

# A Study on the Relationship among Experience Inducing Factors, Experience Satisfaction, and Behavioral Intention: Centered on the 6th Industry

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## Abstract

*This study conducted both literature research and empirical research to achieve the purpose of the study. For the empirical analysis, a survey was conducted for 28 days from February 1, 2020 to February 28, 2020. The subjects of the survey were those who visited the 6th industrial experience center in South and North Gyeongsang Province. Prior to the hypothesis verification, frequency analysis, reliability analysis, validity analysis, and correlation analysis were conducted in order to determine whether the data is appropriate. The results of the empirical analysis showed that cognitive, emotional, social factors, and the factors that induce the experience of the 6th industry presented in this study have a positive effect on the experience satisfaction. In addition, experience satisfaction had a positive effect on behavioral intention after perceiving the satisfaction of the 6th industry's experience inducement factor. The implication of this study is that the factors that can induce experience are very important for the visitors who want to experience the 6th industry. Furthermore, experience satisfaction in the 6th industry is proven as a key factor to have a positive impact on the behavior intention of visitors afterward.*

**Keywords:** *The 6th industry, Farming-and-fishing-village experience, Experience inducing factors, Satisfaction, Behavior intention*

## 1. Introduction

The 6th industry is a concept that started to spread in Japan in the mid 1990s, and that of experience is widely spread in South Korea. The experience in the 6th industry is a thing that various programs of experience are developed and operated by utilizing amenities in rural area, fishing and mountain villages. This is the concept that it is based on the amenity of agriculture, fishing, and mountain village, that the design sense of the city is employed, and that programs including systematic mix of attractions, food, and entertainment are developed and operated [1].

Therefore, in 2015, the government announced and promoted the agricultural and fishing village policy of 6th industrialization of agriculture and fisheries by fusing high technology, agriculture and fisheries to power new growth of agriculture, fisheries and food industry. This policy is to promote industrialization after fusion and integration of the second and third industries based on agricultural and fishing village resources, and the activation of agriculture

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and fishing village tourism is added. To achieve the end, the government is developing an experience program for farming and fishing villages in the process of searching for how to revitalize rural tourism by integrating and managing tourism resources such as experience villages and natural recreation forests to increase income.

Therefore, this study focuses on the experience of the 6th industry in Korea and aims to investigate the effects of experience satisfaction of the 6th industry on the behavioral intention of the visitors in the future. Also, the distinct factors of experience factors are to be found through empirical analysis so that urban residents have experience value of the 6th industry and lead to revisit and recommendation in the future. The findings from this study is expected to a precious basic data to improve efficiency and effectiveness of the 6th industry.

## 2. Theoretical background

### 2.1. The concept and definition of the 6th Industry

The Rural Development Administration, a government agency, defined the 6th industry as a form of generating new income and a model of community activation in agriculture by creating added value integrating processing (second industry), distribution, tourism, and services (third industry) based on production activities (first industry).[2] And Ministry of Agriculture, Food and Rural Affairs, which is in charge of the 6th industry, defines it as a complex industry that utilizes the tangible and intangible resources of farming, fishing, and mountain areas (first industry) and combines secondary industry-such as food, local specialty product manufacturing and processing-with tertiary industry, or a service industry. It is defined as an industry in which production, processing and tourism are combined [3].

Tnaiguchi et al. defined it as the industry in which agriculture and forestry fisheries (first industry) manufacturing (second industry), provincial retail industry, and information and tourism services (third industry) are trying to integrally revitalize regional economy through diversification of agriculture and forestry fisheries, pursuing the convergence between each industry and creating added value utilizing local resources. [4] Lee Hyeon-jeong defined the 6th industry as the activity of improving the quality of life of rural areas through revitalization of rural economy followed by the increase of farm households while combining the first industry of agricultural production using local resources with the second industry of processing agricultural products, and with the third industry of rural experience, dining out, and tourism [5].

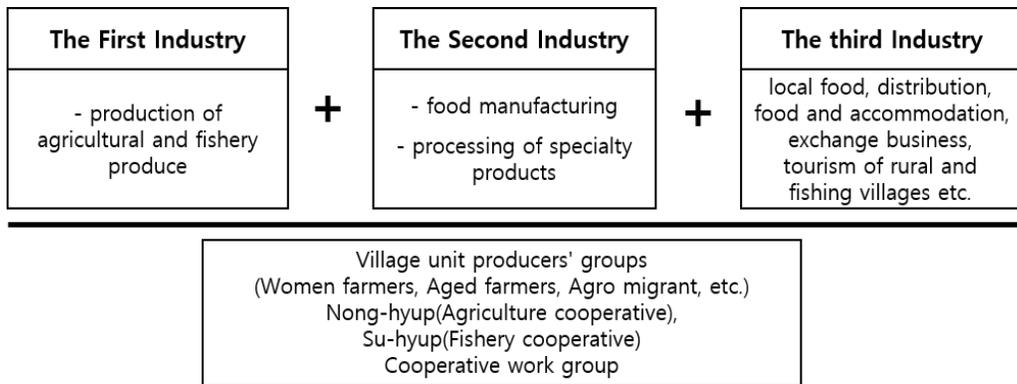


Figure 1. The concept of the 6th industrialization [6]

## **2.2. Experience**

Schmitt said that experience is a response to stimulus such as marketing effort before or after marketing, and it occurs from advance direct observation and its following participation [7]. Lee suggested that, though most studies say that experience is an on-site and practical approaches in that it provides actual experience, experience can be presented as a more psychological aspect if experience can be explained by defining the relationship between subject and object from a sociological point of view [8].

