. 2018).

To assess the potential moderating effects of destination familiarity, the responses were grouped into three distinct groups, low, medium and high familiarity, based on the familiarity index score mentioned in Chapter 4. As there are more than 2 groups of nominal variables, (k-1) dummy variables were created as suggested by Hair et al. (2017) and Ramayah et al. (2018). Consequently, two dummy variables, labelled as high (high destination familiarity= 1, low to medium destination familiarity= 0) and low (low destination familiarity= 1, medium or high destination familiarity= 0) were created. The drawing of the model is illustrated in Figure 22.

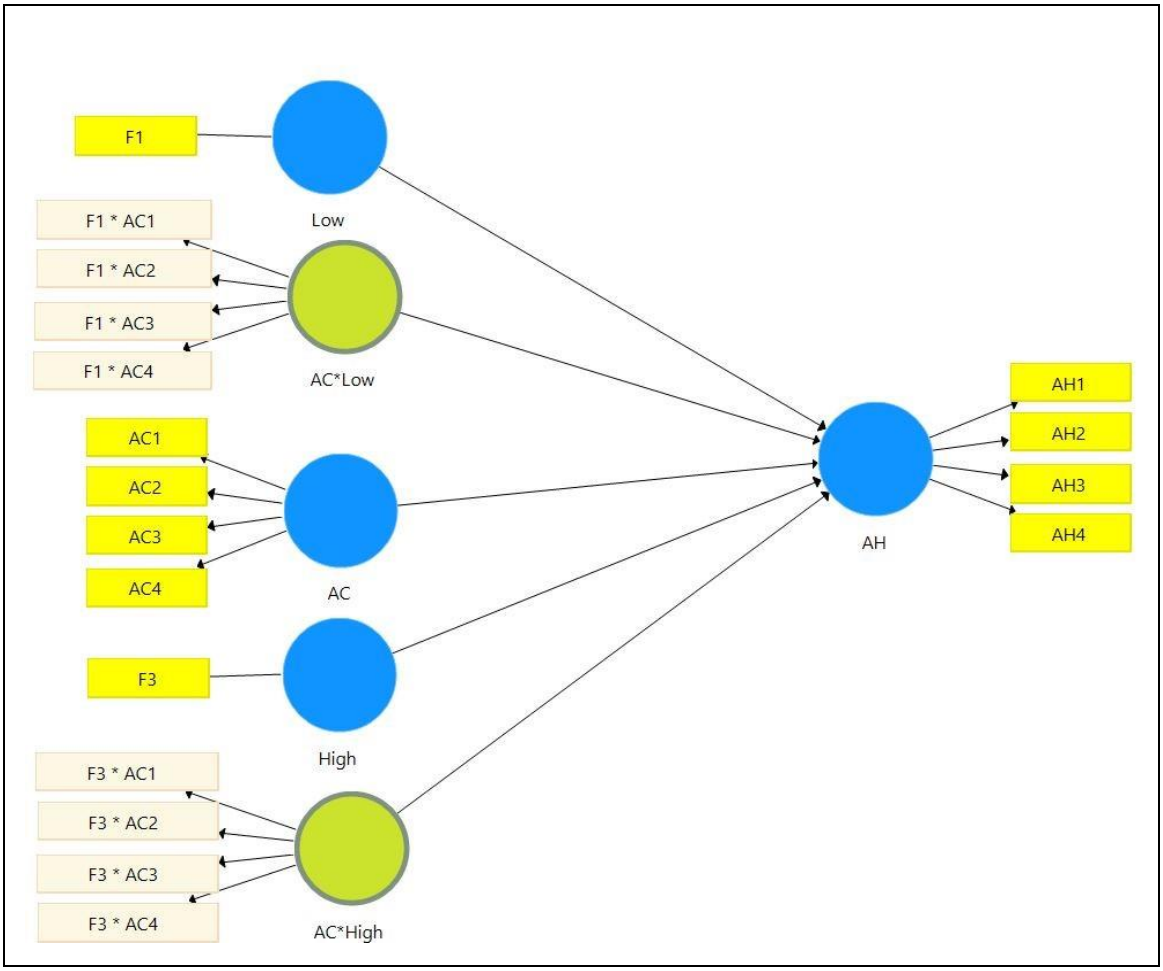


Note: Low= Low destination familiarity, High= High destination familiarity, AC= Attitude towards the convention, AH= Attitude towards visiting the hosting destination

Figure 22 Moderating Effect of Destination Familiarity in PLS Path Modelling on the Relationship Between Attitude Towards the Convention and Attitude Towards Visiting the Hosting Destination

The R^2 value of the model was first computed using the PLS Algorithm function of SmartPLS. In Table 47, the value of 0.378 indicates that attitude towards the convention, high familiarity and low familiarity explained 37.8% of the variance of attitude towards visiting the hosting destination. Next, two interaction terms (between AC and Low and between AC and High) were created and the PLS Algorithm was re-run. The drawing of the model when interaction terms were added is shown in Figure 23. With the addition of the interaction terms (AC*Low and AC*High), the R^2 changed from 0.378 to 0.532, indicating that R^2 had changed about 15.4% (additional variance). The effect size or the f^2 value was then calculated using the formula (Miller 2015):

$$f^2 = \frac{(R2 \text{ included} - R2 \text{ excluded})}{(1 - R2 \text{ included})}$$



Note: Low= Low destination familiarity, AC*Low= Interaction term for low destination familiarity, High= High destination familiarity, AC*High= Interaction term for high destination familiarity, AC= Attitude towards the convention, AH= Attitude towards visiting the hosting destination

Figure 23 Moderating Effect of Destination Familiarity in PLS Path Modelling on the Relationship Between Attitude Towards the Convention and Attitude Towards Visiting the Hosting Destination (With Interaction Term Included)

Based on f^2 of 0.329, it can be concluded that the effect size is medium but close to large (Cohen 1988). As seen in Table 48, the interactions between AC*Low and between AC*High are positive and negative, respectively. By performing the bootstrapping procedure, the t-values are also found to be above the cut off values of 1.645 (p< 0.05) and 2.33 (p< 0.01). Therefore, the interaction terms of AC*Low (t-value= 1.695) and AC*High (t-value= 4.935) are significant.

Table 47 Effect Size Summary for Destination Familiarity

	Included	Excluded	f-squared	Effect size
R-squared	0.532	0.378	0.329	Medium

Note: included= R^2 of interaction effect model, excluded= R^2 of the main effect model

Table 48 Results of Moderator Analysis (Destination Familiarity)

Hypothesis	Relationships	Std. Beta	Std. Error	t-value (p-value)
H_7	AC*Low-> AH	0.221	0.130	1.695* (0.045)
	AC*High-> AH	-0.942	0.191	4.935** (0.000)

*Note: **p*< 0.01, **p*< 0.05

To examine how the interaction differs among the three groups (low, medium and high familiarity), Ramayah et al. (2018) recommended the generation of the simple slope analysis results to visualise the two-way interaction effect using SmartPLS. Figure 24 and Figure 25 show the results. In Figure 24, the middle line, in blue, represents the relationship for an average level of the moderator variable. The red line, on top, is low destination familiarity at –SD (low familiarity= 0), whereas the green line, at the bottom, refers to low destination familiarity at +SD (low familiarity= 1). As can be seen in Figure 24, the green line representing low destination familiarity has a steeper and positive gradient when compared to the red line which is meant for medium and high destination familiarity. This indicates that the positive relationship between attitude towards the convention and attitude towards visiting the hosting destination is stronger for low destination familiarity group than the medium and high destination familiarity groups.

To validate the result further, it is worth to examine Figure 25 which also shows the two-way interaction effect of high destination familiarity. Similarly, in the figure, the middle line, in blue, represents the relationship for an average level of the moderator variable. Meanwhile, the red line, at the bottom, is high destination familiarity at –SD (high familiarity= 0) and the green line, on top, represents high destination familiarity at +SD (high familiarity= 1). As shown in Figure 25, the green line representing high destination familiarity is less steep than the red line (refers to low and medium destination familiarity)

and has a negative gradient. That is to say, high destination familiarity will pose weak and negative moderating effect to the relationship between attitude towards the convention and attitude towards the hosting destination. Therefore, it can be concluded that when having a low familiarity with the hosting destination, attitudinal generalisation among convention participants is stronger. Conversely, the relationship between the two attitudinal constructs will be weakened if one has high familiarity with the hosting destination. The hypothesis, H_7, is thus supported.

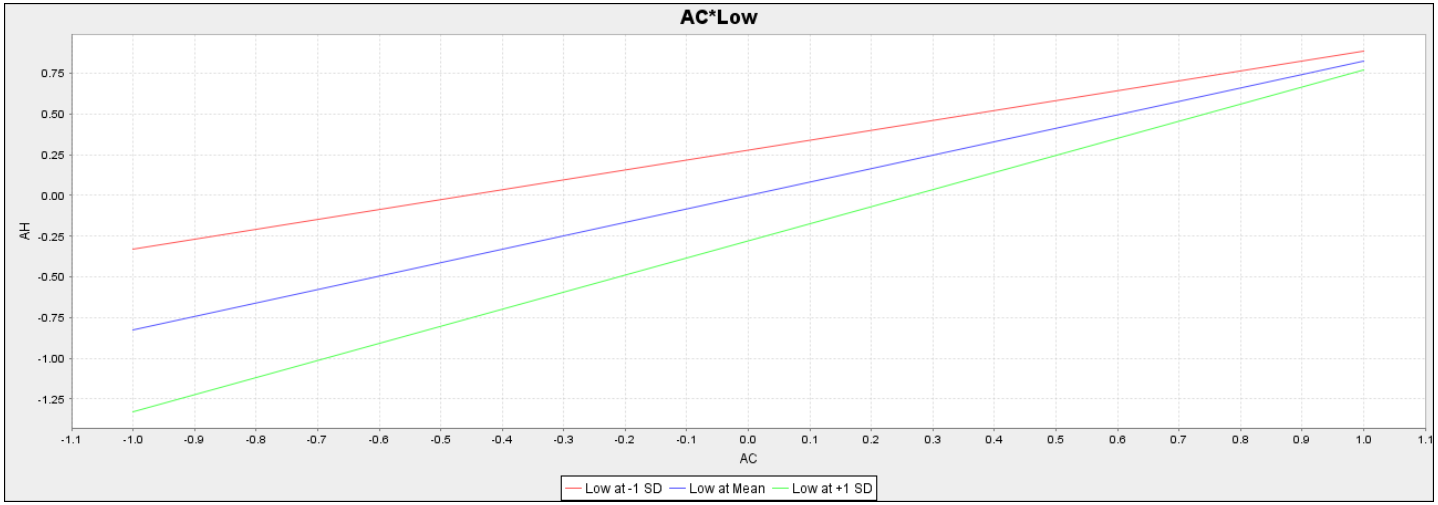


Figure 24 Simple Slope Analysis for Low Destination Familiarity

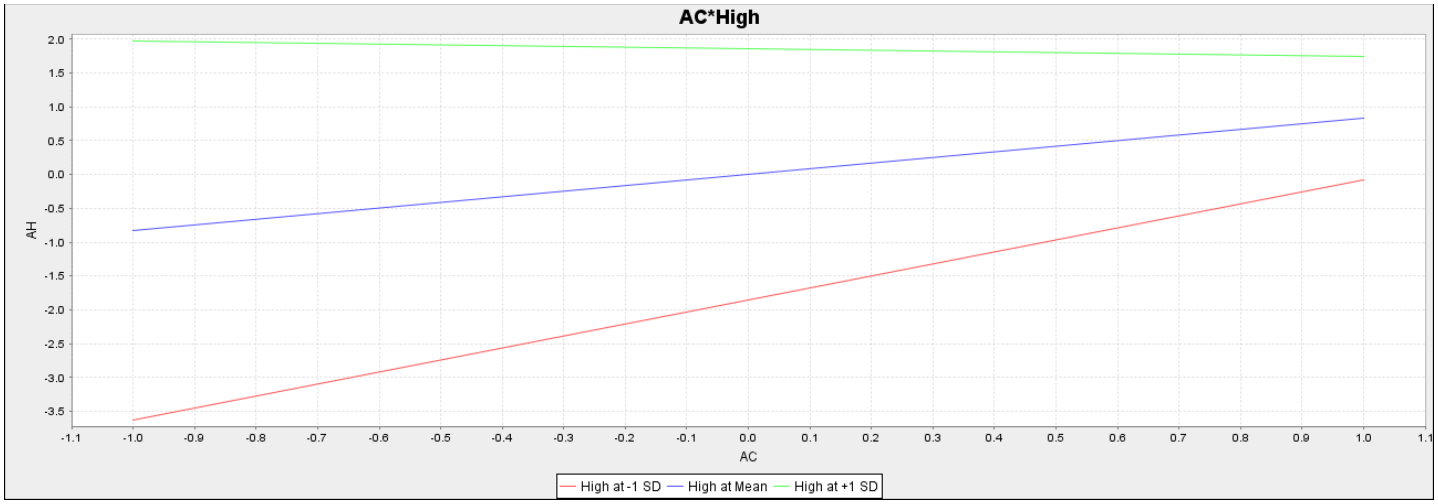
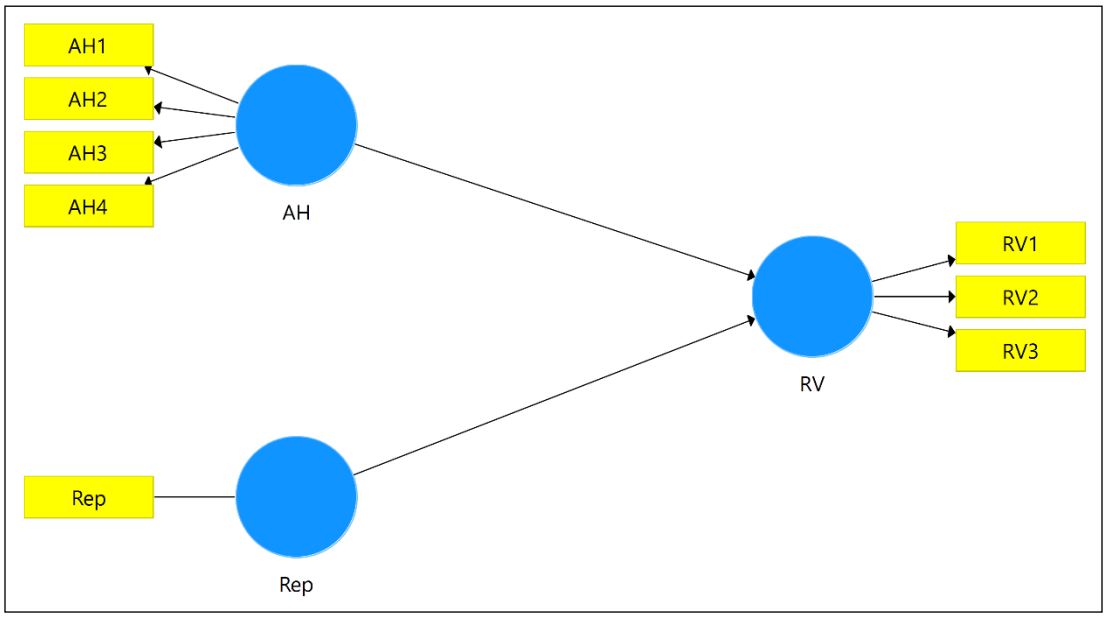


Figure 25 Simple Slope Analysis for High Destination Familiarity

5.4.6 Testing for Moderating Effect of Destination Reputation

Similarly, the product indicator approach was used to examine the moderating effect of destination reputation. To assess the potential moderating effects of destination reputation, the responses were grouped into two distinct groups, negative and positive destination reputation, by utilising a median split as discussed in Chapter 4. Negative destination reputation was recoded as 0, whereas positive destination reputation was recoded as 1. As such, negative destination reputation could be used as a benchmark to compare to positive destination reputation. Firstly, the moderating effect of destination reputation on the relationship between attitude towards visiting the destination and revisit intention was examined. The drawing of the model is illustrated in Figure 26.



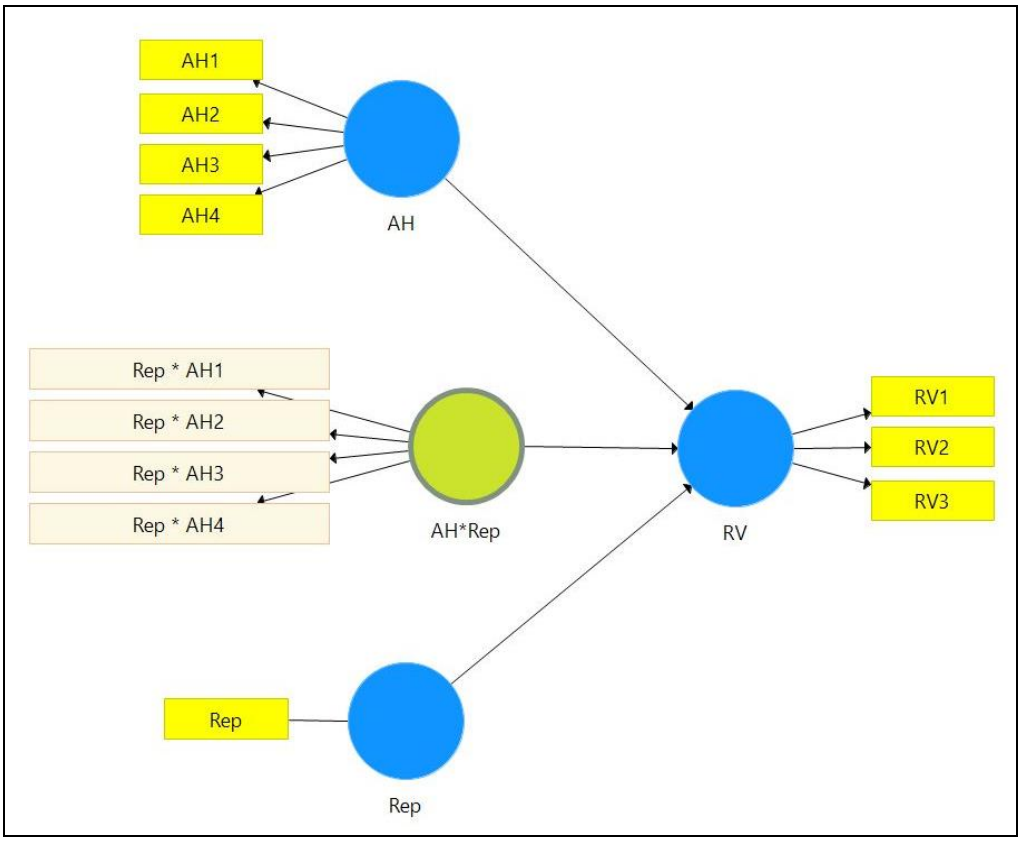
Note: Rep= Destination Reputation, AH= Attitude towards visiting the hosting destination, RV= Revisit intention

Figure 26 Moderating Effect of Destination Reputation in PLS Path Modelling on the Relationship Between Attitude Towards Visiting the Hosting Destination and Revisit Intention

The R^2 value of the model above was first computed using the PLS Algorithm function of SmartPLS. In Table 49, the value of 0.388 indicates that attitude towards the hosting destination and destination reputation explained 38.8% of the variance of revisit intention. Subsequently, an interaction term (between AH and Rep) was created and the PLS Algorithm was re-run. The drawing of the model when interaction term was added is shown in Figure 27. With the addition of the interaction term (AH*Rep), the R^2 changed

from 0.388 to 0.415, indicating that R^2 had changed about 2.7% (additional variance). The effect size or the f^2 value was then calculated using the formula (Miller 2015):

$$f^2 = \frac{(R2 \text{ included} - R2 \text{ excluded})}{(1 - R2 \text{ included})}$$



Note: Rep= Destination Reputation, AH*Rep= Interaction term for destination reputation, AH= Attitude towards visiting the hosting destination, RV= Revisit intention

Figure 27 Moderating Effect of Destination Reputation in PLS Path Modelling on the Relationship Between Attitude Towards Visiting the Hosting Destination and Revisit Intention (With Interaction Term Included)

Based on f^2 of 0.046, it can be concluded that the effect size is small (Cohen 1988). However, Chin, Marcolin, and Newsted (2003, p. 211) put forth that a low f^2 must not be neglected as "even a small interaction effect can be meaningful under extreme conditions." Thus, the results must be taken into account if the beta changes are significant and meaningful. As seen in Table 50, the interactions between AH*Rep is positive. By performing the bootstrapping procedure, the t-values are also found to be above the cut

off values of 1.645 (p< 0.05). Therefore, the interaction term of AH*Rep (t-value= 2.829) is significant.

