

The Impacts of Experiential Factors on Satisfaction and Behavioral Intention: An Empirical Study in the 6th Industry

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Abstract. As South Korea has made rapid growth until the 2000s, the implementation of the five-day workweek and the five-day school week system has been made in a full scale, which leads to an increase in leisure time and an improvement in the level of household consumption. Now, the consumption of leisure leads to active consumption of other cultures beyond simple rest or recharging in the past, and the desire for experiential leisure activities is increasing by directly participating rather than passive leisure activities. This environmental change brought new challenges to rural areas, which is called the sixth industry.

Because the 6th industry is relatively recently implemented in Korea, it has been slowly developed than other industries. Though the government makes a lot of administrative and monetary support in policy, its effectiveness is not significant. Moreover, most previous studies relevant to the 6th industry were useful for proposing policy alternatives for the more activated 6th industry, but most of them tended to focus on some factors of activation of the industry.

Therefore, 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. As for data distribution and collection, questionnaire method was used, and the collected data were analyzed using SPSS Ver.25 which is a statistical package program. Prior to the hypothesis verification, frequency analysis, reliability analysis, validity analysis, and correlation analysis were conducted to determine whether the data is appropriate. Multiple regression analysis was also conducted to verify the hypothesis through which the results of the study were derived. Based on the results of this study, the conclusions and implications of this study and future research directions were presented.

The results out 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 afterwards. So, efforts are needed to encourage the satisfaction of 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.

Keywords: The 6th industry, farming-and-fishing-village experience, experience inducing factors, satisfaction, behavioral intention.

1. Introduction

As Korea economy has rapidly grown until the 2000s, the five-day workweek and the five-day school week system has become implemented at full scale, which leads to an increase not only in leisure time but also in the level of household consumption. The consumption of leisure is now leading to active consumption of other cultures beyond the level of rest or recharging in the past, and the desire for experiential leisure activities is increasing by directly participating rather than passive leisure activities. In addition, Davos Forum held in 2019 predicted that the boom of experience economy will be in surge. So many scholars are paying attention to the economic value of experiential leisure activity.

Since the 1960s, A full-scale influx of rural population to urban areas has been made due to the industrialization, which led to rapid decline in the population of rural areas and aging problems, leading to the deterioration of rural areas' economic foundation. Therefore, to revitalize tourism in rural areas, Korea enacted the Act on the Promotion of Exchange between Urban and Rural Areas in 2008. This law aims not only to develop and distribute experiential education programs that is focused on farming and fishing village experience and recreational village projects, but also to promote urban-farming village exchanges by supporting the training and promotion of professional manpower. So, the government attempts to integrate the 6th industry into farming and fishing villages.

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 (Choi, 2020). 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 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.

However, in Korea, because the policy has been recently implemented and the field is slow in its development compared to other industries, effectiveness is not showing itself much though a lot of administrative and financial support has been made. Furthermore, though most previous studies related to the 6th industry were useful for suggesting policy alternatives for the activation of the 6th industry, there is a limitation that the implementation was mostly focused on activation factors.

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. Therefore, 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. As for data distribution and collection, questionnaire method was used, and the collected data were analyzed using SPSS Ver.25 which is a statistical package program. 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. Multiple regression analysis was also conducted to verify the hypothesis through which the results of the study were derived. Based on the results of this study, the conclusions and implications of this study and future research directions were presented.

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). www.rda.go.kr (2020) 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 (www.mafra.go.kr, 2020). Furthermore, Korea Agency of Education, Promotion and Information Service in Food, Agriculture, Fishing and Fisheries states that the 6th industry is a means of revitalizing the local economy by creating newly added value and local jobs through the fusion of the secondary industry, such as manufacturing and processing that use the tangible and intangible resources of farming and fishing villages, and the service-centered tertiary industry like experience and tourism (<https://www.6차산업.com>, 2020).

Taniguchi and Kim (2019) 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. Lee (2017) 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. Kim and Heo (2011) puts it as an industry in which farming areas are in charge of executing both the second industry, such as processing of produce and local specialties, and the third industry, such as direct sales, restaurants, lodging, and tourism.

Though the concept of the 6th industry varies depending on governmental agencies and scholars, it is generally accepted that the 6th industry is one that promotes diversification of agriculture and comprehensive industrialization (1st + 2nd + 3rd = 6th) by fusing production of the first industry (agriculture, forestry, and fishery), secondary processing industry, and tertiary service.

