

# Slow Food in China: An Exploratory Study

by  
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A thesis  
presented to the University of Waterloo  
in fulfillment of the  
thesis requirement for the degree of  
Master of Arts  
in  
Recreation and Leisure Studies

Waterloo, Ontario, Canada, 2015

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## **Author's Declaration**

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

## Abstract

The Slow Food movement, since 1985, has been drawing more and more western people's attention to 'good, clean, and fair' food standards and the preservation of local culture and businesses (Slow Food, 2014). The idea has been introduced to China for over ten years, and the movement has been spread to four big cities in the country. However, there exists very limited research about this movement's development. To fill in the knowledge gap, this thesis aims to explore how far the Slow Food movement has reached in China by analyzing Chinese Slow Food event attendees, and to provide some practical suggestions for Slow Food event organizers for their future event planning.

By distributing self-administrated questionnaires to Chinese Slow Food event attendees in Beijing, China, from September 5<sup>th</sup> to October 10<sup>th</sup>, the researcher has collected a total of 221 valid questionnaires. Both univariate and multivariate analysis have been conducted to analyze these quantitative data.

Generally speaking, the finding reveals that respondents who came to these events were mainly motivated by the excitement and food of the event. In terms of satisfaction, respondents, as a whole, were fairly satisfied with those events attended by them. The results also indicate that respondents' socio-demographic characteristics (*e.g.* gender, marital status and household income), their motivation, and their personal values, their food involvement level, all have affected their degree of satisfaction with Slow Food events. In regard to the acceptance level of the movement, most respondents were highly agreed that the Slow Food movement is important to Chinese people, and it should be known by more people in China. In addition, based on data

collected, the researcher has also put forward some practical suggestions for Slow Food event organizers at the end of research.

## **Acknowledgements**

I would first and foremost to thank my supervisor Professor Stephen Smith for sharing his pearls of wisdom with me during my research. Steve has been a tremendous mentor for my academic journey. He has been very open-minded to my various kinds of ideas and he has given me invaluable encouragements, guidance and feedbacks. I learnt a lot from my supervisor on how to do high quality research. I also learnt from him on how to be a generous and responsible person.

I would also like to thank my committee members, Dr. Steven Mock and Professor Sanjay Nepal, who gave me valuable suggestions on this research. I really appreciate Steven for introducing me the Schwartz's theory of basic values, which shortened my tedious survey and make my research more meaningful. I feel grateful to Sanjay for challenging me to think deeper about my topic and encouraging me to solve problems in different ways.

Most importantly, I want to express my special appreciation to my parents for their endless patience, understanding and encouragements. Both of my parents are kind-hearted, smart, and generous people, they are my role models who impetus me to become a better person. I would also like to thank my significant other, YZ. For me, he is an extremely smart mathematician, data scientist, technical supporter, and soul mate. His support was a great encouragement for me to go through the journey.

Finally, I want to thank all my Recreation and Leisure Studies department's friends. Thank you so much for making my experience in Canada so memorable. I really learnt a lot from you all.

# Table of Contents

Author's Declaration .....	ii
Abstract .....	iii
Acknowledgements .....	v
List of Figures .....	ix
List of Tables.....	x
Chapter 1: Introduction .....	1
1.1. Purpose Statement and Research Goal .....	4
1.2. Research Objectives .....	4
1.3. Contribution of the Study .....	5
Chapter 2: Literature Review .....	6
2.1. Introduction .....	6
2.2. Introduction to the Slow Food Movement.....	6
2.3. The Development of Slow Food Movement .....	8
2.4. The Snail in the World: Slow Food in Different Countries.....	10
2.5. The Food Trends in China.....	14
2.6. The Food Issues in China .....	17
2.7. The Ongoing Value Changes.....	20
2.8. Motivations.....	22
2.9. Satisfaction of Event Attendees.....	26
2.10. The Tourism Product.....	30
2.11. Personal Values .....	32
2.12. Food Involvement.....	33
Chapter 3: Research Method .....	35
3.1. Introduction .....	35
3.2. Research Questions .....	35
3.3. Operationalization of Variables.....	35
3.3.1. Social-demographic Variables.....	35
3.3.2. Attendees Motivations.....	36
3.3.3. Attendees' Level of Satisfaction .....	37
3.3.4. Attendees' Acceptance Level of the Slow Food Movement .....	38
3.3.5. Attendees Food Involvement Level.....	38