Table 49 Effect Size Summary of Destination Reputation on the Relationship Between Attitude Towards Visiting the Hosting Destination and Revisit Intention

	Included	**Excluded**	**f-squared**	**Effect size**
R-squared	0.415	0.388	0.046	Small

Note: included= R^2 of interaction effect model, excluded= R^2 of the main effect model

Table 50 Results of Moderator Analysis (Destination Reputation) on the Relationship Between Attitude Towards Visiting the Hosting Destination and Revisit Intention

Hypothesis	**Relationships**	**Std. Beta**	**Std. Error**	**t-value (p-value)**
H_8	AH*Rep-> RV	0.294	0.104	2.829** (0.005)

Note: **p< 0.01, *p< 0.05

To examine how the interaction differs between the negative and positive destination reputation groups, Ramayah et al. (2018) recommended the generation of the simple slope analysis results to visualise the two-way interaction effect using SmartPLS. Figure 28 shows the results. In Figure 28, the middle line, in blue, represents the relationship for an average level of the moderator variable. The red line, on top, is negative reputation at –SD (negative reputation= 0), whereas the green line, at the bottom, refers to positive reputation at +SD (high reputation= 1). As can be seen in Figure 28, the green line representing positive reputation has a steeper and positive gradient when compared to the red line which is meant for negative reputation. This indicates that the positive relationship is stronger for positive reputation group than the negative reputation group. Therefore, it can be concluded that when considering the hosting destination as having a positive destination reputation, the linkage between attitude towards visiting the hosting destination and revisit intention among the convention participants will be stronger. The hypothesis, H_8, is thus supported.

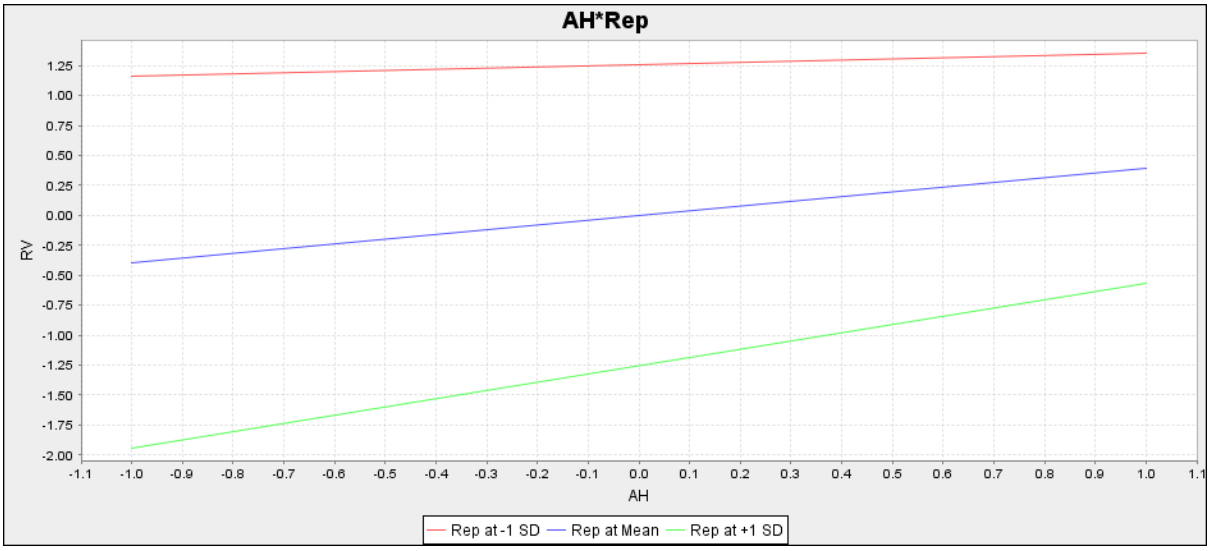


Figure 28 Simple Slope Analysis for Destination Reputation

5.5 Chapter Summary

SmartPLS was employed to perform an analysis regarding the influence of consumer value on convention participants' future revisit intention to the hosting destination. All formative constructs were checked with their convergent validity, indicator collinearity as well as their significance and relevance of outer weights. Meanwhile, the reflective constructs were also assessed for their internal consistency, indicator reliability, convergent validity and discriminant validity. All tests yielded acceptable results. Next, the validation of the structural model resulted in R^2 values ranging from weak to substantial. In general, 7 out of 10 hypotheses were supported with significance levels of at least 0.05. The summary of hypothesis testing can be found in Table 51.

The statistical results show that convention participants' attitude towards the convention attended is affected by the emotional value of perceived value and value of co-creation. Meanwhile, there is not enough evidence to confirm the linkage between functional value (of price/ value for money) dimension of perceived value and attitude towards the convention of perceived value and attitude towards the convention, given that investigation part 2 and 3 have yielded differential results. Additionally, social value of perceived value has been found insignificant in affecting convention participants' attitude formation. On a different note, it can be deduced from the findings that participants' attitude towards the convention plays a role in affecting their attitude towards visiting the

hosting destination. Together with subjective norm and perceived behavioural control, the attitude towards visiting the hosting destination will, in turn, influence their intention to revisit the hosting destination. With Q^2 values of larger than zero, all models have been proven to provide clear predictive relevance. Furthermore, destination familiarity and destination reputation have also been confirmed as the moderators in the mentioned inter-relationships among the variables. The next chapter will discuss on the findings in more detailed and review the associated theoretical, empirical and managerial implications of this research study.

Table 51 Summary of Hypotheses Testing

	Hypotheses	Results
$H_{1(a)}$:	Emotional value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.	Supported
$H_{1(b)}$:	Functional value (of price/ value for money) dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.	Partially Supported
$H_{1(c)}$:	Social value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.	Not Supported
H_2:	Value of co-creation will have a positive effect on convention participants' attitude towards the convention.	Supported
H_3:	Convention participants' attitude towards the convention will have a positive effect on their attitude towards visiting the hosting destination.	Supported
H_4:	Attitude towards visiting the hosting destination will have a positive effect on convention participants' revisit intention.	Supported
H_5:	Subjective norm will have a positive effect on convention participants' revisit intention.	Supported
H_6:	Perceived behavioural control will have a positive effect on convention participants' revisit intention.	Supported
H_7:	The positive relationship between convention participants' attitude towards the convention and their attitude towards visiting the hosting destination will be stronger (weaker) when their destination familiarity is low (high).	Supported
H_8:	The effect of convention participants' attitude towards visiting the hosting destination on their revisit intention will be strengthened (weakened) when destination reputation is positive (negative).	Supported

CHAPTER SIX: DISCUSSION AND CONCLUSION

6.1 Introduction

In this chapter, a brief review of the present study, including the motivations, methodology, and summary of the main findings are presented in Section 6.2. Then, the following section, Section 6.3 highlights the discussion and implications of results based on the six research questions identified in Chapter 1. The section that follows, Section 6.4 provides a general discussion of the research contribution for both academics and practitioners. Limitations and recommendations to guide the direction of future study are also discussed afterwards in Section 6.5. Finally, concluding remarks that summarise the present study and its main findings are specified in Section 6.6.

6.2 Recapitulation of the Present Study

These days, convention hosting has become increasingly important. Major cities all around the world are actively competing to host events and are extensively developing their respective convention facilities (Nelson 2017). The primary gain from convention hosting is that it brings along a considerable economic contribution to the destination from expenditures at hotels, restaurants, entertainment activities and so forth. Furthermore, convention hosting also enhances tourism revenues by bringing in travellers during off-peak season (Dowse and Fletcher 2018). Despite the growing importance of this industry, the current understanding of the topic has remained at a stage of infancy. This is especially true since the prominent focus of the existing research has been on leisure-oriented events (Kim and Kaewnuch 2018). Besides, to the best of the author's knowledge, no existing study has studied the inter-relationships among convention value perception, convention participants' attitude formation and their revisit intention to the hosting destination for leisure travel purposes. Therefore, these research gaps warrant additional research to be conducted to understand if convention hosting is strategic in promoting the hosting destination as a leisure destination. To achieve this research goal, six research questions were formulated.

Consequently, this study examined the interplay among consumer value (encompassing perceived value and value of co-creation), attitude towards the convention, attitude towards visiting the hosting destination, subjective norm, perceived behavioural control and revisit intention as well as introduced destination familiarity and destination reputation as the moderating factors. In Chapter 2 and 3, a literature review was performed to identify important predictors of behavioural intention within the conceptual framework. After that, the research design was positioned within a positivism paradigm with the use of a survey instrument to collect the data needed to examine the practicability of the conceptual model. Subsequently, in Chapter 5, the data were analysed using PLS-SEM, whereby a total of 10 hypotheses were tested. An overview of the present study and the results of hypotheses testing are presented in Table 52 as follows:

Table 52 An Overview of the Present Study

	Research Questions		Research Objectives		Research Hypotheses	Support for Research Hypotheses
RQ1:	How do convention participants evaluate conventions using perceived value?	RO1:	To ascertain the individual dimensional effects of perceived value on the formation of attitude towards the convention, among convention participants.	$H_{1(a)}$:	Emotional value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.	Supported
				$H_{1(b)}$:	Functional value (of price/ value for money) dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.	Partially supported
				$H_{1(c)}$:	Social value dimension of perceived value will have a positive effect on convention participants' attitude towards the convention.	Not supported
RQ2:	How do convention participants evaluate conventions using value of co-creation?	RO2:	To examine the effects of value of co-creation on the formation of attitude towards the convention, among convention participants.	H_2:	Value of co-creation will have a positive effect on convention participants' attitude towards the convention.	Supported
RQ3:	How does convention participants' evaluation of the conventions influence their attitude towards visiting the hosting destination?	RO3:	To determine the effects of convention participants' attitude towards the convention on their attitude towards visiting the hosting destination.	H_3:	Convention participants' attitude towards the convention will have a positive effect on their attitude towards visiting the hosting destination.	Supported
RQ4:	How does convention participants' attitude towards visiting the hosing destination influence their revisit intention?	RO4:	To assess the effects of convention participants' attitude towards visiting the hosting destination on their revisit intention.	H_4:	Attitude towards visiting the hosting destination will have a positive effect on convention participants' revisit intention.	Supported
				H_5:	Subjective norm will have a positive	Supported

					effect on convention participants' revisit intention.	
				H_6:	Perceived behavioural control will have a positive effect on convention participants' revisit intention.	Supported
RQ5:	How does destination familiarity moderate the relationship between attitude towards the convention and attitude towards visiting the hosting destination?	RO5:	To investigate the moderating role of destination familiarity on the relationship between attitude towards the convention and attitude towards visiting the hosting destination.	H_7:	The positive relationship between convention participants' attitude towards the convention and their attitude towards visiting the hosting destination will be stronger (weaker) when their destination familiarity is low (high).	Supported
RQ6:	How does destination reputation moderate the relationship between attitude towards visiting the hosting destination and revisit intention?	RO6:	To investigate the moderating role of destination reputation on the relationship between attitude towards visiting the hosting destination and revisit intention.	H_8:	The effect of convention participants' attitude towards visiting the hosting destination on their revisit intention will be strengthened (weakened) when destination reputation is positive (negative).	Supported

6.3 Discussion of Results

The outcomes of different research objectives and their respective hypotheses are discussed in the following sections:

6.3.1 Research Objective 1

The first research objective aimed to ascertain the individual dimensional effects of perceived value (in attending a convention) on the formation of attitude towards the convention, among convention participants. To address the objective, three hypotheses, $H_{1(a)}$, $H_{1(b)}$ and $H_{1(c)}$ were formulated to investigate the effect of three individual perceived value dimensions (emotional, social and functional) on convention participants' attitude towards the convention attended.

<u>Emotional value dimension of perceived value and convention participants' attitude towards the convention</u>

The result for $H_{1(a)}$ revealed an anticipated positive relationship between emotional value and convention participants' attitude towards the convention attended. Specifically, the results found in both part 2 (using Dataset 2) and part 3 (using Dataset 3) of the investigation provide convincing evidence that convention participants value emotional benefits when participating a convention that requires travelling and their feeling towards the event is critical to the convention evaluation. To explain further, the path analysis in investigation part 2 found path coefficient of $\beta = 0.099$ that is significant at a 95% level of confidence (p-value < 0.05), while investigation part 3, found path coefficient of $\beta = 0.108$ which is significant at 95% level of confidence (p-value < 0.05).

This result is consistent with previous studies concerning the subject areas of event and tourism research such as Lee and Min (2013), Lee et al. (2014), Yang et al. (2014), Mitchell, Schlegelmilch, and Mone (2016), Scaglione and Mendola (2017). This finding can be connected to the remarks made by Lee and Min (2013) and Mitchell, Schlegelmilch, and Mone (2016) that convention participants cherish fun, pleasurable and interesting experiences arising from event participation. This is because these emotional and psychological benefits affect their excitement and willingness to learn and exchange knowledge. Besides, it also indicates that convention participants have found joy and happiness in attending the convention, and

created an emotional bond with other participants through group travelling and the event itself (Christou, Sharpley, and Farmaki 2018, Sipe 2018).

The convention provided the participants with an opportunity to create memories, develop themselves professionally and build an emotional connection with the convention organisers. As these emotional connections are related to tourism encounters and the level of involvements of convention participants (Trauner and Ryan 2005), the hosting destination, would also possess meaning for the convention participants as being the context for their travel experience and a link to the professional relationships developed during the convention. In that sense, the hosting destination or Kuala Lumpur will always possess importance in the way that the participants will evoke the thought of the destination when they relive the memories. Moreover, the results also elucidated the importance for the convention organisers in Kuala Lumpur to understand how participants relate themselves to one another, how well the event is designed to generate feelings and emotions as well as how empathy can be created between speakers and participants. This is because emotional value is normally generated from these three areas when one is attending a professional event (Mitchell, Schlegelmilch, and Mone 2016).

However, it should be noted that the effect size of emotional value to attitude towards the convention was found to be trivial at f^2= 0.013 and f^2= 0.018 in the investigation of part 2 and 3, respectively. The results contradict some previous studies such as Lee et al. (2014) and Scaglione and Mendola (2017) that emphasise emotional benefit as one of the key predictors in travellers' attitude formation. Such differences between the present and past studies could plausibly be attributed to the nature of the convention tourism industry. As explained by Reic (2017), business event participation (including trade shows, conventions and meetings) can be considered a form of organisational buying which involves buyers that are more rational than general end consumers. Therefore, convention participants tend to be less emotional and would prioritise their organisational problems and needs rather than 'having fun' during the event. Though emotional factors may not be a particularly dominant force in affecting attitude, this specific dimension of perceived value still influences attitude and must not be overlooked as organisational buying behaviour is always governed by

human beings who are never 100 per cent rational (Chernatony, McDonald, and Wallace 2011).

Functional value (of price/ value for money) dimension of perceived value and convention participants' attitude towards the convention

$H_{1(b)}$ examined the relationship between functional value (of price/ value for money) dimension of perceived value and convention participants' attitude towards the convention, whereby a positive relationship was postulated. Interestingly, the results revealed mixed results. In particular, the path analysis in the investigation part 2 found a path coefficient of $\beta = 0.092$ which is insignificant (p-value > 0.05), while in the investigation part 3, found path coefficient of $\beta = 0.374$ that is significant at 99% level of confidence (p-value < 0.01). In other words, it is not probable that convention participants would formulate their attitude towards the convention based on the perceived benefits received against the price paid for the convention experience.

These results contradict to earlier findings that highlight functional value (of price/ value for money) as the core factor, as opposed to emotional and social values, in contributing to attitude formulation among convention participants (Lee and Min 2013). Logically speaking, travellers, in general, are expected to make rational economic assessments based on the quality of the tourism experience or service received (Sweeney and Soutar 2001). Thus, the same should be applicable to convention participation that involves substantial travelling costs apart from the participation fees. However, the results from the analysis of this study have indicated otherwise.

Accordingly, it is important to point out that business event participants tend to have different mindset towards cost and distance to travel. In most cases, business event participants are less price-sensitive and more willing to travel long distance as the attendance to the events is related to professional development and advancement. In addition, the costs to participate in the convention are also usually covered by the employers (Reic 2017). As a result, this group of convention participants are less cost-conscious and may not take functional price/ value for money as a main criterion when examining their convention experience. Notwithstanding, there will also be

instances where business event participants are price sensitive (Hudson and Hudson 2017). This is because some convention participants may be paying their own costs, so price in this case would be a pertinent issue determining their attitude (Rogers and Rogers 2016). On this account, the findings may be related to the distinct datasets used in the two investigations, in which Dataset 2 may consist of respondents who are less price-sensitive than those in Dataset 3.

The findings may also be interpreted from the point of view of convention attendance frequency. According to Lee and Min (2013), participants who attend conventions for the first time are more likely to be price-sensitive compared to frequent participants as they have no prior experience and are less attached to the convention. This argument has then provided another possible presumption of the findings: Dataset 2 mainly consists of frequent participants who are less sensitive to 'value for money', while Dataset 3 mostly consists of first-timers who are price sensitive. Lastly, it is also surmised that some convention participants had evaluated and accepted the price value before travelling to the convention. According to Yang et al. (2014), unless the price value varies significantly from travellers' pre-trip perception, the perceived functional price/ value of money would not be significantly related to their satisfaction or attitude. Anyhow, the respondent profile provides insufficient information on convention sponsorship, frequency of convention attendance and convention participants' pre-trip price perception. Thus, the exact reason why perceived functional value relative to price in relation to attitude formation among convention participants is a topic for more in-depth study in the future. This issue is addressed further in the limitations and recommendations for future study section.

On a different note, the effect size of functional value (of price/ value for money) to attitude towards the convention was found to be insignificant and trivial at $f^2 = 0.007$ as found in investigation part 2. Meanwhile, a medium effect of $f^2 = 0.152$ was found in investigation part 3. In view of the medium effect size and substantial path coefficient of 0.374 in investigation part 3, the findings elucidated the potential importance of functional value (of price/ value for money) dimension within the convention tourism industry among certain groups of convention participants.

Social value dimension of perceived value and convention participants' attitude towards the convention

$H_{1(c)}$ examined the relationship present between social value dimension of perceived value and convention participants' attitude towards the convention. The results consequently showed an insignificant relationship, in which the path analysis in investigation part 2 found a path coefficient of $\beta = 0.082$ that is insignificant (p-value > 0.05), while in investigation part 3 found a path coefficient of $\beta = 0.087$ which is similarly insignificant (p-value > 0.05). That is to say, perceived social value was not critical among convention participants when formulating their attitude towards the convention.

The results are inconsistent with those presented in existing tourism and event studies such as Wang, Lu, and Xia (2012), Lee and Min (2013), Ryu and Lee (2013), Carlson, Rosenberger, and Rahman (2015), Scaglione and Mendola (2017) which assume the existence of a positive link between social value dimension of perceived value and attitude formation. Accordingly, the result simply implies that convention participants did not view convention participation as a channel to communicate their self-image. These results were not expected as event participation is associated with considerable interaction and socialisation (Mitchell, Schlegelmilch, and Mone 2016) which they can utilise as opportunities to convey a desired impression to others. Nonetheless, the result simply indicated that the perceived social status or sense of success derived from the convention participation is not as important as sentimental values or performance of the convention participated. One possible reason is that when compared to other cultures, social value is more important in East Asian Confucian Society such as China in which the Chinese term '*mianzi*' or 'face' as well as the desire to be respected in social interactions are core value rooted in the culture (Lin et al. 2016). As 95.9% of the respondents in this study are non-Chinese, they may, hence, take the social value for granted, making it an insignificant predictor in the convention evaluation, while other factors including emotional value and functional value (of price/ value for money) dimensions playing a more significant role.