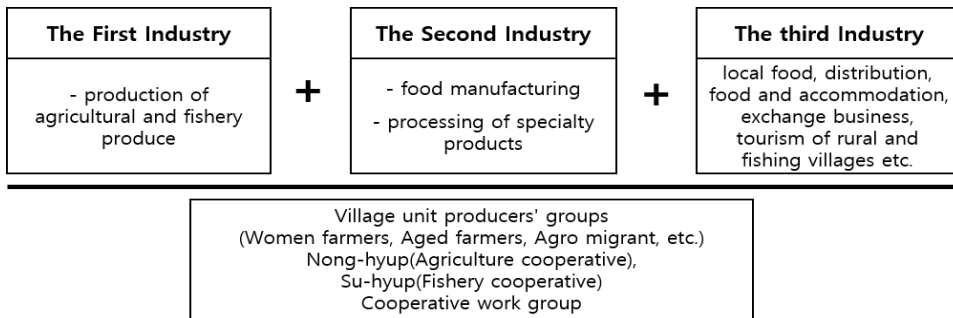


Fig. 1: The concept of the 6th industrialization (Park, 2019).

2.2. The Concept of Experience and Experience Theory

The Rural Development Administration, a government agency, defined the 6th industry A dictionary puts it, “experience means going through for oneself or undergoing such thing”. The experience in psychological terms is said to be a fundamental thing, not mixed with intelligence, language, and habits, unlike the mental processes and experiences directly gone through by the organism. On the other hand, the experience in the philosophical aspect is a vivid, conscious process or content which can be directly seen in an individual's mind before he or she divides it into subjectivity and objectivity.

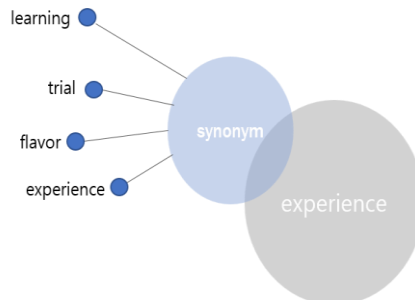


Fig. 2: Related words of experience (Rho, 2012).

However, scholars have various views on experience. Schmitt (1999) 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 (Schmitt, 1999). Lee (2006) 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. Furthermore, Han and Um (2005) suggested that experience is a commercial product that can induce a spontaneous and physical participation on the part of customers by providing the chance to satisfy their inner desires and positive feelings, which can accordingly be explained with various concepts such as newness, enjoyment, absorption, optimal arousal, heightened

sociality, deviation from daily routine, and knowledge acquirement.

Marketing in the past emphasized benefits and functions, but in recent years, the era of experiential marketing emphasizing the experience itself has come. Traditional marketing emphasizes the characteristics of products and benefits and centers on how consumers process the information of marketing stimulus. However, experience marketing centers on the experience in itself on products and services, and further the purpose of experience marketing means selling a full-scale experience consumers go through.

The representative approaches to experiential marketing can be divided into experiential marketing of Schmitt and experiential economy of Pine & Gilmore.

First, Schmitt says that experiential marketing improve the value of products, brands and corporations and focuses somewhat on the function of products and services. Furthermore, he sets experience up as five types of sensation, emotion, cognition, relationship, and behavior and insists that these types should be provided in order to achieve the purposes such as product sales and improvement of brand image.

Table 1: Schmitt's strategical experience module (Shim, 2016)

Division	Content
Experience of Sensation	Sensory experience is to convey the beauty, excitement, and satisfaction of the subject by stimulating visual, auditory, olfactory, taste, and tactile sensation through the sensory organ.
Experience of Emotion	Experience of emotion is a marketing that appeals to people's emotions regardless of whether it is light or strong. This experience has a positive impact on brand attitude and purchase intention. The experience can be defined as affective experience.
Experience of Cognition	The purpose of cognitive experience is to change the perception of the company or brand positively by inducing customers to think creatively and elaborately through marketing that utilizes the thinking process of customers.
Experience of Behavior	The purpose of this experience is to change customers' life style by offering a chance to go through various physical experiences and to improve brand identity and loyalty. This experience also affects brand attitude and purchase intention positively.
Experience of Relationship	Experience of relationship is to activate the culture or group that consumers want to belong to, and to make them choose the reference group or reference appeal that can cause the differentiation of the social self of consumers. The key to the marketing is to connect people to groups and cultures as well as individuals through brands.