3.3.6. Attendees' Personal Values.....	39
3.4. Research Design.....	40
3.4.1. The Study location: China.....	40
3.4.2. The Study Population and Sampling Frame.....	40
3.4.3. Sampling Technique.....	40
3.5. Data Analysis .....	43
3.5.1. Testing the Reliabilities of the Study's Scales .....	44
Chapter 4: Research Findings.....	45
4.1. Introduction .....	45
4.2. Data Collection Process.....	45
4.3. Profile of Respondents .....	46
4.4. Reliability of the Measurement Scale.....	48
4.5. Answering Research Questions.....	49
4.5.1. Answering Research Question 1 .....	49
4.5.2. Answering Research Question 2 .....	51
4.5.3. Answering Research Question 3 .....	52
4.5.4. Answering Research Question 4 .....	53
<u>Explaining the Relations between Event participants' Socio-Demographics and Overall Satisfaction</u> .....	55
<u>Explaining the Relations between Event Participants' Motivations and Overall Satisfaction</u> .....	58
<u>Explaining the Relations between Event Participants' Satisfactions Items and Overall Satisfaction</u> .	62
<u>Explaining the Relations between Event Participants' Personal Value and Overall Satisfaction</u> .....	65
<u>Explaining the Relations between Event Participants' Food Involvement Level and Overall Satisfaction</u> .....	68
4.5.5. Answering Research Question 5 .....	70
Chapter 5: Conclusions and Discussions.....	71
5.1. Introduction .....	71
5.2. Summary and Discussion of the Findings .....	71
5.3. Information Sources of Slow Food Events.....	71
5.4. Demographics of Event Attendees .....	73
5.5. Event Attendees' Motivations Study.....	74
5.6. Event Attendees' Satisfaction .....	75

5.7. Event Attendees' Personal Values.....	76
5.8. Event Attendees' Food Involvement Level.....	77
5.9. Factors Influencing Event Participants' Overall Satisfaction.....	77
5.10. Event Attendees' Acceptance Level of Slow Food.....	79
5.11. Practical Implications.....	80
5.12. Strength and Weakness of the study.....	81
5.13. Recommendations for Future Research.....	81
References.....	83
Appendix A: Slow Food Movement Event Attendees' Questionnaire.....	107

## List of Figures

Figure 1 <i>China Agriculture Map</i> (Source: China tourist map, 2014).....	15
Figure 2 <i>Disconfirmation of Expectations Model (DEM)</i> (Source: Van Leeuwan et al. (2002) .....	30
Figure 3 <i>the Generic Tourism Product</i> (Source: Smith, 1994) .....	31
Figure 4 <i>How did People Know about Slow Food Events</i> .....	47