The results also suggest that business travellers may have different characteristics from leisure travellers. It also reflected the mind-set of convention participants who prioritise professional development over social self-worth. Consequently, the design

of conventions should be oriented towards the development of superior programs focusing on the relevant topic of interest, rather than being overly focused on preferential treatment perceptions.

In summary, it appeared that emotional value and functional value (of price/ value for money) dimensions of perceived value are important predictors that affect attitude formation among convention participants when participating conventions in Kuala Lumpur. Hence, the convention organisers are recommended to allocate more resources towards areas that contribute to the creation of these two value dimensions. However, it should be highlighted that the functional value (of price/ value for money) dimension may only be critical to a certain group of convention participants who are price sensitive. Meanwhile, the effect of social value dimension value may be negligible as the effect was found to be insignificant in causing a differential effect on attitude formation. As the convention industry tends to characterise event with a socialising tool, social value creation should not be the main concern as long as the organisers deliver the basic features of a convention experience.

To the best of the author's knowledge, discussions on perceived value dimensions and convention evaluation are largely sparse and limited. Only Lee and Min (2013) examined similar constructs and claimed that convention participants rely on functional value (of price/ value for money) the most and followed by emotional and social values in their evaluation of a convention. Their findings clearly differed from the present study's. This could be attributed to the fact that the "interaction between the firm and the consumer is becoming the locus of value creation and value extraction" (Prahalad and Ramaswamy 2004a, p. 5). Therefore, it may be explained by the fact that convention participants today have become more knowledgeable and increasingly aware of their negotiating clout in comparison to convention participants back in 2013. To put it differently, convention participants today favour joint creation of value rather than value creation such as perceived value that is solely decided by the convention organisers when assessing their convention experience. The next sub-section will describe more on value of co-creation and its implementation strategy within the convention context of Kuala Lumpur.

6.3.2 Research Objective 2

With co-creation experience slowly gaining its popularity in the contemporary business world, the next objective of this study was to examine the effects of value of co-creation (in attending a convention) on the formation of attitude towards the convention, among convention participants.

Value of co-creation and convention participants' attitude towards the convention

The results of both investigation part 2 and part 3 provided a clear understanding suggesting that H_2 is supported by the statistics. Specifically, the effect size of value of co-creation to attitude towards the convention was found to be medium at f^2= 0.216 in investigation part 2, and small but close to medium at f^2= 0.129 in investigation part 3. With a path coefficient of β= 0.482 which is significant at 99% level of confidence (*p*-value < 0.01) and β= 0.322 which is significant at 99% level of confidence (*p*-value < 0.01), in investigation part 2 and 3 respectively. Hence, it can be concluded that convention participants' value perception of co-creation can positively affect their subsequent attitude formation.

Through a review of existing literature, no study was found to have focused on the relationship between value of co-creation and attitude in the case of convention tourism. Nonetheless, the findings are in agreement with past studies of retailing and hotel contexts, including Franke, Keinz, and Steger (2009), Van Dijk, Antonides, and Schillewaert (2014), Navarro, Llinares, and Garzon (2016). More importantly, the findings imply that convention participants see more value in co-created experiences than in the traditional pre-defined benefits (i.e. perceived value) arising from convention participation. That is to say, in the context of convention participation, both operand and operant resources do not have much value per se, but value is instead co-created between organiser and participants when resources are used (Ranjan and Read 2016, Mitchell, Schlegelmilch, and Mone 2016). A possible explanation to this phenomenon is that consumers today are increasingly willing to converse their needs and negotiate with companies (Prahalad and Ramaswamy 2004a). This is especially true in this technologically advanced world where consumers are armed with connective tools that allow them to interact and co-create value with firms without time and place constraints. Consequently, consumers are able to create a more

personalised experience that suits their needs and of which they perceive as valuable (Franke, Keinz, and Steger 2009).

Some other insights can also be deduced from the application of the two distinct value of co-creation elements used to conceptualise the construct in this study: co-production and value-in-use. Given that co-production is characterised by consumer interaction through acts of mutual exchange (Ertimur and Venkatesh 2010, Ranjan and Read 2016), participation among convention participants is evidenced in a facilitation role at the periphery of convention activities as well as in an active role through the application of knowledge and information sharing with the convention organisers (Auh et al. 2007). Through dialogue and collaboration, the two parties, convention participants and organisers are able to integrate mutual resources into the configuration of value. In turn, it stresses the importance of information systems as well as ICT technologies in ensuring coordination and consistent functions to achieve effective assessment of co-production (Sorrentino et al. 2017, Sorrentino, Sicilia, and Howlett 2018).

According to the findings of this study, value of convention participation is also determined on the basis of the specificity of its usage which will result in integrated stages of transformation (Edvardsson et al. 2011, Ranjan and Read 2016). This is in line with the claim that value-in-use or creating value in different convention participant's idiosyncratic situation is gaining importance. To illustrate, convention participation may transcend from mere service to a sense of professionalism and self-improvement. As a result, the opportunity to apply and legitimise the subjective assessment generates usage value among convention participants (Ranjan and Read 2016). That said, convention organisers must strive to identify, prepare and facilitate opportunities for the co-creation of value in each participants' situation in order to develop unique consumer propositions (Sandström et al. 2008, Eggert et al. 2018).

Taken together, the findings presented thus far for the consumer value and attitude linkage is in line with the consumption values theory which claims that individual value dimensions would make a differential influence to consumers' choice (Sheth, Newman, and Gross 1991a). While convention organisers are recommended to maximise the three influential value factors (emotional value, functional value of price/ value for money and

value of co-creation), it may not be always practical. In such cases, the convention organisers should put more emphasis on value of co-creation related activities rather than emotional value and functional value (of price/ value for money) dimensions in order to "trade off less salient for more salient values" (Sheth, Newman, and Gross 1991b, p. 163). This decision is supported by the results obtained from $H_{1(a)}$, $H_{1(b)}$ and $H_{2,}$. Specifically, in investigation part 2, the path coefficient and effect size from value of co-creation to attitude towards the convention was evidently stronger and more substantial than the ones from emotional value and functional value (of price/ value for money) dimensions. Though the path coefficient from value of co-creation to attitude towards the convention obtained in investigation part 3 was smaller than that of functional value of price/ value for money (but greater than emotional value), it is evident that value of co-creation is preferred by convention participants in general, as opposed to functional value (of price/ value for money) which may only be desired by certain groups of participants. To sum up, the integration of value of co-creation into the consumption values theory in this study provides an alternative view in conceptualising consumer value. The study thus posits that consumer attitude is determined by the service provider as well as the active involvement of consumers throughout the service delivery process.

6.3.3 Research Objective 3

As discussed in Chapter 2 and 3, travellers' attitude towards a destination is widely recognised as one of the determinants for revisiting a destination. However, it is unsure if a positive attitude towards a convention attended would result in a positive attitude towards visiting its hosting destination. Thus, another major objective of the present study was to establish the possible linkage between the two attitudinal constructs.

Convention participants' attitude towards the convention and their attitude towards visiting the hosting destination

Few studies have tested the possibility of attitude generalisation within the tourism sector context. To achieve the research goal, H_3 was generated to test the relationship between convention participants' attitude towards the convention and their attitude towards visiting the hosting destination. The results of both investigations part 2 and part 3 consequently showed that attitude towards the convention is positively and significantly related to attitude towards visiting the hosting destination. This is supported by statistics in which path coefficient of $\beta = 0.472$ which is significant at 99%

level of confidence (p-value < 0.01) and β= 0.431 which is significant at 99% level of confidence (p-value < 0.01), were found in investigation part 2 and 3, respectively. Additionally, the effect size of attitude towards the convention to attitude towards visiting the hosting destination was found to be medium at f^2= 0.286 in investigation part 2, and at f^2= 0.228 in investigation part 3. By those results, attitude generalisation can be expected among convention participants.

The findings confirmed the speculation that the halo effects can indeed be applied to the convention tourism context. The results are consistent with previous studies in other fields which found that attitude towards an object or person can be generalised towards another object or person which an individual see as related (e.g., De Mooij 2005, Weihe, Mau, and Silberer 2006, Kapoor and Heslop 2009, Lee et al. 2014, Wattanacharoensil and La-ornual 2019, Lee et al. 2019, Nicolau, Mellinas, and Martín-Fuentes 2020). Moreover, the findings also provide evidence of an association between convention evaluation and opinions about the hosting destination or Kuala Lumpur. Consequently, this association would strengthen, enhance or even alter convention participants' attitude towards visiting same destination (Jago et al. 2003).

The findings are not surprising as convention participation would generate additional awareness of a destination, improving its image and thereby, results in revisitation (Getz 2012). The phenomenon is also explainable by the human tendency to avoid a complicated and laborious task of collecting, reviewing and assessing information about an unknown object by identifying a cue when processing complex information (Cialdini 2006). Within the context of this study, convention participants drew inference about Kuala Lumpur from their convention experience. Then, they formed an image about the hosting destination, which in turn, influenced their attitude towards visiting the place. As a result, a favourable opinion on a comprehensive convention attribute will result in a positive assessment of Kuala Lumpur. Conversely, it also means that the concept of halo effects has the capability to distort the attribute ratings of the hosting destination (Wirtz 2003). In that sense, the findings also elucidated convention hosting as a viable destination marketing strategy, provided that participants carry with them a favourable attitude towards the convention experience.

6.3.4 Research Objective 4

Having proven the relationship between the two attitudinal constructs, the next research objective was to assess the effects of convention participants' attitude towards visiting the hosting destination on their revisit intention.

Convention participants' attitude towards visiting the hosting destination and their revisit intention

Anchored against the TPB, the results revealed a positive and significant relationship between convention participants' attitude towards visiting the hosting destination and their revisit intention. With path coefficients of $\beta = 0.303$ which is significant at 99% level of confidence (p-value < 0.01) and $\beta = 0.191$ which is significant at 99% level of confidence (p-value < 0.01), in investigation part 2 and 3 respectively, it can be concluded that H_4 is supported. It is consistent with other scholarly works that described attitude as a key predictor of behavioural intention (Di Pietro, Di Virgilio, and Pantano 2012, Lee et al. 2014, Wu 2015, Bashir and Madhavaiah 2015, Kruger and Mostert 2016, Quintal and Phau 2016, Choe and Kim 2018).

This rendered the discussion on customer attitude as being a construct linking value and behavioural intention to be apt and relevant. Generally, convention participants' attitude is developed reasonably from the beliefs they hold about the convention and the hosting destination (Fishbein and Ajzen 1975). In the event that the convention and the hosting destination are valued positively, convention participants would automatically and simultaneously acquire a similarly positive attitude towards the behaviour, that is, attitude towards visiting Kuala Lumpur, in the present research context. In this fashion, convention participants would favour the behaviour of revisiting Kuala Lumpur which they believe to have desirable consequences (Ajzen 1991). The findings are unsurprising as a positive attitude tends to be followed up with actions or intention to make it happen (Irianto 2015).

Following the TPB, two other factors, subjective norm and perceived behavioural control are also recognised as the key determinants of behavioural intention. Thus, the relationships between these two TPB constructs and convention participants' revisit intention were also examined.

Convention participants' subjective norm and their revisit intention

The results of both investigation part 2 and part 3 provided a clear understanding suggesting that H_5 is supported by the statistics. With path coefficients of β= 0.177 which is significant at 99% level of confidence (*p*-value < 0.01) and β= 0.344 which is significant at 99% level of confidence (*p*-value < 0.01), in investigation part 2 and 3 respectively, it can be concluded that subjective norm is positively related to convention participants' revisit intention. These findings corroborate previous studies such as Lam and Hsu (2006), Sparks and Pan (2009), Al Ziadat (2015), Seow et al. (2017), Stylos and Bellou (2018).

As Ajzen (1991) has advocated, convention participants' decision making is not only influenced by their attitude towards the hosting destination, but also by what their significant others think of their choices. In other words, while the destination attributes itself may be attractive, others' approval of the destination with respect to a convention participant's interests and circumstances would also influence their ultimate choice. This is because, when the participants realise the similarity of their value and their identity with people who are important to them, they are even more likely to have the intention to revisit the hosting destination (Choo, Ahn, and James 2016). The findings also indicated that business travellers would rely on suggestions of their referents to avoid risk and uncertainty which may arise when deciding to revisit a destination. The results re-affirm the findings of Lam and Hsu (2006) which found that travellers tend to behave in accordance with people's expectations, especially those they see as important. It is worth mentioning that about 75% of the respondents originated from Asian countries, so the findings may also be attributed to the collectivistic culture in Asian countries (Hsu and Huang 2012).

Convention participants' perceived behavioural control and their revisit intention

Through the findings, it is also statistically evidenced that perceived behavioural control is positively and significantly related to revisit intention. This is supported by path coefficient of β= 0.248 which is significant at 99% level of confidence (*p*-value < 0.01) and β= 0.161 which is significant at 99% level of confidence (*p*-value < 0.01), which were found in investigation part 2 and 3, respectively. These findings are consistent with prior empirical studies (e.g., Lam and Hsu 2004, Sparks 2007, Lee and

Kim 2018) which suggest that perceived behavioural control does play a role in predicting intentions.

The results indicated that the absence of necessary resources or opportunities to travel will refrain convention participants from returning to Kuala Lumpur. As employed people made up most of the respondents in this study, it is plausible for the findings to be attributed to the fact that employed people are bound by more constraints than self-employed people and students (for instance, in terms of flexibility of schedule and discretionary income). This would bear a substantial impact on their intention to revisit the hosting destination. Alternatively, it may also be ascribed to other obstacles such as travel regulations, language barriers, confidence level and lack of security (Lam and Hsu 2004, McGehee and Andereck 2009, Lyons et al. 2012, Lee and Kim 2018). If any of these constraints existed, the revisit intention among convention participants would be weakened even if they possess a positive attitude towards revisiting Kuala Lumpur.

Considering the foregoing, the results indicate that the growth in convention participants' attitude, subjective norm and perceived behavioural control will enhance their intention to revisit the hosting destination or Kuala Lumpur. Despite the positive and significant relationships, the effect size of all three TPB constructs to revisit intention was found to be small. Particularly, the effect size for attitude towards visiting the hosting destination to revisit intention was f^2= 0.083 in investigation part 2, and f^2= 0.038 in investigation part 3; subjective norm to revisit intention was f^2= 0.029 in investigation part 2, and f^2= 0.121 in investigation part 3; while perceived behavioural control to revisit intention was f^2= 0.083 in investigation part 2, and f^2= 0.032 in investigation part 3. Nonetheless, the small effect size should not be considered a weakness as it is to be expected from a theoretical perspective. Specifically, this is supported by Ajzen (2008) who claimed that the contributions of the three antecedents may differ depending on the context of the application. While most previous studies postulated that the TPB constructs are strong predictors of travellers' behavioural intention (e.g., Alonso, Sakellarios, and Cseh 2015, Meng and Choi 2016, Gstaettner, Rodger, and Lee 2017, Seow et al. 2017, Wang, Zhang, et al. 2018), the inconsistent results found in the present study may be attributed to the nature of business tourism. To explain further, due to different travel patterns, the attitude

cultivated during the visit to the hosting destination is bound to be different between business and leisure travellers which affects their behavioural intention. Likewise, their perceived social pressure and control beliefs may also be different.

Nonetheless, it is uncertain which of the three TPB constructs play the dominant role in affecting general convention participants' revisit intention to the hosting destination due to the inconsistent results in part 2 and 3 of the investigation. In particular, attitude towards visiting the hosting destination recorded the highest direct impact on revisit intention through the three TPB constructs in investigation part 2, while in investigation part 3, the subjective norm was recorded as having the highest direct impact on revisit intention.

These disparate findings may be attributed to the different types of convention sampled in the study. In investigation part 2, about 50% of the respondents participated in academic/ scientific type of conventions, while participants of other convention types (including public sectors, trade unions and special interests) accounted for about 70% of the respondents in investigation part 3. Thus, the inconsistent results may indicate the distinctive decision-making processes of participants of different types of conventions. This can be supported by previous findings which found the different spending behaviour of convention participants to be related to the types of convention they participated in (Dwyer 2002, Horner and Swarbrooke 2016) which indicates the distinctive mindset of participants across different convention types. In view of this, it is also possible for participants of different convention types to have different levels of attitude, subjective norm and perceived behavioural control, which would therefore affect their intention. Nevertheless, the present study does not examine in-depth the difference among participants of different convention type given that the research goal is to understand the convention participants in general. Future study may want to examine the specific types of convention to accurately identify the respective dominant TPB construct.

6.3.5 Research Objective 5

To correctly pinpoint the condition for the above relationships to occur, the present study also examined the moderating role of destination familiarity on the relationship between attitude towards the convention and attitude towards visiting the hosting destination

Moderating role of destination familiarity

The assumption made in H_7 suggested that convention participants with low (high) destination familiarity could potentially strengthen (weaken) the positive effects of attitude towards the convention on attitude towards visiting the hosting destination. Upon comparison with the direct effects of attitude towards the convention to attitude towards visiting the hosting destination, the inclusion of destination familiarity as a moderator was able to explain a further 15.4% additional variance. With f^2= 0.329, the effect size was found to be medium. Thus, the results substantiated the hypothesis and it showed that destination familiarity did indeed moderate the linkage between the two attitudinal constructs.

The finding is consistent with literature such as Rodríguez Molina, Frías-Jamilena, and Castañeda-García (2013), Kim and Kwon (2018) that describe familiarity as a moderator on the relationship between different antecedents and attitude formation of a traveller. The result is also expected and explainable using the halo effects. According to Forgas (2011, p. 813), the halo effects can be expected only "when people employ rapid, automatic and constructive process". That is to say, if a convention participant has considerable knowledge about Kuala Lumpur (gained by the previous visitation and from various forms of communication), he or she may evaluate their visit to the destination more rationally, rather than relying on their convention experience.

The present work also demonstrated that the more the participants think they know about Kuala Lumpur, the less likely their attitude and subsequent behavioural intention will be affected by the convention. These findings may imply that the attitudes of participants who are familiar with the destination are more difficult to alter as they already have a preconceived favourable/ unfavourable idea about the hosting destination (Tan and Wu 2016). The findings also confirm that familiarity is "a key marketing variable in segmenting and targeting certain groups and developing a marketing action plan" (Baloglu 2001, p.127). That is to say, through convention participation, participants who are unfamiliar with the hosting destination will develop a strong and impactful attitude towards visiting the destination. The end result is a potent destination image which is highly influential on the participants' travel behaviour (Priester et al. 2004). In short, it is credible to suggest that

convention tourism strategies that aim to promote a destination, would work more effectively among travellers who are unfamiliar with the hosting destination or Kuala Lumpur than those who are already familiar with the place.

6.3.6 Research Objective 6

Lastly, the final objective was to assess the moderating role of destination reputation on the relationship between attitude towards visiting the hosting destination and revisit intention.

Moderating role of destination reputation

In this study, it was found that when positing Kuala Lumpur as having a positive (negative) reputation, the relationship between convention participants' attitude towards visiting the hosting destination and their revisit intention would be strengthened (weakened). The interaction effect of destination reputation between attitude and revisit intention was supported by statistics. Specifically, when destination reputation was included as a moderator, the model was able to explain a further 2.7% additional variance. With f^2= 0.046, the effect size was found to be small but significant. Thus, it can be concluded that H_8 was supported. This finding is consistent with the previous study of Bang, Odio, and Reio (2014) which also substantiated that brand reputation moderated the relationship between attitude and behavioural intention.