Second, Pine and Gilmore's experience economics defined experience as a super concept of how to increase the value of products (goods and services), and viewed it as the same as products. Namely, it means that, in order for economic goods and an organization's products to take a differentiated advantage, differentiated goods and services in terms of value of experience are required. Specifically, Pine & Gilmore

divided experience into entertainment, education, escape, and aesthetic factors according to the area of personal and environmental factors.

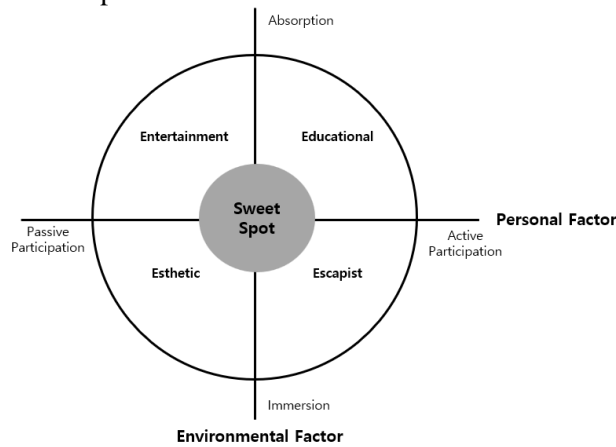


Fig. 3: Pine & Gilmore's experience components (Ju and Jung, 2020).

2.3. Satisfaction

The term's satisfaction derived from the Latin words 'satis(enough)' and 'facere(to do or make)'. From the perspective of etymology, satisfaction means filing or fulfillment. The concept of satisfaction developed in psychology refers to a state of liking or satisfying without lack of meaning in dictionary meaning, and has long been defined by many scholars in the literature of business administration and tourism (Park, 2018). In particular, studies on satisfaction in tourism have been actively conducted (Min, 2014). Oliver (1980) 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. In addition, Olsen and Johnson (2003) 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. As such, satisfaction is the evaluation with favorable or unfavorable emotions appearing in customers' various experiences and their accumulated evaluations.

Based on the concept of satisfaction presented in previous studies, the concept of experiential satisfaction can be summarized as follows. Experience satisfaction is a concept of psychological composition that represent the ultimate purpose of experience and its entailing stage of experience, or the overall image of the experienced site that a person perceives through the evaluation of experience as a result of the interaction between customers' expectation on the site and their actual experience on it. Therefore, this study aims to define satisfaction as an overall evaluation or positive attitude toward the image that the experienter has about the whole activity.

2.4. Behavioral Intention

Behavioral intention means that a life form plans in advance to be physically or mentally active, and it can be said that it indicates whether to reuse a program, facility, or specific place (Baker, 2000). Boulding et al. (1993) 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. Sub (2002) 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. In addition, Kang (2011) stated that behavior intention is a subjective possibility and an intermediate variable between individual attitude and behavior, which means individual subjective state.

The concept of behavior intention suggested in the previous studies can be summarized as follows: Behavioral intention is a measure to predict the results after customer satisfaction, or an important factor to predict consumer behavior, and it is a plan to achieve a certain purpose. Therefore, behavior intention is a belief, attitude or a subjective will an individual can have before and after the experience, which can be defined as the possibility of being transferred to future behavior such as revisiting or recommending the customers' acquaintances.

3. Research Design

3.1. Research Method and Research Model

This study is to verify the effect of the 6th industry experience inducement factors on the satisfaction of the visitors and the behavioral intention in the future through empirical analysis. 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. For achieving the purpose of this study, a research model in Figure 4 is presented based on literature research and previous studies.

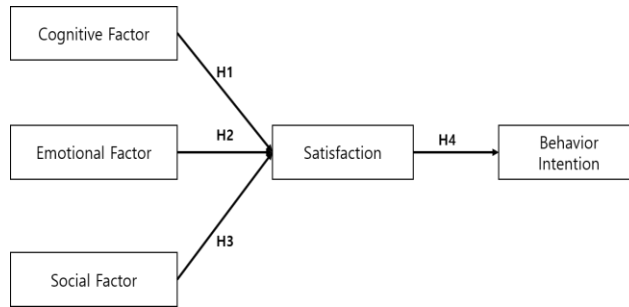


Fig. 4: Research model.