## **2.3. Satisfaction**

Oliver says that satisfaction is a judgement or response to general feelings perceived as 'pleasant' or 'unpleasant' in the course of customers' experience of goods and services [9]. In addition, Olsen & Johnson referred to the satisfaction as the evaluation or recognition of customer's preferential choice for a specific transaction or the response to customer's evaluation or service transaction through a specific experience [10]. As such, satisfaction is the evaluation with favorable or unfavorable emotions appearing in customers' various experiences and their accumulated evaluations.

## **2.4. Behavior intention**

Boulding et al. viewed behavioral intention as subjective functionality in which intention meaning individual subjective state is perceived as an intermediate variable between individual attitudes and behaviors, and defined it as individual will and belief to represent specific future behavior or customer's preference [11]. Song Kyung-seop defined behavioral intention as the will and belief of an individual who forms an attitude toward an object and tries to express it as a specific future behavior. He composed behavioral intention with recommendation intention and revisit intention [12].

# **3. Research design**

## **3.1. Data collection and research methods**

To achieve the purpose, a survey was made from February 1, 2020 to February 28, 2020 for those who experienced the 6th industry at the 6th industry experience center in Gyeongsangbuk-do. The questionnaire was written by the personal self-registration method by face-to-face. 300 copies of questionnaire were distributed and 274 copies among them were returned. 262 copies of the collected questionnaires were used for the final study except for 12 insincere responses.

In addition, this study conducted demographic analysis, reliability and validity analysis, and correlation analysis. This is to confirm the reliability and suitability of the data prior to the hypothesis verification. Hypothesis verification through verified data was performed by multiple regression analysis.

## **3.2. Research model and research hypothesis**

For achieving the purpose of this study, a research model in [Figure 2] is presented based on literature research and previous studies. And this study aims to establish and prove the following hypotheses on the premise that the 6th industry experience inducement factors will have a relevant impact on experience satisfaction and behavioral intention.

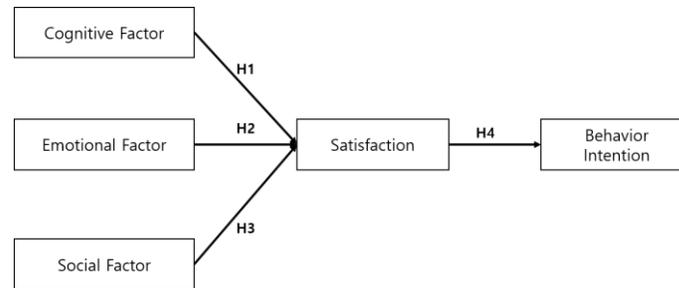


Figure 2. Research model

- H 1: Cognitive factor will have a relevant impact on satisfaction.
- H 2: Emotional factor will have a relevant impact on satisfaction
- H 3: Social factor will have a relevant impact on satisfaction
- H 4: Satisfaction will have a relevant impact on behavior intention

### 3.3. Operational definition of variables

The metric for cognitive factors are interest stimulation, curiosity stimulation, various experiences, and creative thinking were measured. The metric of the enemy factors are beautifulness of the environment around the experience center, satisfaction of the food at the experience center, comfortable feeling during the experience activity, and stress relief through experience activities. The metric of the social factors are four questions such as increase of intimacy with family or acquaintances through experiential activities, sharing experience, positive interpersonal relationship in social life through experiential activities, and changes in daily life through experiential activities. The metric of the experience are satisfaction with experience site selection, satisfaction with visit to experience site, kindness of experience worker, and overall satisfaction. The metric of the behavioral intention are active introduction to family, relatives, acquaintances, pride on family, relatives, acquaintances, family, relatives, acquaintances, and re-visit with family, relatives, acquaintances.

## 4. Empirical analysis

### 4.1. Reliability and validity

Prior to the analysis of reliability and validity, KMO (Kaiser-Meyer-Olkin) sample conformity measure and Bartlet's spherical verification result was conducted in order for measures to be available for factor analysis. KMO sample conformity measure was .775. Bartlet spherical verification result was 1409.095 and degree of freedom was 136, which is appropriate for factor analysis. As a result of factor analysis, the commonness of the measurement variables was .312 ~ .750, and the explanatory variance by these factors was 62.097%.

Chonbach' s  $\alpha$  value, a standard to determine reliability, was 0.775 for social factor, 0.784 for behavior intention, 0.675 for satisfaction, 0.612 for cognitive factor, and 0.726 for behavior intention. The rest of the variables except satisfaction and cognitive factors show more than 0.7 which satisfies the standard value of internal consistency evaluation.