Therefore, it is evident that business travellers value the positive reputation of Kuala Lumpur when deciding whether to revisit the same place in the future. In brief, the more the destination is known, the more the business travellers are interested to revisit it. Besides, the result is also explainable using the social identity theory in the sense that the convention participants may want to travel to a reputable destination in order to be distinct from other individuals and embrace specific social identification (Tajfel 1978, Bang, Odio, and Reio 2014). In addition, the findings of the present work also identified that destination reputation plays an important strategic role within the convention tourism market in Kuala Lumpur.

It can be seen that, apart from the perceived familiarity towards the hosting destination, business travellers will also take destination reputation into account when

selecting a destination in order to reduce the risk of having a poor travel experience. This is understandable from the standpoint that a destination with a good reputation is considered more credible and reliable (Morgan, Pritchard, and Pride 2011, Lee et al. 2018, Su, Huang, and Hsu 2018). Consequently, the findings also indicate that destination marketers must monitor and manage the reputation of Kuala Lumpur from time to time in order to foster a loyal tourist base. While this study only found a small moderation effect of destination reputation on the attitude-behavioural intention link, Passow, Fehlmann, and Grahlow (2005) highlighted that destination reputation should be seen as one of the critical assets to a destination's long-term success as it attracts not only tourism but also inward investment and trade.

6.4 Contributions of the Study

The following sub-sections describe some major contributions made by the present study.

6.4.1 Theoretical Contribution

As far as this research is concerned, this study is the first empirical application of the consumption values theory to convention participants' consumption behaviour. While the pivotal concepts of the theory were used to explain their attitude towards the convention participated, some modifications of the constructs introduced in the original consumption values theory were made for the present study in order to accommodate the research context. The modifications of the constructs are supported by Choe and Kim (2018) who claimed modifications of concepts are always required in diverse research contexts. Consequently, this study identified that convention participants' consumption values consist of emotional value, functional value (of price/ value for money) and value of co-creation.

This study also contributed to the literature on event tourism and the halo effects by adding evidence that attitude can be generalised from one attitude object to a location by introducing the halo effects into the field of convention tourism. While a number of prior studies in tourism marketing identified linkages between travellers' attitude and destination image, these studies either failed to explain the rationale behind the relationship using a theoretical perspective or adopted a theoretical approach which may be insufficient within the context of convention tourism. This present study has thus,

filled this gap by assessing the association between attitude towards the convention and attitude towards visiting the hosting destination and offered an alternative explanation using the concept of the halo effects. Based on the findings, it is apparent that the halo effects can be applied to tourism and event marketing. By including destination familiarity as a moderator, this study also specified the condition that affects the strength of ties between the two attitudinal constructs. The findings have therefore, propelled a deeper understanding of the concept of the halo effects, particularly within tourism and event marketing settings.

Another theoretical contribution of the study is that it validated the TPB as a viable framework for understanding business travellers' revisit intention in the context of convention tourism, which in itself is distinct from the predominant travel behaviour model. Additionally, this study also contributed towards enhancing the awareness of the potential effects of destination reputation with regards to the application of the TPB within the domain of convention tourism by incorporating the construct as a moderator when studying the relationship between attitude and revisit intention. The results revealed a small but noticeable difference in the strength of the relationship between convention participants' attitude and revisit intention when destination reputation was held as a moderator. Therefore, it can be concluded that there is a potential effect for destination reputation within the application of the TPB in predicting travellers' revisit intention, particularly in convention tourism settings. This finding extended the TPB in that the relationship between attitude towards behaviour and behavioural intention is not completely straightforward. Rather, certain variables such as destination reputation can affect the degree to which the two variables are related.

Lastly, the integration of the four theories (the consumption values theory, the halo effects, the TPB and the social identity theory) provided a model with a theoretical basis in explaining convention participants' leisure travel behavioural intentions. To explain further, the integration of these different theoretical perspectives allowed "a more complete understanding of the complexity of the phenomena in question" (Mayer and Sparrowe 2013, p. 919). This approach thus provided a blueprint for future study and further investigation of other theoretical models that aim to explain tourists' revisit intention. This study also extended the four theories in the context of convention tourism by capturing convention participants' perceived consumption values, attitude and

subsequent behavioural intention. The application of the four theories in a new research setting added depth and a fresh perspective to the theories as "the common element in advancing theory development by applying it in new settings… that is, new applications should improve the tool, not merely reaffirm its utility" (Whetten 1989, p. 493).

6.4.2 Methodological Contribution

To the best of the author's knowledge, this thesis is one of the pioneering studies that deployed the repeated indicator approach in PLS-SEM to analyse the construct of value of co-creation. By adopting PLS-SEM, the study conceptualised the construct of value of co-creation as a third-order hierarchical component using the formative first, second and third order measurement model, following the recommendations of Ranjan and Read (2016). Previously, Ranjan and Read (2016) made use of the two-stage approach which is popular when estimating path models with a higher order construct. Hence, the contribution lies in re-validating the same construct as a third-order hierarchical model using the repeated indicator approach. The application of a different approach provides new insights and offers a different perspective in assessing the usefulness of PLS in examining hierarchical latent variable models.

Consequently, the repeated indicator approach was proven capable in handling complex models with numerous indicators. Furthermore, the repeated indicator approach in PLS-SEM undertaken in the present study also contributed to the literature methodology by "improving the results reporting, through the assessment of formative measurement models, which have become increasingly important in social science research" (Ringle et al. 2018, p. 19).

6.4.3 Managerial and Practical Implications

The findings of this study can be directly applied to practical situations involving convention organisers and destination marketers in the context of Kuala Lumpur:

Plan Conventions in Accordance With the Desired Value Dimensions

The findings shed light on how convention organisers in Kuala Lumpur can succeed in planning a successful convention. Specifically, convention organisers should pay attention to the convention attributes which convention participants see as valuable.

With emotional value being one of the value dimensions desired by participants, event facilitators or moderators should aim to excite the feeling of satisfaction and foster a connection with convention participants by employing empathy and sensitivity during conversations. Therefore, convention organisers are recommended to organise and develop appropriate employee development programs on a regular basis. As such, they will be able to build a team of effective event facilitators whose purpose is to help generate a positive convention atmosphere. Also, it is important for the organisers to narrow down their target participants to people who share the same characteristics, traits and even interests when marketing their events. This is because feelings and emotions of the convention participants can also be activated when they meet up with other like-minded participants whom they feel 'connected' to and/ or with who they share woes and successes; while not only focusing on commercial gain. However, to be able to achieve this, the organisers have to have a big volume of customer data. From there, they can target the right and like-minded individuals by reviewing the customer demographics.

On a different note, the present findings do not provide enough evidence to substantiate the idea that general convention tourism market is sensitive to price. Hence, convention organisers are encouraged to ensure their convention quality is not compromised. However, to target groups that are price-sensitive, the organisers may partner with the hosting destination and local sponsors in order to keep the costs down. Subsequently, they can meet the expectations of certain groups of convention participants and their affiliations by charging less for convention fees. Alternatively, convention organisers may also consider the tiered pricing model in which more features and benefits are offered to participants who are less price-sensitive and are willing to pay more. To illustrate, the organisers may charge convention participants a basic participation fee that allows them to access to all sessions and at the same time, offer optional ticketed workshops and networking functions. In this case, this optional pricing strategy may appeal to potential convention participants who perceive a greater value in higher prices while serving other price-sensitive participants who can only afford the lower-tier prices.

Engage Participants During Conventions

The findings also provide strong evidence in favour of incorporating a positive co-creation environment as an element in marketing strategy. Therefore, to facilitate active collaboration and participation among convention participants during the event, the

convention organisers in Kuala Lumpur can make use of event technology such as voting tools and event gamification systems to encourage the sharing of knowledge and ideas before, during and after the event. From there, the organisers may adopt the information to the process of service provision and improve their convention accordingly. This is especially important as the value co-created can help the convention organisers to identify micro-specialised competencies at different stages of service delivery (Navarro, Andreu, and Cervera 2014) as well as keep track of participants' feedback and evaluation. By tapping into the participants' perspective, convention organisers can also make immediate changes and refine the structure of their future events to enhance the experience. Ultimately, it may lead to better returns on investment. On a different note, the convention organisers can also secure and assign experienced event facilitators who can make participants feel at ease and encourage participation in order to provide a base for efficient co-creation. The organisers can also employ mobile event apps that assist convention participants in personalising their experience to their needs. To illustrate, with a custom event app, participants may bookmark sessions, read about speakers' background, participate in discussions online and receive real-time updates on convention information.

Promote Kuala Lumpur Through Effective Convention Hosting

The positive link between attitude towards the convention and attitude towards visiting the hosting destination suggests that convention hosting can benefit a destination (or specifically Kuala Lumpur in this study) by affecting business travellers' perception of the destination, raise revenue from tourism and offer an opportunity for convention participants to revisit the destination. This generalised attitude is also critical in the sense that it is "starting to dominate the natural or physical features in the identifications of cities" (Burns, Hatch, and Mules 1986, p. 5). Thus, destination marketers should always be reminded that the key reason for staging a convention in Kuala Lumpur is to improve the awareness and image of the destination. Secondly, considering how convention participants' attitude towards visiting a destination is significantly related to their convention experience, it is important for destination marketers to choose the right organisers when embarking on co-branding or solidifying their destination branding strategy. This is because convention participants would see the two entities (the convention and the hosting destination) as being related, especially when the particular event is named using the name of the hosting destination. Even though the association

may offer many benefits as discussed, it may also subject the destination to potential image problems should the convention or convention organisers be involved in scandals and/ or linked to reports of unethical behaviours. Therefore, it is important for destination marketers to conduct background checks on the organisers' past reputation before they embarking on partnership opportunities.

In view of the linkage between attitude towards visiting the hosting destination and intention to revisit the hosting destination, destination marketers should also partner with convention organisers to garner positive attention for Kuala Lumpur during the event. For instance, destination marketers may share the best places to eat or explore or hand out local handicrafts during dedicated event sessions. Convention participants may also be made aware that Kuala Lumpur has been rated as the world's fourth best retail destination by CNN as well as the best value travel destination in the Asia-Pacific region by ECA International's Daily Rates Research (Sudrajat 2018). Apart from that, the convention participants may also be informed of the sightseeing and entertainment options in Kuala Lumpur that reflect its rich heritage cultural diversity. All of these strategies can enhance participants' positive attitude towards visiting Kuala Lumpur which will then encourage their revisit intention.

Convey Marketing Messages Regularly Through Mass Media

Considering that the intention of convention participants, in general, is easily influenced by the people around them, destination marketers may attempt to convey marketing messages that suggest visiting Kuala Lumpur is within one's own control, rather than relying on opinions of others. Alternatively, destination marketers may also focus upon targeting the salient referents (e.g.: family members, friends, colleagues, etc.) of convention participants in developing positive perception towards visiting the hosting destination. To illustrate, destination marketers can publish picturesque landscapes of tourist attractions taken from ideal angles as well as publish reasons of visiting Kuala Lumpur in creative ways on the Internet to enhance the positive perception of the place as a must-visit travel destination. As a result, the referents may generate supportive actions that would strengthen convention participants' subjective norm.

Furthermore, when designing tourism campaigns, destination marketers may also incorporate information to increase travellers' level of perceived behavioural control,

with the focus of the message content tailored towards specific control beliefs. In view of this, the specific beliefs that convention participants, in general, are not capable of carrying out should be addressed in a further study so that destination marketers can locate the most salient and frequently cited perceived behavioural control beliefs when designing their marketing campaigns. Consequently, efforts can be made to reduce possible barriers.

Implement Different Marketing Strategies When Market to Low Destination Familiarity and High Destination Familiarity Groups

In view of the findings that found destination familiarity as the moderator between two attitudinal constructs, it is crucial for destination marketers to utilise different strategies when marketing Kuala Lumpur, noting particularly the distinction between business travellers that are familiar and those who are unfamiliar with the destination. Firstly, co-branding strategy with reliable convention organisers should be re-emphasised as it has been found effective in H_3 (by statistics), especially among business travellers who are unfamiliar with Kuala Lumpur or the hosting destination. As in targeting business travellers who are familiar with the hosting destination, destination marketers may strive to provide them with more specific information about the place in areas that are under-communicated in marketing. Moreover, destination marketers can also update this group of travellers on new attractions and promote the destination regularly in order to sustain interest in the destination and enhance its appeal. Logically, that should bring a sense of excitement and newness to Kuala Lumpur. This may include some fun facts about the destination that are lesser-known, the latest travel packages or even guides on how to take social media-worthy photos at different attractions in Kuala Lumpur. Apart from that, destination marketers can also take advantage of the convergence of social media when marketing the destination. Through social media, it is easy to target specific segments of traveller markets based on their social media activities and keywords use. From there, the destination marketers can create a database with different types of business travellers and continuously update them with customised destination information via email and web pages.

Develop A Reputation Management Plan

There is also a need for destination marketers to focus on monitoring as well as improving destination reputation of Kuala Lumpur. This is because destination reputation

was found to moderate convention participants' attitude towards visiting the hosting destination and their intention to revisit the hosting destination. This research suggests that destination management organisations should recruit a team of specialists who are experienced in managing online and offline destination reputation. This group of personnel should develop a set of strategies focusing on building destination reputation as well as deal with any potential crises. For instance, in tracking real-time destination reputation, online tools and software such as TrustYou and IBM Watson can be employed. The advantage of using these tools is that they capture the driving factors (e.g.: convention hosting, marketing campaigns, etc.) of reputation change, aside from monitoring the reputation status. Hence, an actionable plan can be crafted based on the effectiveness of different marketing efforts. Meanwhile, to foster a positive reputation, the destination marketers may consider employing media relations to highlight the achievement and positive developments of Malaysia as well as its desirability as a travel destination through news stories, features and anecdotes in order to promote positive awareness among interstate and international tourists.

To summarise the foregoing, this study provided a better understanding of convention participants' value perception with respect to their convention evaluation and subsequent leisure travel intention. The findings thus, provide important insights into new strategies to deliver conventions that suit the needs of convention participants and to attract the same group of people back to the hosting destination or specifically Kuala Lumpur for leisure tourism purpose. This new knowledge also revealed that the revisit intention is not solely related to convention experience but dependent on other aspects as well, such as destination familiarity, destination reputation, subjective norm and perceived behavioural control. These findings also provided destination marketers with a clearer direction for developing separate marketing communication strategies for business travellers who are familiar or unfamiliar with the destination. Destination marketers as well as destination management organisations also need to relentlessly find ways of marketing to improve the destination reputation in order to strengthen travellers' attitude towards revisiting Kuala Lumpur. It is also essential for destination marketers to understand the influence of travellers' referent group in affecting travellers' decision making. Thus, destination marketers need to correctly target the opinion leaders who can spread positive word-of-mouth about the hosting destination. Taking it a step further, destination marketer may also address travellers' possible time constraints by sharing recommended travel

itineraries based on the duration of stay on social media and webpages and showcase the flexibility of the itinerary to make it adaptable to the traveller's own personal schedule. Other barriers such as financial constraints can also be dealt with by initiating budget group tours or accommodation package deals.

6.5 Limitations and Recommendations for Future Study

Despite the foregoing results, this study is not without its limitations. Firstly, based on the research design, the main focus of this study was limited to only convention participants participating in conventions happening in Kuala Lumpur or specifically at the Kuala Lumpur Convention Centre. As a result, the research findings may not be applicable to convention travel experiences in other regions of Malaysia, given that the travel experience in a capital city is bound to be different from other lesser known locations. In that sense, it offers limited possibilities for theoretical developments as the findings could not be generalised to the value-attitude-behaviour sequence of other convention participants' who have undertaken convention-related travel to different cities in Malaysia or other destinations around the world. Therefore, future works could replicate this model in the convention tourism context of a different country/ locations or even in another context such as leisure event tourism, environmental tourism, historical tourism, medical tourism and religious tourism. In doing so, a better understanding regarding the interplay of value perceptions, attitude generalisation and revisit intention can be generated.

Furthermore, this study only collected data from international-level conventions that were participated by more than 50 participants and happening over a specific time span between July to October 2019. In other words, this is a cross-sectional study, in which the data were collected during a fixed period of time. Therefore, the study provided only a static perspective on the topic and may not be effective in determining causal relationships between independent and dependent variables. In view of this, future study may consider conducting longitudinal studies in order to enhance the generalisability of the information and improve the understanding of causal relationships among the variables. Future studies may also focus on regional conventions that are of a smaller scale to verify if participants of different event scales would have different value perceptions and attitude formations that can affect participants' behavioural intention.

By employing the data collection method of survey questionnaires, the accuracy of the findings was solely dependent on conscientious responses from the respondents. Hence, it is not probable that the respondents were 100% truthful in answering the questions. This behavioural attribute may affect the reliability and validity of the research instrument. It is also important to point out that only closed-ended questions were included in the survey questionnaire. Thus, respondents were limited to the options given. In situations when the answers desired by the respondents were not provided, they may end up selecting answers that were similar but different from their true response; thereby, resulting in false information and irrelevant data. While the use of the quantitative method and closed-ended questions sufficed for this study, future study works may opt for mixed-method designs to explore convention participants' perceptions, attitude and behavioural intention in further detail. The use of mixed-method analysis could unravel in-depth information which would improve the understanding concerning convention tourism and allow for stronger inferences to be drawn among the variables.

As mentioned in Section 6.3.1, this study does not take into account the potential effect of convention sponsorship, frequency of convention attendance and convention participants' pre-trip price perception within the TPB. Hence, it will be worthwhile for future studies to take into consideration the moderating roles of these constructs and their effects in predicting convention participants' revisit intention. Similar work is important as it can facilitate the identification of more specific conditions that maximise the relationship between TPB constructs in the convention tourism context.

Another possible shortfall of this study is that the sample was collected from respondents participating in different types of conventions, thereby precluding the understanding of participants in a specific convention type. For instance, an academic/ scientific convention participant may have a different decision-making process compared to a religious related convention participant, given that they are travelling to a destination for different reasons and thus, different emotions are employed and/ or triggered during the business travel. In view of this, future studies may focus particularly on specific convention type in order to understand the different types of convention participants and then, create accurate marketing materials targeted specifically towards these different groups. Also, in the present study, perceived behavioural control is operationalised using indicators that ask about the existence of potential barriers to revisit the hosting

destination. That said, the exact barriers are unknown. Future study is therefore, recommended to identify barriers that prevent participants from revisiting the hosting destination so that marketers can address the concerns as well as to correct misconceptions effectively.

6.6 Conclusion

To sum up, this thesis contributed to the insights into the marketing of convention tourism by examining convention participation evaluation model and future leisure behavioural intention with applicability to academic and practical levels. Particularly, this present study successfully synthesised perceived value, value of co-creation, attitude towards the convention, attitude towards visiting the hosting destination, the three TPB constructs, revisit intention as well as destination familiarity and destination reputation within one model to answer the six research questions outlined in Chapter 1. Firstly, it has been shown that two dimensions of perceived value (emotional value and functional value of price/ value for money dimensions) and value of co-creation are important factors in predicting convention evaluation among participants. This study extended the understanding that perceived value by itself had limited effects in contributing completely to the positive attitude towards conventions in a contemporary business world as consumers today increasingly prefer co-creation of value and collaboration with service providers. Thus, the results confirmed that "consumers now seek to exercise their influence in every part of the business system… thereby 'co-create' value" (Prahalad and Ramaswamy 2004a, p. 6).

The findings also answered the third research question by confirming that convention participants' attitude towards the convention can be generalised to their attitude towards visiting the hosting destination. In view of this, it is crucial for destination marketers to assess their partner selection criteria when co-branding or destination branding strategy is intended. From the results, it is also evident that satisfactory convention experiences would encourage an equally positive attitude towards the hosting destination. Therefore, trustworthy and reputable convention organisers play an important role in converting business travellers into prospective leisure travellers.

Additionally, this study also provided an answer to the fourth research question by establishing the linkage between convention participants' attitude towards visiting the hosting destination and their future revisit intention. To be specific, the more positive the business travellers' attitude towards the hosting destination, the more likely they are to select the same place as a leisure destination. Apart from their attitude, the findings also justified the need to understand business travellers' subjective norm and perceived behavioural control as the two variables similarly influenced their intention.