## List of Tables

Table 1 <i>Slow Food USA Activities</i> (Source: Slow Food USA, 2014) .....	11
Table 2 <i>Slow Food UK Activities</i> (Source: Slow Food UK, 2014) .....	12
Table 3 <i>Slow Food Australia Activities</i> (Source: Slow Food Australia, 2014) .....	13
Table 4 <i>per Capita Annual Purchases of Major Commodities of Urban Households (in CNY)</i> (Source: China Statistical Year Book, 2013) .....	17
Table 5 <i>Summary of Selected Literature on Festival and Event Motivations</i> (Source: Lee et al., 2004, p. 63) .....	24
Table 6: <i>the 19 values in the refined theory from Schwartz</i> (Source: Schwartz et al., 2012).....	32
Table 7 <i>Motivational Dimensions and Twenty-two Motivational items for the Study</i> adapted from Uysal et al. (1993) and Chang & Yuan (2011).....	36
Table 8 <i>Thirteen- items to Measure Attendees' Satisfaction</i> (Source: Smith, 1994).....	37
Table 9 <i>Modified Food Involvement Items</i> (Source: Hu, Banyai, and Smith, 2013).....	39
Table 10 <i>modified Schwatz' theory of Basic Values</i> (Source: Schwatz et al. 2002) .....	39
Table 12 <i>Summary of Survey Collection</i> .....	46
Table 13 <i>the Information Sources of How Slow Food Event Attendees Knew about the Event</i> .....	46
Table 14 <i>Socio-Demographics of Respondents</i> .....	48
Table 15: <i>Reliability Coefficients of Scales Used in the Study</i> .....	49
Table 16 <i>Motivational Items for Attending Slow Food Events</i> .....	50
Table 17 <i>Slow Food Event Attendees' Satisfaction</i> .....	51
Table 18 <i>Overall Satisfaction</i> .....	52
Table 19 <i>Ranking Satisfaction Items</i> .....	53
Table 20 <i>Respondents' Personal Values</i> .....	54
Table 21 <i>Respondents' Food Involvement Level</i> .....	55
Table 22 <i>ANOVA of Overall Satisfaction in terms of Socio-Demographics</i> .....	57
Table 23 <i>Independent Sample t-test of Overall Satisfaction in terms of Gender</i> .....	58
Table 24 <i>Factor Analysis of Motivational Items</i> .....	59
Table 25 <i>Pearson Correlation between Motivational Items and Overall Satisfaction</i> .....	60
Table 26 <i>Regression Analysis of Motivational Items Explaining Overall Satisfaction</i> .....	62
Table 27 <i>Factor Analysis of Satisfaction Items</i> .....	63
Table 28 <i>Pearson Correlation between Satisfaction items and Overall Satisfaction</i> .....	64
Table 29 <i>Regression Analysis of Satisfaction Items Explaining Overall Satisfaction</i> .....	65

Table 30 *Factor Analysis of Personal Value Items* ..... 65  
Table 31 *Pearson Correlation between Personal Value Items and Overall Satisfaction* ..... 67  
Table 32 *Regression Analysis of Personal Values Explaining Overall Satisfaction* ..... 68  
Table 33 *Factor Analysis of Food Involvement Items* ..... 68  
Table 34 *Pearson Correlation between Food Involvement Items and Overall Satisfaction* ..... 69  
Table 35 *Regression Analysis of Food Involvement Items Explaining Overall Satisfaction* ..... 70  
Table 36 *Respondents' Acceptance of Slow Food Movement* ..... 70

## Chapter 1: Introduction

Since the 1990s, people from the western countries have argued that the dominance of low-cost standardized fast food provided by global controlled corporations caused numerous negative effects on them. The conflicts also catalyzed people's attention to keywords, such as 'natural', 'local', 'fresh' and 'sustainable'. Against this background, the Slow Food movement was initiated and gained increasingly attention (Petrini, 2003).

The movement was founded by Carlo Petrini in 1986 (Petrini, 2003). The movement has grown rapidly from a simple protest against the opening of fast food restaurants to advocate 'good, clean and fair' food and aims to promote local cuisines and ingredients, traditional agriculture and cooking techniques, and pay for small-scale local labors (Petrini, 2003; Germov et al., 2011). The Slow Food has also grown rapidly from a local group in Italy to an international organization involving millions of people from 150 countries around the world as of early 2014 (Slow Food, 2014). The idea of Slow Food has seen prospering development in the first world, but there exist very limited development in developing countries (Slow Food, 2014). One possible reason for that is the idea is not well-known by people, since the Slow Food idea was introduced to the developing world only ten years ago (Donati, 2005). In Asia, where most countries, except for South Korea, Japan and Singapore, are still underdevelopment, half of Southern Asian countries, such as Bangladesh and Laos, do not have Slow Food chapters (Slow Food, 2014). But the reasons for that still remain unknown in literature.

China, currently, as one of the most fast developing third-world countries, is also being contaminated by the 'virus of globalization', which speeded up business, constructions, fashion and food (Zoninsein, 2012). From the perspective of way of living, the rapid development has been increasing people's, especially city-dwellers, disposable income, and transforming their life

styles, such as people are dining outside more often than before, but also changing their appetites, e.g. consuming more western fast food than before. The fast development in China, except for noticeable positive influences, caused numerous bad effects. The negative effects, such as food safety problems and health issues, make Chinese citizens are being pickier than before (Zoninsein, 2012). Rein (2012), the writer of *the End of Cheap China*, also pointed out that Chinese people nowadays would pay more to buy things with quality guaranteed. Despite the willingness to pay more, they have also developed the expectation on ‘slow down’ (slower pace of life, get rid of fast food restaurants) and have developed increasingly interests in sustainable, local, and safety-sealed food (Reilly, 2011).