3.2. Research Hypothesis

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.

- H1 Cognitive factor will have a relevant impact on satisfaction.
- H2 Emotional factor will have a relevant impact on satisfaction
- H3 Social factor will have a relevant impact on satisfaction
- H4 Satisfaction will have a relevant impact on behavior intention

3.3. Operational Definition of Variables

Operational definition of variables used in this study follows as such.

Cognitive factor is an experience factor for the purpose of interest, curiosity and pursuit of variety that our brains make. Four items of interest stimulation, curiosity stimulation, various experiences, and creative thinking were measured.

This study defines emotional factor as experience factors such as aesthetics, comfort, stress relief, and satisfaction. The measurement items are four items of 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.

Social factors are defined as experiential factors aimed at pursuing intimacy formation, experience sharing, and changes in social life. The measurement items 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.

Experience satisfaction is defined as emotion, affective component, and overall evaluation after experiencing the 6th industry experience service. The measurement items are four items: satisfaction with experience site selection, satisfaction with visit to experience site, kindness of experience worker, and overall satisfaction.

The behavioral intention is defined as the intention to deliver the positive contents of the perceived service to the surrounding people or to visit again based on the 6th industry experience. The measurement items are four items: 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 for measures to be available for factor analysis. KMO sample conformity measure was 0.775. 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 0.312~0.750, and the explanatory variance by these factors was 62.097%.

Table 2: The results of on the exploratory factors of experience inducement, satisfaction, and behavioral intention

Measurement Items	Component					Extract	Cronbach’s a
	1	2	3	4	5		
Social Factor 4	.806					.750	.775
Social Factor 1	.786					.702	
Social Factor 2	.695					.702	
Social Factor 3	.681					.770	
Behavior Intention 2		.768				.380	.784
Behavior Intention 3		.757				.617	
Behavior Intention 4		.743				.689	
Behavior Intention 1		.641				.685	
Satisfaction 1			.781			.536	.675
Satisfaction 2			.778			.684	
Satisfaction 3			.640			.660	
Satisfaction 4			.502			.312	
Cognitive Factor 3				.776		.460	.612
Cognitive Factor 1				.773		.669	
Cognitive Factor 2				.589		.693	
Emotional Factor 1					.827	.636	.726
Emotional Factor 3					.824	.603	
Emotional Factor 4					.624	.614	
Eigen Value (total)	4.628	2.039	1.457	1.239	1.194		

Distribution (%)	27.222	11.994	8.568	7.289	7.028		
Accumulated Distribution (%)	27.222	39.216	47.785	55.073	62.097		
Notes: 1. KMO(Kaiser-Meyer-Olkin) = .775, 2. Bartlett = 1409.095, degrees of freedom = 136, significance probability = .000							

Cronbach’s α 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. Table 2 is the result showing reliability and validity of this research tool.

4.2. Correlation Analysis

The result of analysis on correlation in this study is seen to be relevant as the Table 3 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 3: 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

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

4.3. The Relationship between Experience Inducing Factors and Satisfaction

Table 4 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 4: 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 an especially important factor influencing positively on visitors' behavior intention afterwards. In addition, the three factors of the experience inducement presented in this study should be focused to inspire the satisfaction of the visitors. Therefore, 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 5: 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

The 6th industry is an area that South Korea has recently introduced and it is slow in its development compared to other industries. Although it takes a number of administrative and monetary supports in policy, its effectiveness is quite a bit limited. Besides, though most of the previous studies related to the 6th industry were useful for suggesting policy alternatives for promoting the 6th industry, most tend to be focused on elements to activate the industry.

This study focuses on the experience as a characteristic of the 6th industry in Korea and aims to conduct a survey on the effect of experience satisfaction of the 6th industry experience factors on the behavioral intention of the visitors in the

future. In addition, this study aims to find distinct factors of experience through empirical analysis so that urban residents can enjoy the experience of the 6th industry, which leads to revisit it and recommend the experience to others.

Therefore, 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 finding 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.

Acknowledgments

This research was support by the Tongmyong University of Research Grants 2018A024.

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