Last but not least, this study also specified the condition for the above interrelationships to occur. In particular, the study elucidated that the more familiar a business traveller is with the hosting destination, the weaker the linkage between their attitude towards the convention and attitude towards visiting the hosting destination. Other than that, the work also confirmed that a better perceived destination reputation would strengthen the relationship between business travellers' attitude towards visiting the hosting destination and their revisit intention. Following the results, the work conclusively proved that convention hosting is an effective strategy in encouraging future leisure travel intention among convention participants or simply put, business travellers can be converted into prospective leisure travellers.

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APPENDICES

Appendix 1- List of Conventions Where Data Were Collected

Conventions	Date	Types of Convention
Malaysia-International Dental Exhibition and Conference 2019	12-14 July 2019	Academic/ Scientific
Soroptimist International Convention 2019	19-21 July 2019	Other
29th International Congress for Conservation Biology	21-25 July 2019	Academic/ Scientific
APHM International Healthcare Conference 2019	29-30 July 2019	Other
Urological Association of Asia Congress (UAA) 2019	8-11 August 2019	Academic/ Scientific
62nd ISI World Statistics Congress 2019 (ISI WSC 2019)	18-23 August 2019	Other
22nd Conference and Exhibition on Occupational Safety and Health	26-27 August 2019	Other
Smart Cities Asia 2019	11-12 September 2019	Other
6th Asia Pacific Congress of Interventional Oncology 2019	2-5 October 2019	Academic/ Scientific
International Greentech & Eco-Products Exhibition & Conference Malaysia	9-11 October 2019	Other

Appendix 2- Verbal Recruitment Script, Consent Form and Research Questionnaire

Verbal Recruitment Script

Hello, Sir/ Madam. My name is Ho Jie Min, and I am a PhD student from School of Business at Curtin University. Would you be interested to participate in my research study? This study will examine your evaluation on the convention that you have participated as well as your subsequent attitude and behavioural intentions. To confirm your eligibility to participate in this study, may I ask where are you from and where are you currently residing?

If the person is ineligible
I am sorry you are not eligible to participate in this study. We are looking for foreign and interstate convention participants who are not currently residing in the hosting destination of this convention. However, I am grateful for your time and I wish you success in your future endeavour. Have a nice day ahead!

If the person is eligible
Great, I hope you have enjoyed your stay in the hosting destination. This study would take you about 10 minutes of your time. If you volunteer as a respondent in this study, you will be asked to answer some questions in relation to the convention that you have participated and give the response which most accurately reflects your views. I am happy to give you a consent form to look over if you would like to know the details about this research study. The consent form will tell you your rights are a respondent, what the study is about and the risks and benefits of participating.
Provide consent form to the person

Please feel free to look it over and ask me if you need any further clarification.

Answer any questions the person may have

Provide questionnaire to the person if he/ she agrees to participate.

Consent Form

A STUDY ON CONVENTION PARTICIPANTS' VALUE, ATTITUDE AND BEHAVIOURAL INTENTIONS

Dear Respondent

The purpose of this study is to examine foreign and interstate convention participants' evaluation on a recently participated convention, as well as to examine the subsequent attitude and behavioural intentions to revisit the hosting destination and spread positive word of mouth. The survey is educational and not intended for market research purposes.

The project is conducted by Ho Jie Min, a PhD candidate from Curtin University. The results of this research project will be used by the student to obtain a Doctor of Philosophy at Curtin University and is funded by the University. There will be no costs to you and you will not be paid for participating in this project. However, your responses will assist us to understand more about convention participants' values, attitude and behavioural intentions.

Please answer all the questions in this survey form in relation to the convention that you have recently participated and give the response which most accurately reflects your views. There is no right or wrong answer. Please note that your answers will be treated with the strictest confidence. You were asked to take part because you have the condition we are researching: (1) a Malaysian citizen who is not originated from the hosting destination of the convention and is currently residing outside of the hosting destination; or (2) a non-Malaysian citizen who is residing outside of the hosting destination of the convention.

Apart from giving up your time, there are no foreseeable risks or inconveniences associated with taking part in this study. Please note that you have a choice to participate in this survey and that you may end the survey at any time without giving a reason or justification. In this instance, your data will be deleted. The information collected in this research is non-identifiable (anonymous). This means we do not need to collect individual names or information is anonymous and will not include a code number or name. No one, not even the research team will be able to identify your information. The following people will have access to the information we collect in this research, the research team and, in the event of an audit or investigation and staff from Curtin University Office of Research and Development.

Electronic data will be password-protected and hard copy data will be locked in storage. The information we collect in this study will be kept under secure conditions at Curtin University for 7 years after the research is published and then it will be kept indefinitely. The results of this research may be presented at conferences or published in academic journals. Please rest assure that you will not be identified in any results that are published or presented. If you are interested in obtaining a summary of the results please contact the researcher after June 2020.

By completing this questionnaire, it is telling us that you understand what you have read and indicates that you agree to be in the research project and have your information used as described. Please take your time and ask any questions you have before you decide what to do. The survey will take approximately 10 minutes to complete.

If you have questions at any time about the study or the procedures, you may contact Ho Jie Min via phone at (+6)016-8798613 or via email at jiemin.ho@postgrad.curtin.edu.my.

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number: HRE2019-0420). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

CONSENT FORM

HREC Project Number:	*HRE2019-0420*
Project Title:	*Explaining Convention Participants' Behavioural Intention Using the Value-Attitude-Behaviour Approach*
Chief Investigator:	*Dr Sean Lee, Lecturer*
Student researcher:	*Ho Jie Min*
Version Number:	*1*
Version Date:	*1, 01/JUL/2019*

- I have read the information statement listed above and I understand its contents.
- I believe I understand the purpose, extent and possible risks of my involvement in this project.
- I voluntarily consent to take part in this research project.
- I have had an opportunity to ask questions and I am satisfied with the answers I have received.
- I understand that this project has been approved by Curtin University Human Research Ethics Committee and will be carried out in line with the National Statement on Ethical Conduct in Human Research (2007).
- I understand I will receive a copy of this Information Statement and Consent Form.

Participant Name	
Participant Signature	
Date	

Declaration by researcher: I have supplied an Information Letter and Consent Form to the participant who has signed above, and believe that they understand the purpose, extent and possible risks of their involvement in this project. (required for clinical trials; remove if not relevant e.g., online questionnaires)

Researcher Name	
Researcher Signature	
Date	

Research Questionnaire

SECTION A: PERCEIVED VALUE

The following statements relate to your **evaluation of the convention** you recently participated. For each of the following statements, please circle the value that most closely represents your views.

A	*Please indicate your level of agreement with each of the following statements in relation to the convention you have participated.* *(Please circle one number for each statement).*	***Strongly Disagree***						***Strongly Agree***
1	The convention was a wonderful event that I enjoyed.	1	2	3	4	5	6	7
2	Attending the convention was pleasurable.	1	2	3	4	5	6	7
3	Attending the convention made me feel better.	1	2	3	4	5	6	7
4	The convention was reasonably priced.	1	2	3	4	5	6	7
5	The convention offered value for the money.	1	2	3	4	5	6	7
6	The convention was a good event for the money.	1	2	3	4	5	6	7
7	Attending the convention helped me feel acceptable to the association I engage in.	1	2	3	4	5	6	7
8	Attending the convention improved the way I am perceived by other people.	1	2	3	4	5	6	7
9	Attending the convention improved the way I see myself.	1	2	3	4	5	6	7

SECTION B: VALUE OF CO-CREATION

The following statements relate to your **evaluation of the organiser of the convention** you recently participated. For each of the following statements, please circle the value that most closely represents your views.

B	*Please indicate your level of agreement with each of the following statements in relation to the organiser of the convention you have participated.* *(Please circle one number for each statement).*	***Strongly Disagree***				***Strongly Agree***
1	The organiser was open to my ideas and suggestions about its existing programs or towards developing its next event.	1	2	3	4	5
2	The organiser provided sufficient illustrations and information to me.	1	2	3	4	5
3	I would willingly spare time and effort to share my ideas and suggestions with the organiser in order to help it improve its convention further.	1	2	3	4	5
4	The organiser provided suitable environment and opportunity to me to offer suggestions and ideas.	1	2	3	4	5
5	Please assess to what extent the organiser is effective in knowledge sharing.	1	2	3	4	5
6	The organiser had an easy access to information about my preferences.	1	2	3	4	5
7	The convention experience offered by the organiser was aligned with my requirements (i.e. the way I wish them to be).	1	2	3	4	5
8	The organiser considered my role to be as important as its own during the convention.	1	2	3	4	5
9	We shared an equal role in determining the final outcome of the convention.	1	2	3	4	5
10	Please assess to what extent the organiser is effective in consumer empowerment.					
11	Throughout the convention, I could conveniently express my specific requirements.	1	2	3	4	5
12	The organiser conveyed to its participants the relevant	1	2	3	4	5

	information related to the convention.					
13	The organiser allowed sufficient organiser-participant interaction throughout the convention (responsive email communication, assisting participants during the event, etc.).	1	2	3	4	5
14	In order to get maximum benefit from the convention, I had to play a proactive role during my interaction (i.e., I have to apply my skill, knowledge, time, etc.).	1	2	3	4	5
15	Please assess to what extent the organiser is effective in interacting with the convention participants.	1	2	3	4	5
16	It was a memorable experience for me (i.e., the memory of the convention lasted for quite a while).	1	2	3	4	5
17	Depending upon the nature of my own participation, my experiences in the process might be different from other participants.	1	2	3	4	5
18	It was possible for a participant to improve the convention by experimenting and trying new things.	1	2	3	4	5
19	Please assess to what extent the organiser is effective in delivering a valuable convention experience.	1	2	3	4	5
20	The benefit, value, or fun from the convention experience depended on the participants.	1	2	3	4	5
21	The organiser tried to serve the individual needs of each of its participant.	1	2	3	4	5
22	Different participants, depending on their taste, choice, or knowledge, involve themselves differently during the convention (or, with the product).	1	2	3	4	5
23	The organiser provided an overall good experience, beyond the “functional” benefit.	1	2	3	4	5
24	Please assess to what extent the organiser is effective in addressing the participants’ needs					
25	The organiser’s extended facilitation is necessary for participants to fully enjoy the process.	1	2	3	4	5
26	I felt an attachment or relationship with the organiser.	1	2	3	4	5
27	There was usually a group, a community, or a network of participants who are a fan of the organiser.	1	2	3	4	5
28	The organiser was renowned because its participants usually spread positive word about it in their social networks.	1	2	3	4	5
29	Please assess to what extent the organiser is effective in managing the relationship with the participants.	1	2	3	4	5
30	Please assess to what extent the organiser is effective in involving the convention participants to execute the event.	1	2	3	4	5
31	Please assess to what extent you are satisfied with the benefits of convention participation (apart from the functional benefits).	1	2	3	4	5
32	Please assess to what extent the organiser is effective in providing a context that support the co-creation of convention experience with the participants.	1	2	3	4	5

SECTION C: ATTITUDE TOWARDS THE CONVENTION

The following statements relate to your **attitude towards the convention** you recently participated. For each of the following statements, please circle the value that most closely represents your views.

C	*Please indicate your level of agreement with each of the following statements in relations to your attitude towards the convention you have participated. (Please circle one number for each statement).*	***Strongly Disagree***				***Strongly Agree***
1	Participating in the convention is a good thing to do.	1	2	3	4	5
2	Participating in the convention is valuable for me.	1	2	3	4	5
3	Participating in the convention is beneficial for me.	1	2	3	4	5
4	Participating in the convention is a necessary thing to do.	1	2	3	4	5

SECTION D: ATTITUDE TOWARDS VISITING THE HOSTING DESTINATION

The following adjectives may be used to describe your **attitude towards visiting the hosting destination** of the convention you recently participated. For each pair of the following adjectives, please circle the value that most closely represents your views.

D	*Please indicate your opinion about the hosting destination of the convention you have participated. (Please circle one number for each statement).*								
1	Bad	1	2	3	4	5	6	7	Good
2	Awful	1	2	3	4	5	6	7	Nice
3	Dislike	1	2	3	4	5	6	7	Like
4	Unpleasant	1	2	3	4	5	6	7	Pleasant

SECTION E: REVISIT INTENTIONS

The following statements relate to your **potential intentions to revisit the hosting destination** after participating in the convention. For each of the following statements, please circle the value that most closely represents your views.

E	*Please indicate your level of agreement with each of the following statements in relation to your potential future behaviours. (Please circle one number for each statement).*	***Strongly Disagree***						***Strongly Agree***
1	I am willing to visit the hosting destination continuously in the future.	1	2	3	4	5	6	7
2	I will keep coming back to the hosting destination in the future.	1	2	3	4	5	6	7
3	I consider visiting the hosting destination repeatedly in the future.	1	2	3	4	5	6	7

SECTION F: DESTINATION REPUTATION

The following statements relate to **your views about the hosting destination** of the convention you have participated. For each of the following statements, please circle the value that most closely represents your views.

F	*Please indicate your level of agreement with each of the following statements in relation to the convention you have participated.* *(Please circle one number for each statement).*	***Strongly Disagree***						***Strongly Agree***
1	The hosting destination has a very good reputation.	1	2	3	4	5	6	7
2	The hosting destination has a better reputation than other similar places.	1	2	3	4	5	6	7
3	People respect the hosting destination highly.	1	2	3	4	5	6	7
4	People speak well of the hosting destination.	1	2	3	4	5	6	7
5	The hosting destination's good reputation is backed up by its diversity.	1	2	3	4	5	6	7

SECTION G: SUBJECTIVE NORM AND PERCEIVED BEHAVIOURAL CONTROL

The following statements described **some potential factors that could encourage you to revisit the hosting destination** of the convention you have participated. For each of the following statements, please circle the value that most closely represents your views.

G	*Please indicate your level of agreement with each of the following statements in relation your views.* *(Please circle one number for each statement).*	***Strongly Disagree***						***Strongly Agree***
1	Whether or not to visit the hosting destination in the near future is completely up to me.	1	2	3	4	5	6	7
2	If I wanted to, I could visit the hosting destination in the near future.	1	2	3	4	5	6	7
3	I have complete control over visiting the hosting destination in the near future.	1	2	3	4	5	6	7
4	Most people who are important to me think I should visit the hosting destination in the near future.	1	2	3	4	5	6	7
5	The people in my life whose opinions I value would approve me visiting the hosting destination in the near future.	1	2	3	4	5	6	7
6	Most people who are important to me would visit the hosting destination in the near future.	1	2	3	4	5	6	7

SECTION H: DEMOGRAPHICS

The following section contains **demographic** questions that are used to help classify information. Your responses will not be linked to you in any way and will remain confidential. Please answer all questions by circling one number of each question.

1	**What is your gender?**			
	1	Male	2	Female

2	**What is your age group?**					
	1	Under 20 years	2	20 – 29 years	3	30 – 39 years
	4	40 – 49 years	5	50 – 59 years	6	60 years and above

3	**What is your highest level of educational qualification? (Please choose one only)**					
	1	Primary school	2	Secondary school/ High school	3	Vocational school
	4	Bachelor's degree	5	Master's degree	6	Doctoral degree
	7	Others (Please specify): _____				

4	**Which of the following best describes your current position? (Please choose one only)**					
	1	Employed	2	Self-employed	3	Home maker
	4	Student	5	Retired	6	Unemployed
	7	Others (Please specify): _____				

5	**What is your annual income? (in MYR)**					
	1	RM 36,000 or less	2	RM36,001- 72,000	3	RM 72,001-108,000
	4	RM108,001-144,000	5	RM144,001-180,000	6	RM180,000-216,000
	7	RM 216,001 and above				

6	**Where is your current place of residence?**					
	1	Australia	2	Canada	3	China/ Hong Kong
	4	Japan	5	Korea	6	New Zealand

	7	Singapore	8	Thailand	9	United Kingdom
	10	U.S.A	11	Malaysia (Please specify state): _____		
	12	Other country (Please specify): _____				

7	**Have you been to the hosting destination before participating in the convention?**			
	1	Yes	2	No

8	**How many times have you been to the hosting destination (before participating in the convention)?**					
	1	Never	2	1 time	3	2 times or more

9	**How do you normally receive the travel information about the hosting destination? (Please circle all that are relevant)**					
	1	Travel Agents/ Tour Operator	2	Brochures/ Travel Guides	3	Friends/ Family Members
	4	Airlines	5	Websites/ Social Media	6	Advertisements
	7	Books/ Movies	8	Articles/ News	9	Direct Mail
	10	I never received travel information about the hosting destination.				

10	**Please specify the convention that you have participated and its hosting destination (city).**	
	1	Name of the convention
	2	Hosting destination

Appendix 3- Pilot Study Results for Instrument Reliability and Validity

The Cronbach's Alpha of the Constructs

Constructs		Measures	Alpha Values
Perceived Value	EV1	The convention was a wonderful event that I enjoyed.	0.734
	EV2	Attending the convention was pleasurable.	
	EV3	Attending the convention made me feel better.	
	FV1	The convention was reasonably priced.	
	FV2	The convention offered value for the money.	
	FV3	The convention was a good event for the money.	
	SV1	Attending the convention helped me feel acceptable to the association I engage in.	
	SV2	Attending the convention improved the way I am perceived by other people.	
	SV3	Attending the convention improved the way I see myself.	
Value of Co-creation: Co-Production	KN1	The organiser was open to my ideas and suggestions about its existing programs or towards developing its next event.	0.867
	KN2	The organiser provided sufficient illustrations and information to me.	
	KN3	I would willingly spare time and effort to share my ideas and suggestions with the organiser in order to help it improve its convention further.	
	KN4	The organiser provided suitable environment and opportunity to me to offer suggestions and ideas.	
	EQ1	The organiser had an easy access to information about my preferences.	

	EQ2	The convention experience offered by the organiser was aligned with my requirements (i.e. the way I wish them to be).	
	EQ3	The organiser considered my role to be as important as its own during the convention.	
	EQ4	We shared an equal role in determining the final outcome of the convention.	
	IT1	Throughout the convention, I could conveniently express my specific requirements.	
	IT2	The organiser conveyed to its participants the relevant information related to the convention.	
	IT3	The organiser allowed sufficient organiser-participant interaction throughout the convention (responsive email communication, assisting participants during the event, etc.).	
	IT4	In order to get maximum benefit from the convention, I had to play a proactive role during my interaction (i.e., I have to apply my skill, knowledge, time, etc.).	
Value of Co-creation: Value-in-use	EX1	It was a memorable experience for me (i.e., the memory of the convention lasted for quite a while).	0.760
	EX2	Depending upon the nature of my own participation, my experiences in the process might be different from other participants.	
	EX3	It was possible for a participant to improve the convention by experimenting and trying new things.	
	PS1	The benefit, value, or fun from the convention experience depended on the participants.	
	PS2	The organiser tried to serve the individual needs of each of its participant.	

	PS3	Different participants, depending on their taste, choice, or knowledge, involve themselves differently during the convention (or, with the product).	
	PS4	The organiser provided an overall good experience, beyond the "functional" benefit.	
	RS1	The organiser's extended facilitation is necessary for participants to fully enjoy the process.	
	RS2	I felt an attachment or relationship with the organiser.	
	RS3	There was usually a group, a community, or a network of participants who are a fan of the organiser.	
	RS4	The organiser was renowned because its participants usually spread positive word about it in their social networks.	
Attitude Towards the Convention	AC1	Participating in the convention is a good thing to do.	0.704
	AC2	Participating in the convention is valuable for me.	
	AC3	Participating in the convention is beneficial for me.	
	AC4	Participating in the convention is a necessary thing to do.	
Attitude Towards the Hosting Destination	AH1	Bad-Good	0.762
	AH2	Awful-Nice	
	AH3	Dislike-Like	
	AH4	Unpleasant-Pleasant	
Revisit Intentions	RV1	I am willing to visit the hosting destination continuously in the future.	0.898
	RV2	I will keep coming back to the hosting destination in the future.	
	RV3	I consider visiting the hosting destination repeatedly in the future.	
Destination Reputation	RP1	The hosting destination has a very good reputation.	0.789
	RP2	The hosting destination has a better reputation than other similar places.	