With these changes of expectations, Slow Food was introduced to China by Mark Laabshas. As quoted from Laabshas “people in China preserve traditional planting methods in many part of the country, but most traditions are threatened by globalization in cities like Shanghai” (Quoted in MacDonald, 2012, para.7). The first Slow Food chapter in China was established in Shanghai in 2002 by Vincenzo de Luca, one of the first followers of Slow Food Italy back in the late 1980s (MacDonald, 2012). To protect Chinese cultures and traditions in a larger scale, the movement also spread to other four places in China, which are Beijing, Hong Kong, Macao, and Yunnan; they have built seven Slow Food chapters so far (Slow Food, 2014).

Events and festivals play an essential role in promoting images and ideas of a destination or a product (Jago, 1997); hence, people may at least have some knowledge of the place or the product after attending events or activities. Nowadays, food has been more and more significant in culture promotion, and food is an important component of attractiveness of an event or a destination (Chang & Yuan, 2011). In addition, food-related festivals can enhance local food economics, encourage the conservation of local food and biodiversity and even help sustain local

traditions (Hall et al., 2003). Given the characteristics of food-related events, to promote the idea of Slow Food in China, the most used tool is also holding events and festivals.

In China, each chapter holds events individually and differently. According to information from the Slow Food Shanghai Website, the major events are Slow Food monthly dinners and organic farm tour (Slow Food Shanghai, 2014). While in Beijing, they usually hold Slow Food movie event, organic or local food tasting, farm tour and some cooking workshops (Slow Food Beijing, 2014). In Macao, wine tasting, food and wine pairing and traditional cooking workshops are emphasized (Slow Food Macao, 2013). The Slow Food movement is emerging in the country. Yet the reality is, as indicated from the official Slow Food websites, the events organized by chapters in China seem not being held on a regular base and most of them are small-scale. *Terra Madre* (food communities) and Slow Food youth education, two important Slow Food functions, are missing from their events lists. In addition, according to information from some Slow Food event organizers separately in Beijing and Macao, usually one event only has 30 to 40 attendees, and in China, the movement is still not very well-known to the majority of population; the movement in China is weak and still needs more development (Baitone, C. personal communication, April 7<sup>th</sup>, 2014).

Why is the Slow Food organization in China still underdeveloped although it was introduced to China ten years ago? Can the movement fit into the Chinese culture? Why is *Terra Madre* and youth education about Slow Food International not included by Chinese Slow Food organization? How is Slow Food events in China organized? What is people's perception on Slow Food after attending events? What motivates people to attend Slow Food events? Do they feel satisfied after they attend events? Since there have been only limited studies on the Slow Food movement and

even fewer on Slow Food in China to date, no answers are available for these and other related questions.

Recent research on the Slow Food movement has focused on how the printed media have portrayed Slow Food (Germov et al., 2011), the relationship with politics (Sassatelli & Davolio, 2010), the ethics of Slow Food (Donati, 2005) and the movement's extensions to Slow City and Slow Travel. However, there has been very little empirical research on the Slow Food movement so far (Germov et al., 2011; Gaytan, 2007; Parkins & Craig, 2006; Leitch, 2003; Meneley, 2004; Miele & Murdoch, 2002). Meanwhile, in China, there is no evident or reports on Chinese people's acceptance level of Slow Food movement ever documented. In addition, another weakness in current literature is that many of the studies have studied visitors' motivation to attend (Hall et al. 2003; Hall & Mitchell, 2005; Yuan et al., 2005; Lei & Zhao, 2012) and event attendees' satisfaction and loyalty (Chadee & Mattsson, 1995). However, little research is conducted on food-related festivals (Cela et al., 2007; Nicholson & Pearce, 2001, Chang & Yuan, 2012; Hu, Banyan, & Smith, 2013).