### 4.2. Correlation analysis

The result of analysis on correlation in this study is seen to be relevant as the [Table 1] shows. As a result of analysis, the correlation coefficient value does not appear to be more than .7. So it is judged that there is no problem with multicollinearity.

Table 1. The result of analysis on correlation

variables	emotional factor	social factor	cognitive factor	satisfaction	behavior intention
emotional factor	1				
social factor	.066	1			
cognitive factor	.283**	.289**	1		
satisfaction	.210**	.240**	.298**	1	
behavior intention	.345**	.273**	.342**	.399**	1

### 4.3. The relationship between experience inducing factors and satisfaction

[Table 2] shows the result of multiple regression analysis to test hypothesis 1, hypothesis 2, and hypothesis 3 concerning the influence of satisfaction by experience inducing factor. As a result of regression coefficient of experience inducing factor in the 6th industry, cognitive factors ( $t=3.326$ ,  $p=.001$ ), emotional factors ( $t=2.305$ ,  $p=.022$ ), and social factors ( $t=2.811$ ,  $p=.005$ ) were all statistically significant. Therefore, hypothesis 1, hypothesis 2, and hypothesis 3 were supported.

In summary, cognitive, emotional, and social factors as the experience inducing factors of the 6th industry were all factors that affect the satisfaction of the visitors. It turns out that experience inducing factors are very important for visitors who want to experience the 6th industry. In addition, workers in the 6th industry are thought to be very helpful in inducing visitors if they add other factors other than experience inducing factors suggested in this study.

Table 2. The result of analysis between experience inducing factors and satisfaction

model	nonstandardization coefficient		standardization coefficient	t	significant probability	collinearity statistic	
	B	Error	Beta			tolerance	VIF
(constant)	2.367	.331		7.141	.000		
cognitive factor	.223	.067	.210	3.326**	.001	.846	1.182
emotional factor	.093	.040	.139	2.305*	.022	.920	1.087
social factor	.155	.055	.170	2.811**	.005	.916	1.092

\* $p<.05$  \*\* $p<.01$  \*\*\* $p<.001$

### 4.4. The relationship between satisfaction and behavioral intention

The results of simple regression analysis to verify hypothesis 4 on the effect of experiential satisfaction on behavioral intention after the perception of experiential satisfaction in the 6th industry are as follows. As a result of testing on regression coefficient, visitors' satisfaction ( $t=7.021$ ,  $p=.000$ ) was statistically coefficient. Therefore, the hypothesis 4 was supported.

In summary, experiential satisfaction in the 6th industry is a very important factor influencing positively on visitors' behavior intention afterwards. In addition, it can be seen

that the three factors of the experience inducement presented in this study should be focused so as to inspire the satisfaction of the visitors. Therefore, in order to achieve the development and sustainability of the 6th industry, efforts should be made to develop various experience programs encouraging the satisfaction of the visitors.

Table 3. The result of analysis on the influence relation between satisfaction and behavior intention

model	nonstandardization coefficient		standardization coefficient	t	significant probability	collinearity statistic	
	B	Error	Beta			tolerance	VIF
(constant)	2.180	.312		6.982	.000		
satisfaction	.494	.070	.399	7.021***	.000	1.000	1.000

\* $p < .05$  \*\* $p < .01$  \*\*\* $p < .001$

## 5. Conclusion

This study conducted both literature research and empirical research to achieve the purpose of the study. For the empirical analysis, a survey was conducted for 28 days from February 1, 2020 to February 28, 2020. The subjects of the survey were those who visited the 6th industrial experience center in South and North Gyeongsang Province. Data distribution and collection were conducted by questionnaire method, and the collected data were analyzed using SPSS Ver.25, a statistical package program. Prior to the hypothesis verification, frequency analysis, reliability analysis, validity analysis, and correlation analysis were conducted to determine the appropriateness of data. Multiple regression analysis was conducted to verify the hypothesis through which the results of the study were derived. Based on the result of research, the findings, implications of this study, and future research directions were presented.

The findings acquired by empirical analysis suggest that the experience inducing factors in the 6th industry such as cognitive factor, emotional factor and social factor have positive effects on satisfaction. In addition, the satisfaction of experience has a positive impact on behavior intention after the perception of satisfaction with experience inducing factors. The implication of these findings is that the factors that can induce experience are very important for the visitors who want to experience the 6th industry. And, it was found that experience satisfaction in the 6th industry is a very important factor that has a positive effect on the behavioral intention of the visitors in the future. Therefore, efforts are needed to encourage the satisfaction of the visitors for the development and sustainability of the 6th industry.

Despite these fruitful results of research, this study has limitations in generalization in that it set up a sample only for visitors who visited the 6th industrial experience center in Gyeongsangnam-do. In the future, it is hoped that the in-depth research will be carried out to attract visitors to the 6th industry and to generalize it for continuous development through the collection of regional limitations and extensive samples.

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