	RP3	People respect the hosting destination highly.	
	RP4	People speak well of the hosting destination.	
	RP5	The hosting destination's good reputation is backed up by its diversity.	
Perceived Behavioural Control	PB1	Whether or not to visit the hosting destination in the near future is completely up to me.	0.821
	PB2	If I wanted to, I could visit the hosting destination in the near future.	
	PB3	I have complete control over visiting the hosting destination in the near future.	
Subjective Norm	SN1	Most people who are important to me think I should visit the hosting destination in the near future.	0.871
	SN2	The people in my life whose opinions I value would approve me visiting the hosting destination in the near future.	
	SN3	Most people who are important to me would visit the hosting destination in the near future.	

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Perceived Value

	Items for Measuring Perceived Value	Correlations between the total score of the scales and the item score of the scales	
		Coefficients	Sig.
EV1	The convention was a wonderful event that I enjoyed.	0.689	0.000
EV2	Attending the convention was pleasurable.	0.690	0.000
EV3	Attending the convention made me feel better.	0.719	0.000
FV1	The convention was reasonably priced.	0.393	0.024
FV2	The convention offered value for the money.	0.448	0.009
FV3	The convention was a good event for the money.	0.499	0.003
SV1	Attending the convention helped me feel acceptable to the association I engage in.	0.617	0.000
SV2	Attending the convention improved the way I am perceived by other people.	0.599	0.000
SV3	Attending the convention improved the way I see myself.	0.394	0.023

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Co-Production (One of the First-order Constructs for Value of Co-creation)

	Items for Measuring Perceived Value	Correlations between the total score of the scales and the item score of the scales	
		Coefficients	Sig.
KN1	The organiser was open to my ideas and suggestions about its existing programs or towards developing its next event.	0.763	0.000
KN2	The organiser provided sufficient illustrations and information to me.	0.698	0.000
KN3	I would willingly spare time and effort to share my ideas and suggestions with the organiser in order to help it improve its convention further.	0.611	0.000
KN4	The organiser provided suitable environment and opportunity to me to offer suggestions and ideas.	0.772	0.000
EQ1	The organiser had an easy access to information about my preferences.	0.377	0.031
EQ2	The convention experience offered by the organiser was aligned with my requirements (i.e. the way I wish them to be).	0.578	0.000
EQ3	The organiser considered my role to be as important as its own during the convention.	0.544	0.001

EQ4	We shared an equal role in determining the final outcome of the convention.	0.565	0.001
IT1	Throughout the convention, I could conveniently express my specific requirements.	0.712	0.000
IT2	The organiser conveyed to its participants the relevant information related to the convention.	0.635	0.000
IT3	The organiser allowed sufficient organiser-participant interaction throughout the convention (responsive email communication, assisting participants during the event, etc.).	0.701	0.000
IT4	In order to get maximum benefit from the convention, I had to play a proactive role during my interaction (i.e., I have to apply my skill, knowledge, time, etc.).	0.700	0.000

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Value-in-use (One of the First-order Constructs for Value of Co-creation)

	Items for Measuring Perceived Value	**Correlations between the total score of the scales and the item score of the scales**	
		Coefficients	**Sig.**
EX1	It was a memorable experience for me (i.e., the memory of the convention lasted for quite a while).	0.718	0.000
EX2	Depending upon the nature of my own participation, my experiences in the process might be different from other participants.	0.462	0.007
EX3	It was possible for a participant to improve the convention by experimenting and trying new things.	0.464	0.007
PS1	The benefit, value, or fun from the convention experience depended on the participants.	0.660	0.000
PS2	The organiser tried to serve the individual needs of each of its participant.	0.507	0.003
PS3	Different participants, depending on their taste, choice, or knowledge, involve themselves differently during the convention (or, with the product).	0.372	0.033
PS4	The organiser provided an overall good experience, beyond the “functional” benefit.	0.513	0.002
RS1	The organiser’s extended facilitation is necessary for participants to fully enjoy the process.	0.588	0.000
RS2	I felt an attachment or relationship with the	0.664	0.000

	organiser.		
RS3	There was usually a group, a community, or a network of participants who are a fan of the organiser.	0.478	0.005
RS4	The organiser was renowned because its participants usually spread positive word about it in their social networks.	0.518	0.002

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Attitude Towards the Convention

	Items for Measuring Perceived Value	**Correlations between the total score of the scales and the item score of the scales**	
		Coefficients	**Sig.**
AC1	Participating in the convention is a good thing to do.	0.665	0.000
AC2	Participating in the convention is valuable for me.	0.798	0.000
AC3	Participating in the convention is beneficial for me.	0.640	0.000
AC4	Participating in the convention is a necessary thing to do.	0.798	0.000

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Attitude Towards the Hosting Destination

	Items for Measuring Perceived Value	**Correlations between the total score of the scales and the item score of the scales**	
		Coefficients	**Sig.**
AH1	Bad-Good	0.681	0.000
AH2	Awful-Nice	0.707	0.000
AH3	Dislike-Like	0.852	0.000
AH4	Unpleasant-Pleasant	0.818	0.000

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Revisit Intentions

	Items for Measuring Perceived Value	Correlations between the total score of the scales and the item score of the scales	
		Coefficients	Sig.
RV1	I am willing to visit the hosting destination continuously in the future.	0.682	0.000
RV2	I will keep coming back to the hosting destination in the future.	0.818	0.000
RV3	I consider visiting the hosting destination repeatedly in the future.	0.790	0.000

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Destination Reputation

	Items for Measuring Perceived Value	Correlations between the total score of the scales and the item score of the scales	
		Coefficients	Sig.
RP1	The hosting destination has a very good reputation.	0.619	0.000
RP2	The hosting destination has a better reputation than other similar places.	0.750	0.000
RP3	People respect the hosting destination highly.	0.844	0.000
RP4	People speak well of the hosting destination.	0.693	0.000
RP5	The hosting destination's good reputation is backed up by its diversity.	0.781	0.000

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Perceived Behavioural Control

	Items for Measuring Perceived Value	Correlations between the total score of the scales and the item score of the scales	
		Coefficients	Sig.
PB1	Whether or not to visit the hosting destination in the near future is completely up to me.	0.718	0.000
PB2	If I wanted to, I could visit the hosting destination in the near future.	0.889	0.000
PB3	I have complete control over visiting the hosting destination in the near future.	0.953	0.000

Pearson Correlations between the Total Score of the Scales and the Score for Measuring Subjective Norm

	Items for Measuring Perceived Value	Correlations between the total score of the scales and the item score of the scales	
		Coefficients	Sig.
SN1	Most people who are important to me think I should visit the hosting destination in the near future.	0.877	0.000
SN2	The people in my life whose opinions I value would approve me visiting the hosting destination in the near future.	0.901	0.000
SN3	Most people who are important to me would visit the hosting destination in the near future.	0.897	0.000

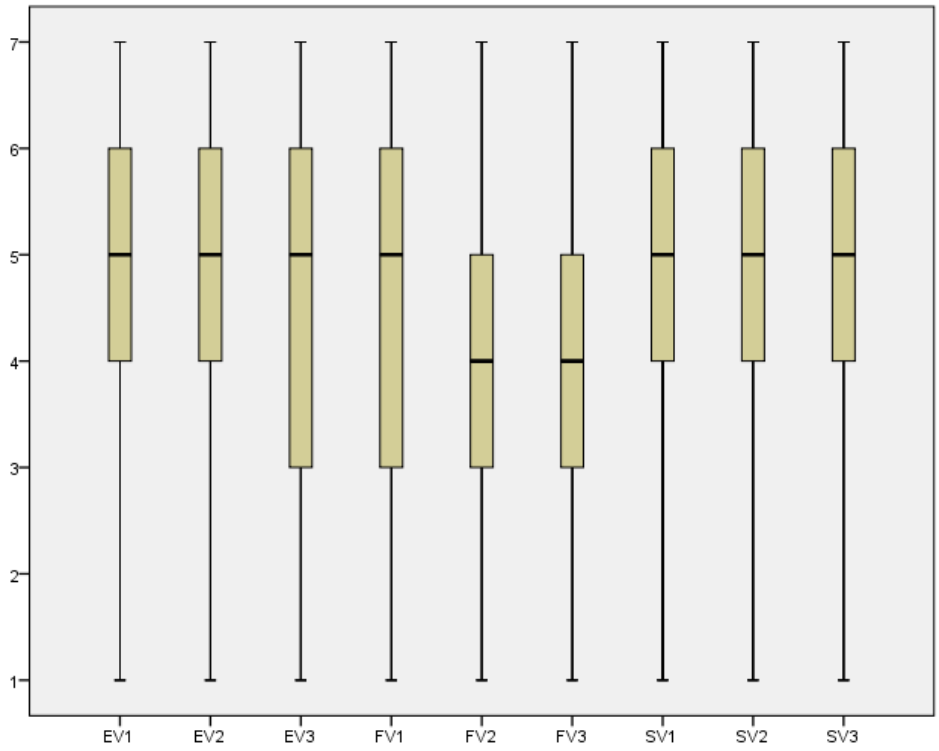
Appendix 4- Results for Normality Tests

Normality of the Items, N= 434		Mean	SD	Skewness	Kurtosis
Items for Measuring Perceived Value					
EV1	The convention was a wonderful event that I enjoyed.	4.65	1.471	-0.324	-0.500
EV2	Attending the convention was pleasurable.	4.53	1.447	-0.329	-0.616
EV3	Attending the convention made me feel better.	4.54	1.573	-0.272	-0.747
FV1	The convention was reasonably priced.	4.29	1.606	-0.238	-0.896
FV2	The convention offered value for the money.	4.14	1.571	-0.008	-0.801
FV3	The convention was a good event for the money.	4.24	1.624	-0.161	-0.823
SV1	Attending the convention helped me feel acceptable to the association I engage in.	4.72	1.552	-0.488	-0.311
SV2	Attending the convention improved the way I am perceived by other people.	4.91	1.313	-0.100	-0.577
SV3	Attending the convention improved the way I see myself.	4.94	1.400	-0.294	-0.420
Items for Measuring Value of Co-creation					
KN1	The organiser was open to my ideas and suggestions about its existing programs or towards developing its next event.	3.17	1.229	-0.213	-0.858
KN2	The organiser provided sufficient illustrations and information to me.	3.15	1.095	-0.205	-0.695
KN3	I would willingly spare time and effort to share my ideas and suggestions with the organiser in order to help it improve its convention further.	3.09	1.122	-0.168	-0.655
KN4	The organiser provided suitable environment and opportunity to me to offer suggestions and ideas.	3.15	1.126	-0.170	-0.651
EQ1	The organiser had an easy access to information about my preferences.	3.08	1.134	-0.106	-0.633
EQ2	The convention experience offered by the organiser was aligned with my requirements (i.e. the way I wish them to be).	3.05	1.081	0.071	-0.697
EQ3	The organiser considered my role to be as important as its own during the convention.	3.10	1.167	-0.137	-0.784
EQ4	We shared an equal role in determining the final outcome of the convention.	3.12	1.181	-0.174	-0.818
IT1	Throughout the convention, I could conveniently express my specific requirements.	3.10	1.166	-0.247	-0.813
IT2	The organiser conveyed to its participants the relevant information related to the convention.	3.15	1.142	-0.072	-0.798
IT3	The organiser allowed sufficient organiser-participant interaction throughout the convention	3.13	1.165	-0.125	-0.743

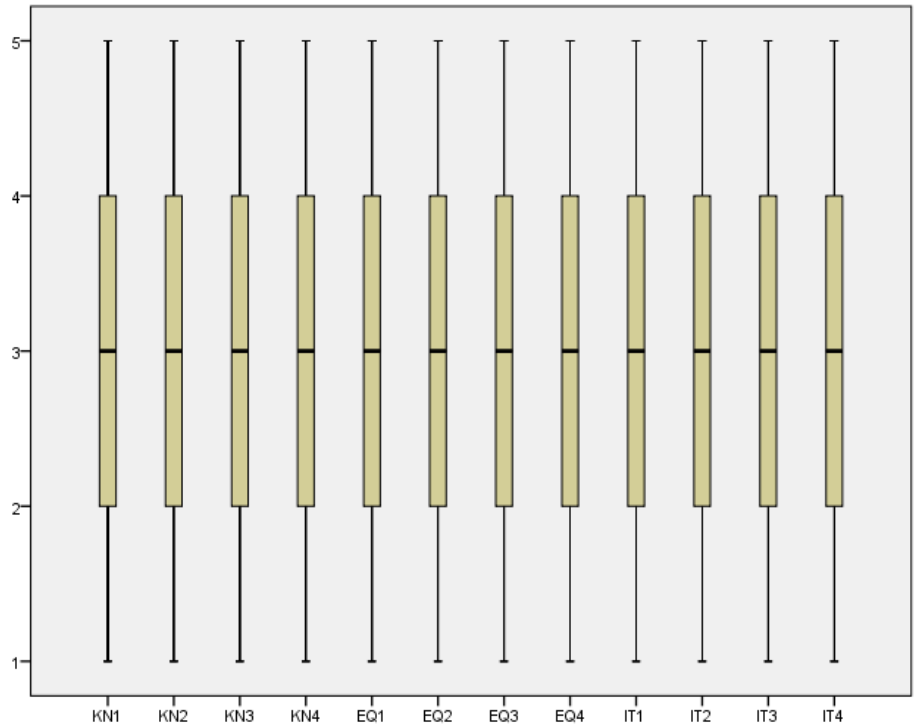
	(responsive email communication, assisting participants during the event, etc.).				
IT4	In order to get maximum benefit from the convention, I had to play a proactive role during my interaction (i.e., I have to apply my skill, knowledge, time, etc.).	3.16	1.194	-0.237	-0.787
EX1	It was a memorable experience for me (i.e., the memory of the convention lasted for quite a while).	3.23	1.187	-0.258	-0.732
EX2	Depending upon the nature of my own participation, my experiences in the process might be different from other participants.	3.19	1.147	-0.237	-0.683
EX3	It was possible for a participant to improve the convention by experimenting and trying new things.	3.19	1.121	-0.190	-0.619
PS1	The benefit, value, or fun from the convention experience depended on the participants.	3.24	1.142	-0.218	-0.711
PS2	The organiser tried to serve the individual needs of each of its participant.	3.33	1.117	-0.217	-0.680
PS3	Different participants, depending on their taste, choice, or knowledge, involve themselves differently during the convention (or, with the product).	3.33	1.149	-0.371	-0.651
PS4	The organiser provided an overall good experience, beyond the "functional" benefit.	3.31	1.145	-0.422	-0.564
RS1	The organiser's extended facilitation is necessary for participants to fully enjoy the process.	3.25	1.132	-0.179	-0.698
RS2	I felt an attachment or relationship with the organiser.	3.27	1.078	-0.286	-0.444
RS3	There was usually a group, a community, or a network of participants who are a fan of the organiser.	3.25	1.098	-0.279	-0.495
RS4	The organiser was renowned because its participants usually spread positive word about it in their social networks.	3.29	1.117	-0.252	-0.670
Items for Measuring Attitude Towards the Convention					
AC1	Participating in the convention is a good thing to do.	3.13	1.131	-0.178	-0.726
AC2	Participating in the convention is valuable for me.	3.22	1.093	-0.250	-0.671
AC3	Participating in the convention is beneficial for me.	3.23	1.109	-0.302	-0.577
AC4	Participating in the convention is a necessary thing to do.	3.24	1.113	-0.261	-0.595

Items for Measuring Attitude Towards the Hosting Destination					
AH1	Bad-Good	4.98	1.561	-0.784	-0.020
AH2	Awful-Nice	5.15	1.481	-0.770	-0.095
AH3	Dislike-Like	5.04	1.500	-0.817	0.064
AH4	Unpleasant-Pleasant	5.08	1.521	-0.872	0.326
Items for Measuring Revisit Intention					
RV1	I am willing to visit the hosting destination continuously in the future.	4.83	1.273	-0.246	-0.426
RV2	I will keep coming back to the hosting destination in the future.	4.63	1.556	-0.635	-0.174
RV3	I consider visiting the hosting destination repeatedly in the future.	4.78	1.436	-0.623	-0.022
Items for Measuring Perceived Behavioural Control					
PB1	Whether or not to visit the hosting destination in the near future is completely up to me.	5.57	1.290	-0.552	-0.724
PB2	If I wanted to, I could visit the hosting destination in the near future.	5.23	1.289	-0.488	-0.175
PB3	I have complete control over visiting the hosting destination in the near future.	5.20	1.253	-0.346	-0.493
Items for Measuring Subjective Norm					
SN1	Most people who are important to me think I should visit the hosting destination in the near future.	5.39	1.534	-0.823	-0.005
SN2	The people in my life whose opinions I value would approve me visiting the hosting destination in the near future.	5.33	1.587	-0.761	-0.342
SN3	Most people who are important to me would visit the hosting destination in the near future.	5.38	1.516	-0.793	-0.166

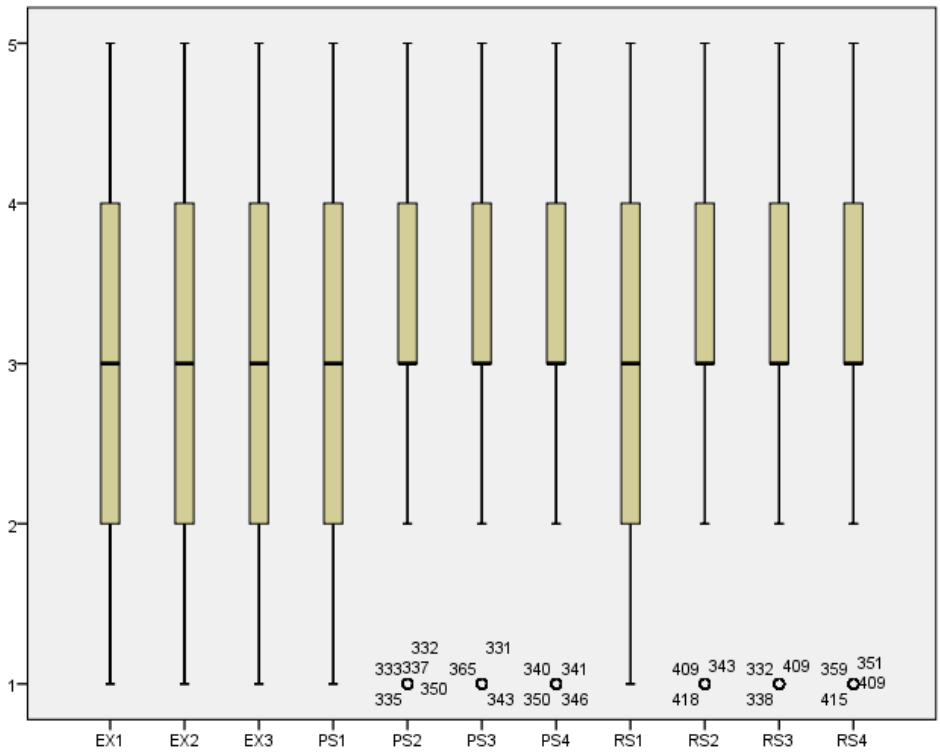
Appendix 5- Results for Detection of Outliers