### **1.1. Purpose Statement and Research Goal**

Given the aforementioned research need, the purpose of this research, through studying Chinese Slow Food events attendees' motivation, satisfaction, food involvement level, based on their personal value type, is to explore Chinese people's perception and acceptance of Slow Food.

### **1.2. Research Objectives**

The main objective of the research is to explore Chinese people's perception and acceptance of the Slow Food Movement.

1. To explore what motivate(s) Chinese people to attend slow food events.
2. To give an account of Chinese people's level of satisfactions after attending Slow Food

events.

3. To identify Chinese people's level of acceptance of the Slow Food movement.

### **1.3. Contribution of the Study**

The study is justified on the basis that the development of the Slow Food movement in China may provide benefits to Chinese people. If the motives, level of satisfactions of Slow Food attendees are studied, the planners can understand how to effectively tailor the events in the future. If the acceptance of the Slow Food idea in China is measured, the organization may, in the future, know how to modify the idea and fit the idea into other similar fast developing countries.

Furthermore, the study contributes to the body of knowledge of food-related events motivation and satisfaction research. The study also contributes to the empirical research on the Slow Food concept.

## Chapter 2: Literature Review

### 2.1. Introduction

This chapter is divided into two sections. The first section provides the context of the study through introducing the evolution of the Slow Food movement, the development of Slow Food in different countries, and the current food trends and issues in China. The second part reviews theories of motivations, satisfactions, personal values and the scale of food involvement, so as to offer a theoretical foundation for examining Chinese people's behavior on Slow Food events and perception on the Slow Food idea.

### 2.2. Introduction to the Slow Food Movement

Since the 1990s, people have begun to notice bad (fast) food's negative influences on us (Bove & Dufour, 2002). For example, it squeezes out numerous local and small farms, it endangered the environment, and it makes people adopt poor diets which may cause health issues (Bove & Dufour, 2002; Honore, 2004; Ritzer, 1996; Schlosser, 2002). Skinner (2007) claimed that numerous groups had sought to battle with bad food through promoting organic food movements. The Slow Food movement is one of the movements that is developing and expanding. The movement was founded in 1989 to counter fast food and fast life, the disappearing local food traditions, and people's lack of interest in eating seasonal food, knowledge of where it comes from and how to grow it (Buiatti, 2011). Now, the movement has become a "global phenomenon", with over 100,000 members in more than 150 countries around the world (Slow Food, 2014).

In general, Nosi and Zanni (2004) summarized that the Slow Food performed two major functions: the preservation and education. *Presidia* and the *Ark of Taste* are two main projects under the preservation function (Buiatti, 2011). *Presidia* protects species facing extinction,

protect unique ecosystems or regions, and sustain traditional ways of planting (Slow Food Foundation, 2014). The goals of the *Presidia* are to “guarantee a viable future for traditional foods by stabilizing production techniques, establishing stringent production standards, and promoting local consumption” (Slow Food USA, 2014, para.5). The *Ark of Taste* catalogues small-scale quality species and draws people’s attention to their extinction situation and invites people to protect them (Slow Food Foundation, 2014). The education function consists of events organized by a convivium offering tasting education specifically targeting people at school age, and the University of Gastronomic Science, which is for preparing competent human resources for working and disseminating the Slow Food value in businesses (Nosi & Zanni, 2004).

The Slow Food movement has been growing rapidly, from a simple protest against McDonald’s opening, to become an international organization almost around the world in no more than 30 years. The success of Slow Food is not by chance; it is because of people’s need. Lien and Nerlich (2004) noted that the standardized fast food is gradually dominating the world, which enlarges the gap between consumers and the origins and quality of food. Torjusen et al. (2001) also pointed out that people were excluded from the production process, and there existed strong “information asymmetries” between suppliers and buyers (p.214). Hence, people were increasingly interested in where their food came from, and how their food was grown (Sasstelli & Davolio, 2010). Except for the need for transparent information on food production, health concerns such as obesity and others, the desire to avoid fast food also aroused people’s interest in products labeled ‘natural’, ‘sustainable’, ‘local’ and ‘traditional’ (Jones et al., 2003). In the United States, where fast food infiltrated in every corner, Schlosser believes (2001) that fast food’s triumph in the country was achieved at the cost to its people’s health, environment, economy and culture. According to the data published by the Centers for Disease Control and Prevention (CDC)

in the United States, 69% adults over 20 were overweight (2010), and the number had a strong correlation with the spread of fast food (Jones et al., 2003). But Slow Food's development is not only focused on protesting against fast food and fast life (Buiatti, 2011). The idea of Slow Food is also supported by food tourists. As Hall and his colleagues (2003) pointed, people could be tightly connected to local culture through participating in food events and buying things from local producers and dining in local restaurants. Therefore, the development of Slow Food accords with current trend and people's needs. The concept of the Slow Food also extends to some other areas, such as the Slow City movement and Slow Travel movement.

### **2.3. The Development of Slow Food Movement**

To defeat the trend towards fast life, the Slow Food movement is arising (Petrini & Padavoni, 2007). The movement does not mean to limit the ongoing industrialization, which has spread throughout the world during the past two centuries. The industrialization, which is commencing from 1980s, has significantly benefited people's quality of life and diminished the malnutrition and starvation in many parts of the world. Hence, despite the fact of supporting the positive effects of industrialization, the Slow Food movement criticizes, in the name of productivity; the fast life has changed our way of living and caused numerous side effects that have threatened our environment and landscape (Petrini & Padavoni, 2007; Andrews, 2008). For example, the agriculture, a source for feeding human beings, now transformed to the agro-industry, which uses technologies and additives to produce and standardize food's color and other characteristics, for the sake of money. Although the process has increased the production, it has also increased potentials to harm people's health and the environment (Andrews, 2008).

The idea originated in 1986 and was named "Archi Gola" at that time, which later became "Slow Food." In the very beginning, slow meant a lifestyle in which "slow, human rhythms were

juxtaposed with the fast life” (Petrini & Padavoni, 2007, p45). Then, Carlo Petrini, an Italian gourmand, launched a campaign in the Langhe District of Cuneo (an Italian province) to respond to the world’s largest fast food chain McDonald’s opening in the Piazza di Spagna in the heart of Rome (Jones et al., 2003). The movement of Slow Food gained momentum in printed media, and the idea of Slow Food was growing up. In 1987, the Slow Food manifesto appeared in magazines in Italy and aroused hot discussion. In 1988, the founding manifesto of the movement was printed on the cover of *Gambero Rosso* (a magazine, and the forerunner of the Slow Food movement) with the drawing of a snail; the snail then became the logo of the movement and the association (Petrini & Padovani, 2007). In 1989, the manifesto of Slow Food was officially signed in Paris and marked the association’s establishment. The manifesto (1989) stated that we should protest “against the vast majority who confuse efficiency with frenzy” (para.3), “against the universal madness of the fast life.”...“escape the tediousness of fast food and rediscover the varieties and aromas of local cuisines” (para.4). This manifesto appealed to gourmands around the world to arm for themselves. The goal of the association is to promote “good, clean and fair” quality of food and life to everyone (Slow Food, 2014, para.3). “Good” means promoting local, seasonal food to people; “clean” is achieved by protecting local food diversity and agricultural traditions against the factory form practices of cultivated, cultivation and processing methods; and “fair” means that food should be affordable for customers and pay enough to keep small-scale producers in business.

The movement also excited interest from other countries. For example, *The New York Times* appraised the movement as “a faintly amused answer to fast food” (Fabricant, 1989, para.1); The Japanese NHK sent a crew of people to report on the movement; the *Le Nouvel Observateur* in France also introduced the movement (Petrini & Padovani, 2007). Petrini and his associates

thought this was an invaluable idea and hoped to disseminate the idea of Slow Food throughout the world from the beginning. They established the international office in the early 1990s, and in 1992, the first convivium (local groups) of Slow Food in a foreign country was founded in Germany (Andrews, 2008). As a grass-root organization, membership to the organization is open to every individual who is interested in it. The association now has over 100,000 members worldwide, more than 1,300 convivium around the world and a network of 2,000 *Terra Madre* (world meeting of food communities) food communities “who practice small-scale and sustainable production of quality foods” (Slow Food, 2013, para. 3), and the movement involves millions of people in 150 countries.