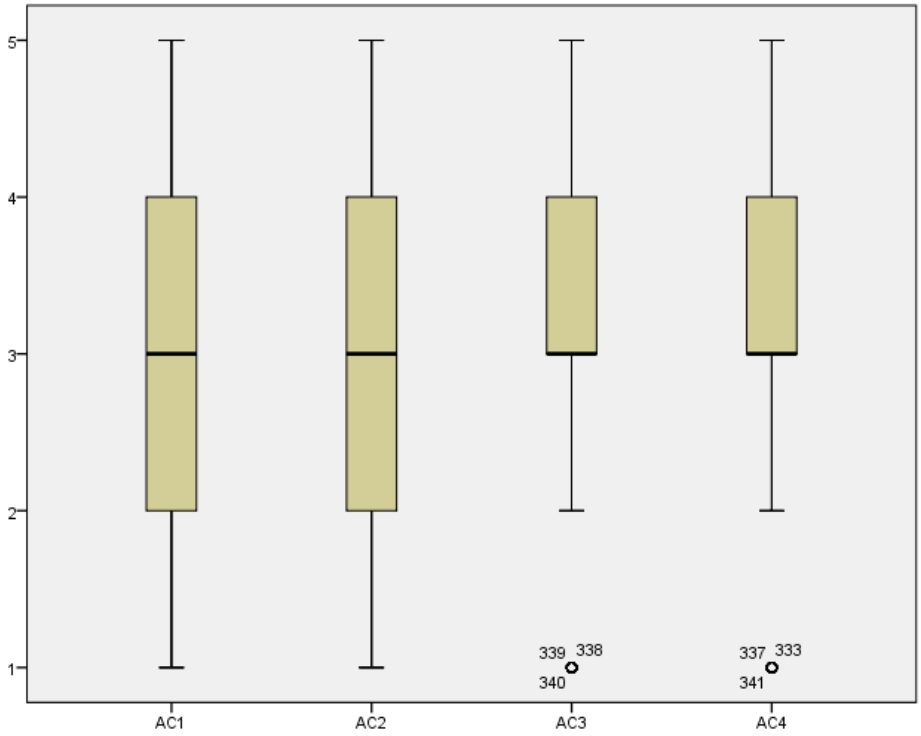
Boxplot for Perceived Value



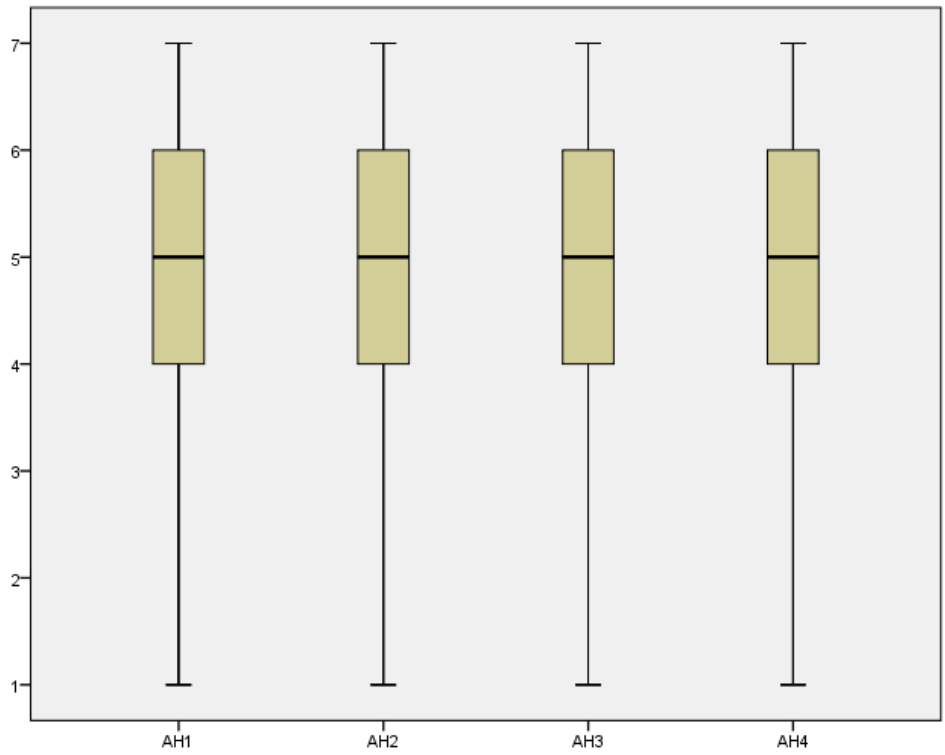
Boxplot for Value of Co-creation (Part One)



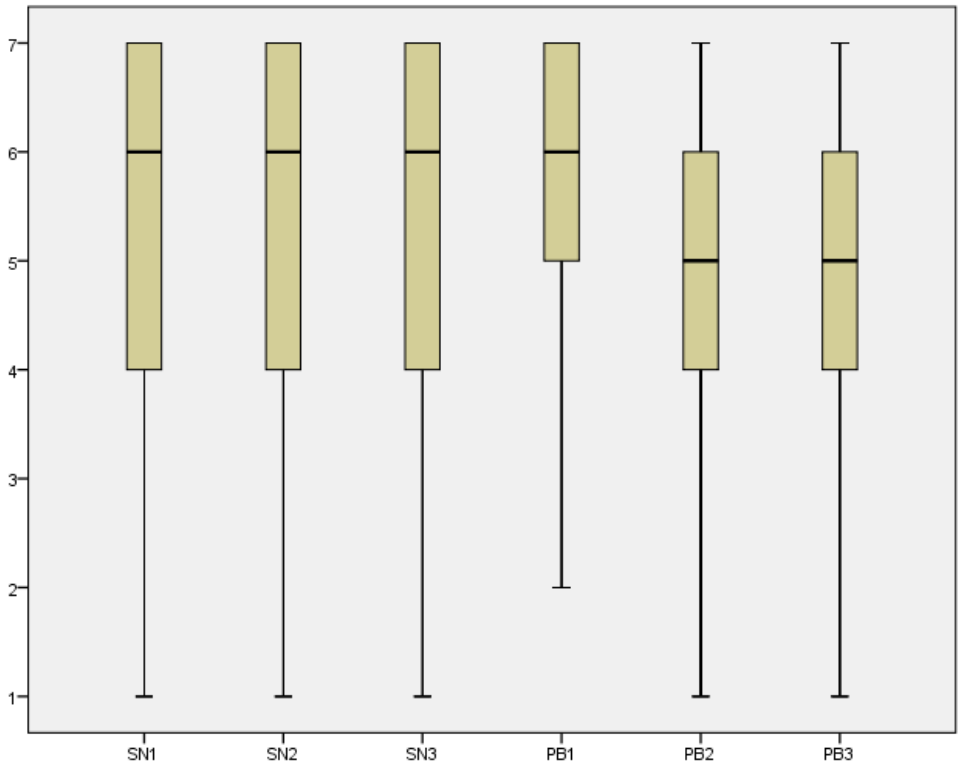
Boxplot for Value of Co-creation (Part Two)



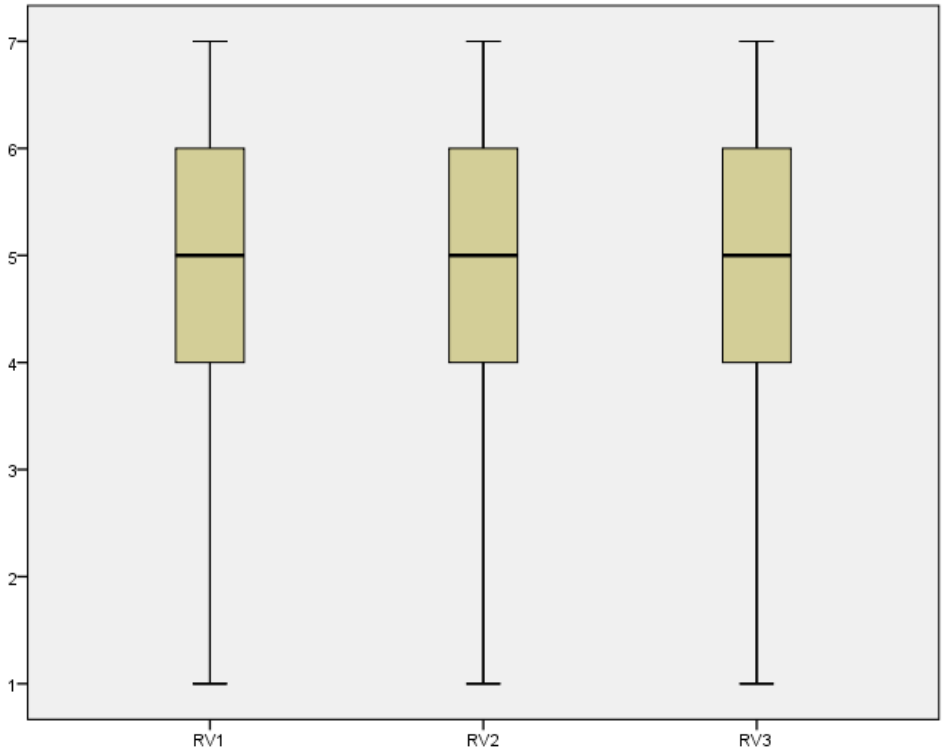
Boxplot for Attitude Towards the Convention



Boxplot for Attitude towards the Hosting Destination



Boxplot for Subjective Norm and Perceived Behavioural Control



Boxplot for Revisit Intention

Appendix 6- Random Number Table[2]

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All of the sampling plans presented in this handbook are based on the assumption that the packages constituting the sample are chosen at random from the inspection lot. Randomness in this instance means that every package in the lot has an equal chance of being selected as part of the sample. It does not matter what other packages have already been chosen, what the package net contents are, or where the package is located in the lot.

To obtain a random sample, two steps are necessary. First it is necessary to identify each package in the lot of packages with a specific number whether on the shelf, in the warehouse, or coming off the packaging line. Then it is necessary to obtain a series of random numbers. These random numbers indicate exactly which packages in the lot shall be taken for the sample.

The Random Number Table

The random number tables in Appendix B are composed of the digits from 0 through 9, with approximately equal frequency of occurrence. This appendix consists of 8 pages. On each page digits are printed in blocks of five columns and blocks of five rows. The printing of the table in blocks is intended only to make it easier to locate specific columns and rows.

Random Starting Place

Starting Page. The Random Digit pages numbered B-2 through B-8. You can use the day of the week to determine the starting page or use the first page for the first lot you test in a location, the second page for the second lot and so on moving to the following page for each new lot.

Starting Column and Row. You may choose a starting page in the random number table and with eyes closed, drop a pencil anywhere on the page to indicate a starting place in the table.

For example, assume that testing takes place on the 3rd day of the week. Start with Table 3 of Appendix B. Assume you dropped your pencil on the page and it has indicated a starting place at column 22, row 45. That number is 1.

If 1-digit random numbers are needed, record them, going down the column to the bottom of the page and then to the top of the next column, and so on. Ignore duplicates and record zero (0) as ten (10). Following on from the last example, these numbers are 3, 2, 9, 8, etc. If two-digit random numbers are needed, rule off the pages, and further pages if necessary, in columns of two digits each. If there is a single column left on the page, ignore this column, and rule the next page in columns of two. Again, ignore duplicate numbers and record 00 as 100. For example, using the same starting place as in the last example (Table 3, column 22, row 45), the recorded two-digit recorded numbers would be 11, 34, 26, 95, etc.. When three-digit numbers are needed, rule the page in columns of three. Record 000 as 1000. Starting on Table 3, column 22, row 45, the recorded numbers would be 119, 346, 269, 959, etc..

[2] Source: https://www.nist.gov/sites/default/files/documents/2017/04/28/AppenB-HB133-05-Z.pdf

TABLE 1 – RANDOM DIGITS

11164	36318	75061	37674	26320	75100	10431	20418	19228	91792
21215	91791	76831	58678	87054	31687	93205	43685	19732	08468
10438	44482	66558	37649	08882	90870	12462	41810	01806	02977
36792	26236	33266	66583	60881	97395	20461	36742	02852	50564
73944	04773	12032	51414	82384	38370	00249	80709	72605	67497
49563	12872	14063	93104	78483	72717	68714	18048	25005	04151
64208	48237	41701	73117	33242	42314	83049	21933	92813	04763
51486	72875	38605	29341	80749	80151	33835	52602	79147	08868
99756	26360	64516	17971	48478	09610	04638	17141	09227	10606
71325	55217	13015	72907	00431	45117	33827	92873	02953	85474
65285	97198	12138	53010	94601	15838	16805	61004	43516	17020
17264	57327	38224	29301	31381	38109	34976	65692	98566	29550
95639	99754	31199	92558	68368	04985	51092	37780	40261	14479
61555	76404	86210	11808	12841	45147	97438	60022	12645	62000
78137	98768	04689	87130	79225	08153	84967	64539	79493	74917
62490	99215	84987	28759	19177	14733	24550	28067	68894	38490
24216	63444	21283	07044	92729	37284	13211	37485	10415	36457
16975	95428	33226	55903	31605	43817	22250	03918	46999	98501
59138	39542	71168	57609	91510	77904	74244	50940	31553	62562
29478	59652	50414	31966	87912	87154	12944	49862	96566	48825
96155	95009	27429	72918	08457	78134	48407	26061	58754	05326
29621	66583	62966	12468	20245	14015	04014	35713	03980	03024
12639	75291	71020	17265	41598	64074	64629	63293	53307	48766
14544	37134	54714	02401	63228	26831	19386	15457	17999	18306
83403	88827	09834	11333	68431	31706	26652	04711	34593	22561
67642	05204	30697	44806	96989	68403	85621	45556	35434	09532
64041	99011	14610	40273	09482	62864	01573	82274	81446	32477
17048	94523	97444	59904	16936	39384	97551	09620	63932	03091
93039	89416	52795	10631	09728	68202	20963	02477	55494	39563
82244	34392	96607	17220	51984	10753	76272	50985	97593	34320
96990	55244	70693	25255	40029	23289	48819	07159	60172	81697
09119	74803	97303	88701	51380	73143	98251	78635	27556	20712
57666	41204	47589	78364	38266	94393	70713	53388	79865	92069
46492	61594	26729	58272	81754	14648	77210	12923	53712	87771
08433	19172	08320	20839	13715	10597	17234	39355	74816	03363
10011	75004	86054	41190	10061	19660	03500	68412	57812	57929
92420	65431	16530	05547	10683	88102	30176	84750	10115	69220
35542	55865	07304	47010	43233	57022	52161	82976	47981	46588
86595	26247	18552	29491	33712	32285	64844	69395	41387	87195
72115	34985	58036	99137	47482	06204	24138	24272	16196	04393
07428	58863	96023	88936	51343	70958	96768	74317	27176	29600
35379	27922	28906	55013	26937	48174	04197	36074	65315	12537
10982	22807	10920	26299	23593	64629	57801	10437	43965	15344
90127	33341	77806	12446	15444	49244	47277	11346	15884	28131
63002	12990	23510	68774	48983	20481	59815	67248	17076	78910
40779	86382	48454	65269	91239	45989	45389	54847	77919	41105
43216	12608	18167	84631	94058	82458	15139	76856	86019	47928
96167	64375	74108	93643	09204	98855	59051	56492	11933	64958
70975	62693	35684	72607	23026	37004	32989	24843	01128	74658
85812	61875	23570	75754	29090	40264	80399	47254	40135	69916

TABLE 2 – RANDOM DIGITS

40603	16152	83235	37361	98783	24838	39793	80954	76865	32713
40941	53585	69958	60916	71018	90561	84505	53980	64735	85140
73505	83472	55953	17957	11446	22618	34771	25777	27064	13526
39412	16013	11442	89320	11307	49396	39805	12249	57656	88686
57994	76748	54627	48511	78646	33287	35524	54522	08795	56273
61834	59199	15469	82285	84164	91333	90954	87186	31598	25942
91402	77227	79516	21007	58602	81418	87838	18443	76162	51146
58299	83880	20125	10794	37780	61705	18276	99041	78135	99661
40684	99948	33880	76413	63839	71371	32392	51812	48248	96419
75978	64298	08074	62055	73864	01926	78374	15741	74452	49954
34556	39861	88267	76068	62445	64361	78685	24246	27027	48239
65990	57048	25067	77571	77974	37634	81564	98608	37224	49848
16381	15069	25416	87875	90374	86203	29677	82543	37554	89179
52458	88880	78352	67913	09245	47773	51272	06976	99571	33365
33007	85607	92008	44897	24964	50559	79549	85658	96865	24186
38712	31512	08588	61490	72294	42862	87334	05866	66269	43158
58722	03678	19186	69602	34625	75958	56869	17907	81867	11535
26188	69497	51351	47799	20477	71786	52560	66827	79419	70886
12893	54048	07255	86149	99090	70958	50775	31768	52903	27645
33186	81346	85095	37282	85536	72661	32180	40229	19209	74939
79893	29448	88392	54211	61708	83452	61227	81690	42265	20310
48449	15102	44126	19438	23382	14985	37538	30120	82443	11152
94205	04259	68983	50561	06902	10269	22216	70210	60736	58772
38648	09278	81313	77400	41126	52614	93613	27263	99381	49500
04292	46028	75666	26954	34979	68381	45154	09314	81009	05114
17026	49737	85875	12139	59391	81830	30185	83095	78752	40899
48070	76848	02531	97737	10151	18169	31709	74842	85522	74092
30159	95450	83778	46115	99178	97718	98440	15076	21199	20492
12148	92231	31361	60650	54695	30035	22765	91386	70399	79270
73838	77067	24863	97576	01139	54219	02959	45696	98103	78867
73547	43759	95632	39555	74391	07579	69491	02647	17050	49869
07277	93217	79421	21769	83572	48019	17327	99638	87035	89300
65128	48334	07493	28098	52087	55519	83718	60904	48721	17522
38716	61380	60212	05099	21210	22052	01780	36813	19528	07727
31921	76458	73720	08657	74922	61335	41690	41967	50691	30508
57238	27464	61487	52329	26150	79991	64398	91273	26824	94827
24219	41090	08531	61578	08236	41140	76335	91189	66312	44000
31309	49387	02330	02476	96074	33256	48554	95401	02642	29119
20750	97024	72619	66628	66509	31206	55293	24249	02266	39010
28537	84395	26654	37851	80590	53446	34385	86893	87713	26842
97929	41220	86431	94485	28778	44997	38802	56594	61363	04206
40568	33222	40486	91122	43294	94541	40988	02929	83190	74247
41483	92935	17061	78252	40498	43164	68646	33023	64333	64083
93040	66476	24990	41099	65135	37641	97613	87282	63693	55299
76869	39300	84978	07504	36835	72748	47644	48542	25076	68626
02982	57991	50765	91930	21375	35604	29963	13738	03155	59914
94479	76500	39170	06629	10031	48724	49822	44021	44335	26474
52291	75822	95966	90947	65031	75913	52654	63377	70664	60082
03684	03600	52831	55381	97013	19993	41295	29118	18710	64851
58939	28366	86765	67465	45421	74228	01095	50987	83833	37216

TABLE 3 – RANDOM DIGITS

37100	62492	63642	47638	13925	80113	88067	42575	44078	62703
53406	13855	38519	29500	62479	01036	87964	44498	07793	21599
55172	81556	18856	59043	64315	38270	25677	01965	21310	28115
40353	84807	47767	46890	16053	32415	60259	99788	55924	22077
18899	09612	77541	57675	70153	41179	97535	82889	27214	03482
68141	25340	92551	11326	60939	79355	41544	88926	09111	86431
51559	91159	81310	63251	91799	41215	87412	35317	74271	11603
92214	33386	73459	79359	65867	39269	57527	69551	17495	91456
15089	50557	33166	87094	52425	21211	41876	42525	36625	63964
96461	00604	11120	22254	16763	19206	67790	88362	01880	37911
28177	44111	15705	73835	69399	33602	13660	84342	97667	80847
66953	44737	81127	07493	07861	12666	85077	95972	96556	80108
19712	27263	84575	49820	19837	69985	34931	67935	71903	82560
68756	64757	19987	92222	11691	42502	00952	47981	97579	93408
75022	65332	98606	29451	57349	39219	08585	31502	96936	96356
11323	70069	90269	89266	46413	61615	66447	49751	15836	97343
55208	63470	18158	25283	19335	53893	87746	72531	16826	52605
11474	08786	05594	67045	13231	51186	71500	50498	59487	48677
81422	86842	60997	79669	43804	78690	58358	87639	24427	66799
21771	75963	23151	90274	08275	50677	99384	94022	84888	80139
42278	12160	32576	14278	34231	20724	27908	02657	19023	07190
17697	60114	63247	32096	32503	04923	17570	73243	76181	99343
05686	30243	34124	02936	71749	03031	72259	26351	77511	00850
52992	46650	89910	57395	39502	49738	87854	71066	84596	33115
94518	93984	81478	67750	89354	01080	25988	84359	31088	13655
00184	72186	78906	75480	71140	15199	69002	08374	22126	23555
87462	63165	79816	61630	50140	95319	79205	79202	67414	60805
88692	58716	12273	48176	86038	78474	76730	82931	51595	20747
20094	42962	41382	16768	13261	13510	04822	96354	72001	68642
60935	81504	50520	82153	27892	18029	79663	44146	72876	67843
51392	85936	43898	50596	81121	98122	69196	54271	12059	62539
54239	41918	79526	46274	24853	67165	12011	04923	20273	89405
57892	73394	07160	90262	48731	46648	70977	58262	78359	50436
02330	74736	53274	44468	53616	35794	54838	39114	68302	26855
76115	29247	55342	51299	79908	36613	68361	18864	13419	34950
63312	81886	29085	20101	38037	34742	78364	39356	40006	49800
27632	21570	34274	56426	00330	07117	86673	46455	66866	76374
06335	62111	44014	52567	79480	45886	92585	87828	17376	35254
64142	87676	21358	88773	10604	62834	63971	03989	21421	76086
28436	25468	75235	75370	63543	76266	27745	31714	04219	00699
09522	83855	85973	15888	29554	17995	37443	11461	42909	32634
93714	15414	93712	02742	34395	21929	38928	31205	01838	60000
15681	53599	58185	73840	88758	10618	98725	23146	13521	47905
77712	23914	08907	43768	10304	61405	53986	61116	76164	54958
78453	54844	61509	01245	91199	07482	02534	08189	62978	55516
24860	68284	19367	29073	93464	06714	45268	60678	58506	23700
37284	06844	78887	57276	42695	03682	83240	09744	63025	60997
35488	52473	37634	32569	39590	27379	23520	29714	03743	08444
51595	59909	35223	44991	29830	56614	59661	83397	38421	17503
90660	35171	30021	91120	78793	16827	89320	08260	09181	53616

TABLE 4 – RANDOM DIGITS

54723	56527	53076	38235	42780	22716	36400	48028	78196	92985
84828	81248	25548	34075	43459	44628	21866	90350	82264	20478
65799	01914	81363	05173	23674	41774	25154	73003	87031	94368
87917	38549	48213	71708	92035	92527	55484	32274	87918	22455
26907	88173	71189	28377	13785	87469	35647	19695	33401	51998
68052	65422	88460	06352	42379	55499	60469	76931	83430	24560
42587	68149	88147	99700	56124	53239	38726	63652	36644	50876
97176	55416	67642	05051	89931	19482	80720	48977	70004	03664
53295	87133	38264	94708	00703	35991	76404	82249	22942	49659
23011	94108	29196	65187	69974	01970	31667	54307	40032	30031
75768	49549	24543	63285	32803	18301	80851	89301	02398	99891
86668	70341	66460	75648	78678	27770	30245	44775	56120	44235
56727	72036	50347	33521	05068	47248	67832	30960	95465	32217
27936	78010	09617	04408	18954	61862	64547	52453	83213	47833
31994	69072	37354	93025	38934	90219	91148	62757	51703	84040
02985	95303	15182	50166	11755	56256	89546	31170	87221	63267
89965	10206	95830	95406	33845	87588	70237	84360	19629	72568
45587	29611	98579	42481	05359	36578	56047	68114	58583	16313
01071	08530	74305	77509	16270	20889	99753	88035	55643	18291
90209	68521	14293	39194	68803	32052	39413	26883	83119	69623
04982	68470	27875	15480	13206	44784	83601	03172	07817	01520
19740	24637	97377	32112	74283	69384	49768	64141	02024	85380
50197	79869	86497	68709	42073	28498	82750	43571	77075	07123
46954	67536	28968	81936	95999	04319	09932	66223	45491	69503
82549	62676	31123	49899	70512	95288	15517	85352	21987	08669
61798	81600	80018	84742	06103	60786	01408	75967	29948	21454
57666	29055	46518	01487	30136	14349	56159	47408	78311	25896
29805	64994	66872	62230	41385	58066	96600	99301	85976	84194
06711	34939	19599	76247	87879	97114	74314	39599	43544	36255
13934	46885	58315	88366	06138	37923	11192	90757	10831	01580
28549	98327	99943	25377	17628	65468	07875	16728	22602	33892
40871	61803	25767	55484	90997	86941	64027	01020	39518	34693
47704	38355	71708	80117	11361	88875	22315	38048	42891	87885
62611	19698	09304	29265	07636	08508	23773	56545	08015	28891
03047	83981	11916	09267	67316	87952	27045	62536	32180	60936
26460	50501	31731	18938	11025	18515	31747	96828	58258	97107
01764	25959	69293	89875	72710	49659	66632	25314	95260	22146
11762	54806	02651	52912	32770	64507	59090	01275	47624	16124
31736	31695	11523	64213	91190	10145	34231	36405	65860	48771
97155	48706	52239	21831	49043	18650	72246	43729	63368	53822
31181	49672	17237	04024	65324	32460	01566	67342	94986	36106
32115	82683	67182	89030	41370	50266	19505	57724	93358	49445
07068	75947	71743	69285	30395	81818	36125	52055	20289	16911
26622	74184	75166	96748	34729	61289	36908	73686	84641	45130
02805	52676	22519	47848	68210	23954	63085	87729	14176	45410
32301	58701	04193	30142	99779	21697	05059	26684	63516	75925
26339	56909	39331	42101	01031	01947	02257	47236	19913	90371
95274	09508	81012	42413	11278	19354	68661	04192	36878	84366
24275	39632	09777	98800	48027	96908	08177	15364	02317	89548
36116	42128	65401	94199	51058	10759	47244	99830	64255	40516

TABLE 5 – RANDOM DIGITS

47505	02008	20300	87188	42505	40294	04404	59286	95914	07191
13350	08414	64049	94377	91059	74531	56228	12307	87871	97064
33006	92690	69248	97443	38841	05051	33756	24736	43508	53566
55216	63886	06804	11861	30968	74515	40112	40432	18682	02845
21991	26228	14801	19192	45110	39937	81966	23258	99348	61219
71025	28212	10474	27522	16356	78456	46814	28975	01014	91458
65522	15242	84554	74560	26206	49520	65702	54193	25583	54745
27975	54923	90650	06170	99006	75651	77622	20491	53329	12452
07300	09704	36099	61577	34632	55176	87366	19968	33986	46445
54357	13689	19569	03814	47873	34086	28474	05131	46619	41499
00977	04481	42044	08649	83107	02423	46919	59586	58337	32280
13920	78761	12311	92808	71581	85251	11417	85252	61312	10266
08395	37043	37880	34172	80411	05181	58091	41269	22626	64799
46166	67206	01619	43769	91727	06149	17924	42628	57647	76936
87767	77607	03742	01613	83528	66251	75822	83058	97584	45401
29880	95288	21644	46587	11576	30568	56687	83239	76388	17857
36248	36666	14894	59273	04518	11307	67655	08566	51759	41795
12386	29656	30474	25964	10006	86382	46680	93060	52337	56034
52068	73801	52188	19491	76221	45685	95189	78577	36250	36082
41727	52171	56719	06054	34898	93990	89263	79180	39917	16122
49319	74580	57470	14600	22224	49028	93024	21414	90150	15686
88786	76963	12127	25014	91593	98208	27991	12539	14357	69512
84866	95202	43983	72655	89684	79005	85932	41627	87381	38832
11849	26482	20461	99450	21636	13337	55407	01897	75422	05205
54966	17594	57393	73267	87106	26849	68667	45791	87226	74412
10959	33349	80719	96751	25752	17133	32786	34368	77600	41809
22784	07783	35903	00091	73954	48706	83423	96286	90373	23372
86037	61791	33815	63968	70437	33124	50025	44367	98637	40870
80037	65089	85919	74391	36170	82988	52311	59180	37846	98028
72751	84359	15769	13615	70866	37007	74565	92781	37770	76451
18532	03874	66220	79050	66814	76341	42452	65365	07167	90134
22936	22058	49171	11027	07066	14606	11759	19942	21909	15031
66397	76510	81150	00704	94990	68204	07242	82922	65745	51503
89730	23272	65420	35091	16227	87024	56662	59110	11158	67508
81821	75323	96068	91724	94679	88062	13729	94152	59343	07352
94377	82554	53586	11432	08788	74053	98312	61732	91248	23673
68485	49991	53165	19865	30288	00467	98105	91483	89389	61991
07330	07184	86788	64577	47692	45031	36325	47029	27914	24905
10993	14930	35072	36429	26176	66205	07758	07982	33721	81319
20801	15178	64453	83357	21589	23153	60375	63305	37995	66275
79241	35347	66851	79247	57462	23893	16542	55775	06813	63512
43593	39555	97345	58494	52892	55080	19056	96192	61508	23165
29522	62713	33701	17186	15721	95018	76571	58615	35836	66260
88836	47290	67274	78362	84457	39181	17295	39626	82373	10883
65905	66253	91482	30689	81313	01343	37188	37756	04182	19376
44798	69371	07865	91756	42318	63601	53872	93610	44142	89830
35510	99139	32031	27925	03560	33806	85092	70436	94777	57963
50125	93223	64209	49714	73379	89975	38567	44316	60262	10777
25173	90038	63871	40418	23818	63250	05118	52700	92327	55449
68459	90094	44995	93718	83654	79311	18107	12557	09179	28416

TABLE 6 – RANDOM DIGITS

96195	07059	13266	31389	87612	88004	31843	83469	22793	14312
22408	94958	19095	58035	43831	32354	83946	57964	70404	32017
53896	23508	16227	56929	74329	12264	26047	66844	47383	42202
22565	02475	00258	79018	70090	37914	27755	00872	71553	56684
49438	20772	60846	69732	07612	70474	46483	21053	95475	53448
65620	34684	00210	04863	01373	19978	61682	69315	46766	83768
20246	26941	41298	04763	19769	25865	95937	03545	93561	73871
09433	09167	35166	32731	73299	41137	37328	28301	61629	05040
95552	73456	16578	88140	80059	50296	07656	01396	83099	09718
76053	05150	69125	69442	16509	03495	26427	58780	27576	31342
34822	35843	78468	82380	52313	71070	71273	10768	86101	51474
07753	04073	58520	80022	28185	16432	86909	82347	10548	83929
04204	94434	62798	81902	29977	57258	87826	35003	46449	76636
96770	19440	29700	42093	64369	69176	29732	37389	34054	28680
65989	62843	10917	34458	81936	84775	39415	10622	36102	16753
06644	94784	66995	61812	54215	01336	75887	57685	66114	76984
88950	46077	34651	12038	87914	20785	39705	73898	12318	78334
21482	95422	02002	33671	46764	50527	46276	77570	68457	62199
55137	61039	02006	69913	11291	87215	89991	26003	55271	08153
98441	81529	59607	65225	49051	28328	85535	37003	87211	10204
57168	30458	23892	07825	53447	53511	09315	42552	43135	57892
71886	65334	38013	09379	83976	42441	14086	33197	82671	05037
40418	59504	52383	07232	14179	59693	37668	26689	93865	78925
28833	76661	47277	92935	63193	94862	60560	72484	29755	40894
37883	62124	62199	49542	55083	20575	44636	92282	52105	77664
44882	33592	66234	13821	86342	00135	87938	57995	34157	99858
19082	13873	07184	21566	95320	28968	31911	06288	77271	76171
45316	29283	89318	55806	89338	79231	91545	55477	19552	03471
22788	55433	31188	74882	44858	69655	08096	70982	61300	23792
08293	86193	05026	21255	63082	92946	28748	25423	45282	57821
29223	70541	67115	84584	10100	33854	26466	77796	70698	99393
22681	80110	31595	09246	39147	11158	43298	36220	88841	11271
74580	90354	43744	22178	38084	60027	24201	71686	59767	33274
69093	71364	08107	96952	50005	30297	97417	89575	04676	35616
40456	91234	58090	65342	95002	28447	21'700	43137	13746	85959
72927	67349	83962	58912	59734	76323	02913	46306	53956	38936
61869	33093	81129	06481	89281	83629	81960	63704	56329	10357
40048	16520	07638	10797	22270	57350	72214	36410	95526	87614
68773	97669	28656	89938	12917	25630	08068	19445	76250	24727
09774	30751	49740	11385	91468	28900	76804	52460	52320	70493
46139	36689	82587	13586	35061	76128	38568	62300	43439	53434
26566	95323	32993	89988	12152	01862	93113	33875	31730	62941
06765	57141	48617	18282	13086	76064	83334	70192	15972	80429
35384	90380	12317	89702	33091	68835	62960	38010	52710	87604
49333	78482	36199	11355	86044	88760	03724	22927	91716	92332
45595	14044	56806	99126	85584	87750	78149	22723	48245	78126
79819	15054	76174	12206	06886	06814	43285	20008	75345	19779
11971	62234	74857	46401	20817	57591	41189	49604	29604	30660
11452	89318	53084	21993	62471	74101	61217	76536	58393	63718
38746	81271	96260	98137	60275	22647	33103	50090	29395	10016

TABLE 7 – RANDOM DIGITS

93369	13044	69686	78162	29132	51544	17925	56738	32683	83153
19360	55049	94951	76341	38159	31008	41476	05278	03909	02299
47798	89890	06893	65483	97658	74884	38611	27264	26956	83504
69223	32007	03513	61149	66270	73087	16795	76845	44645	44552
34511	50721	84850	34159	38985	75384	22965	55366	81632	78872
54031	59329	58963	52220	76806	98715	67452	78741	58128	00077
66722	85515	04723	92411	03834	12109	85185	37350	93614	15351
71059	07496	38404	18126	37894	44991	45777	02070	38159	23930
45478	86066	31135	33243	01190	47277	55146	56130	70117	83203
97246	91121	89437	20393	76598	99458	76665	83793	37448	32664
22982	25936	96417	34845	28942	65569	38253	77182	12996	19505
48243	62993	47132	85248	79160	90981	71696	79609	33809	60839
93514	14915	67960	82203	22598	94802	75332	95585	69542	79924
69707	98303	93069	16216	01542	51771	16833	20922	94415	27617
87467	91794	70814	12743	17543	04057	71231	11309	32780	83270
81006	81498	59375	30502	44868	81279	23585	49678	70014	10523
15458	83481	50187	43375	56644	72076	59403	65469	74760	69509
33469	12510	23095	48016	22064	39774	07373	10555	33345	21787
67198	07176	65996	18317	83083	11921	06254	68437	59481	54778
58037	92261	85504	55690	63488	26451	43223	38009	50567	09191
84983	68312	25519	56158	22390	12823	92390	28947	36708	25393
35554	02935	72889	68772	79774	14336	50716	63003	86391	94074
04368	17632	50962	71908	13105	76285	31819	16884	11665	16594
81311	60479	69985	30952	93067	70056	55229	83226	22555	66447
03823	89887	55828	74452	21692	55847	15960	47521	27784	25728
80422	65437	38797	56261	88300	35980	56656	45662	29219	49257
61307	49468	43344	43700	14074	19739	03275	99444	62545	23720
83873	82557	10002	80093	74645	33109	15281	38759	09342	69408
38110	16855	28922	93758	22885	36706	92542	60270	99599	17983
43892	91189	87226	56935	99836	85489	89693	49475	31941	78065
93683	09664	53927	49885	94979	88848	42642	93218	80305	49428
32748	02121	11972	96914	83264	89016	45140	20362	63242	86255
49211	92963	38625	65312	52156	36400	67050	64058	45489	24165
63365	64224	69475	57512	85097	05054	88673	96593	00902	53320
63576	26373	44610	43748	90399	06770	71609	90916	69002	57180
41078	47036	65524	68466	77613	20076	71969	47706	22506	81053
70846	89558	64173	15381	67322	70097	82363	90767	17879	32697
68800	64492	20162	32707	69510	82465	26821	79917	34615	35820
44977	89525	51269	63747	30997	97213	53016	65909	05723	50168
79354	63847	24395	53679	07667	67993	24634	78867	78516	00448
14954	22299	40156	52685	19093	06090	23800	06739	76836	19050
01711	98439	09446	33937	98956	85676	89493	05132	45886	49379
62328	55328	45738	93940	15772	81975	91017	21387	57949	13992
73004	62109	81907	71077	50322	66093	79921	61412	18347	21115
34218	89445	03609	52336	19005	15179	94958	99448	11612	76981
99159	01968	45886	86875	05196	64297	59339	39878	61548	56442
92858	29949	15817	93372	34732	61584	72007	58597	43802	51066
27396	97477	65554	71601	01540	26509	19487	39684	18676	41219
37103	45309	30129	43380	66638	10841	77292	40288	25826	61431
57347	97012	48428	20606	54138	75716	23741	50462	13221	47216

Appendix 7- Ethical Approval Letter

Curtin University

Research Office at Curtin

GPO Box U1987
Perth Western Australia 6845

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Facsimile +61 8 9266 3793
Web research.curtin.edu.au

05-Jul-2019

Name: Sean Lee
Department/School: School of Marketing
Email: Sean.Lee@curtin.edu.au

Dear Sean Lee

RE: Ethics Office approval
Approval number: HRE2019-0420

Thank you for submitting your application to the Human Research Ethics Office for the project **Explaining Convention Participants' Behavioural Intention Using the Value-Attitude-Behaviour Approach**.

Your application was reviewed through the Curtin University Low risk review process.

The review outcome is: **Approved**.

Your proposal meets the requirements described in the National Health and Medical Research Council's (NHMRC) *National Statement on Ethical Conduct in Human Research (2007)*.

Approval is granted for a period of one year from **05-Jul-2019** to **04-Jul-2020**. Continuation of approval will be granted on an annual basis following submission of an annual report.

Personnel authorised to work on this project:

Name	Role
Lee, Sean	
Ho, Jie Min	Co-Inv

Approved documents:

Document

Standard conditions of approval

1. Research must be conducted according to the approved proposal
2. Report in a timely manner anything that might warrant review of ethical approval of the project including:
   - proposed changes to the approved proposal or conduct of the study
   - unanticipated problems that might affect continued ethical acceptability of the project
   - major deviations from the approved proposal and/or regulatory guidelines
   - serious adverse events
3. Amendments to the proposal must be approved by the Human Research Ethics Office before they are implemented (except where an amendment is undertaken to eliminate an immediate risk to participants)
4. An annual progress report must be submitted to the Human Research Ethics Office on or before the anniversary of approval and a completion

report submitted on completion of the project

5. Personnel working on this project must be adequately qualified by education, training and experience for their role, or supervised
6. Personnel must disclose any actual or potential conflicts of interest, including any financial or other interest or affiliation, that bears on this project
7. Changes to personnel working on this project must be reported to the Human Research Ethics Office
8. Data and primary materials must be retained and stored in accordance with the Western Australian University Sector Disposal Authority (WAUSDA) and the Curtin University Research Data and Primary Materials policy
9. Where practicable, results of the research should be made available to the research participants in a timely and clear manner
10. Unless prohibited by contractual obligations, results of the research should be disseminated in a manner that will allow public scrutiny; the Human Research Ethics Office must be informed of any constraints on publication
11. Approval is dependent upon ongoing compliance of the research with the Australian Code for the Responsible Conduct of Research, the National Statement on Ethical Conduct in Human Research, applicable legal requirements, and with Curtin University policies, procedures and governance requirements
12. The Human Research Ethics Office may conduct audits on a portion of approved projects.

Special Conditions of Approval

Nil

This letter constitutes low risk/negligible risk approval only. This project may not proceed until you have met all of the Curtin University research governance requirements.

Should you have any queries regarding consideration of your project, please contact the Ethics Support Officer for your faculty or the Ethics Office at hrec@curtin.edu.au or on 9266 2784.

Yours sincerely

Amy Bowater
Ethics, Team Lead