## **2.4. The Snail in the World: Slow Food in Different Countries**

### The Slow Food Movement in the United States

The United States is home to the most number of fast food/quick service businesses who serve “meat-sweet diet (high intakes of red meat, sugary desserts, high-fat foods, and refined grains (Gandey, 2007))” food, ranging from local coffee shops to large corporations, e.g. McDonalds’ and Pizza Hut; in the Country, half of the money spent on food is in fast food stores (Schlosser, 2001). Hence, when the movement was introduced to the United States, it did not developed as successfully as in Italy, because of giant fast food companies’ influence on government (Kummer, 2002).

To develop in the American context, the model of Slow Food has undergone some innovative modifications. As quoted from Heron, the chairwoman of the Slow Food Nation festival, that “Slow Food USA is trying to become more inclusive and to develop an identity distinct from the parent group” (quoted in Severson, 2008, para, 23). The USA Slow Food organization moved from artisanal and expensive foods, such as wine and cheese, to sustainable

and real/fresh food for everyone (Bittman, 2011); they work to support local food traditions, quality products, non-genetically modified and organic produce and to counter the unhealthy fast food and the notion that the United States lacks an unique or diverse food culture (Petrini & Padavoni, 2007; Organic Consumers Association, 2014). To achieve the goals, since 1996, Slow Food USA has run numerous strategies, such as the *Ark of Taste* and *Presidia* to identify and champion foods facing extinction so as to keep them in production and on our plates (Slow Food USA, 2014); the organization also holds events, such as cooking classes and taste education projects, to provide youth and children with a meaningful connection to food. Now, the organization has adapted to the United States, and there are over 170 chapters and 2,000 food communities throughout the fifty states (Slow Food USA, 2014).

**Table 1 *Slow Food USA Activities* (Source: Slow Food USA, 2014)**

<b>Projects</b>	<b>What they do</b>
<b><i>Ark of Taste in the USA</i></b>	A living catalog of delicious and culturally significant foods in danger of extinction
<b><i>Presidia in the USA</i></b>	Small projects to assist group of artisans with preserving unique, traditional and endangered foods, recovering traditional processing methods, and safeguarding native breeds and local plant varieties.
<b>National School Garden Project</b>	Educational initiatives to inform every child of where their food comes from, how to grow it, cook it and how to be healthy. Done through leading cooking classes and improving school lunches.
<b>Convenings (Slow Food gatherings)</b>	Getting together to share a meal and face to face conversations, to meet farmers and artisans, to learn and hear others' stories to connect food and people, the gatherings have events from local level to international level.

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**Food Communities**

The Slow Food Youth Network and *Terra Madre* Network connect people who see good, clean and fair principles as part of the recipe for a better world, practicing Slow Food values within the world.

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### Slow Food in the UK

In the UK, the Slow Food organization emphasizes connecting people with their food through education projects. They hope people will make wise choices about food when they have knowledge of where their food comes from, what are nutritious and sustainable foods (Slow Food, 2014). The educational projects that operated by them are designed for people from different age groups, but they pay more attention to teaching children and youth about food.

**Table 2 *Slow Food UK Activities* (Source: Slow Food UK, 2014)**

<b>Projects</b>	<b>What they do</b>
<b>Educational projects</b>	They run projects to spread the slow food message as widely as possible, which includes Slow Food Baby, Slow Food Kids, Slow Food on Campus and <i>The Ark of Taste</i>
<b>Slow Food events</b>	Every year, the crew of Slow Food UK organizes hundreds of events throughout the country to promote and share the Slow Food ethos, including taste workshops, farm visits, social meals, film screenings, markets and festivals, etc.

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### Slow Food in Australia

Australia has above 2,200 members and about 36 convivium (Slow Food Australia, 2009; Germov et al., 2011). The study by Germov and his associates (2011) highlighted three themes to identify Slow Food Australia; “Sharing good (local and fresh) food (p.10)”, which includes

enjoying sharing good food with families and friends through ways such as cooking classes and special lunches or dinners; “promoting local food (p.11)”, which is stated to be more fresh, superior in quality and taste; Slow Food Australia promoted farmers’ markets to the public; “romanticism of the past (p.11)”, featuring a number of promotions of Slow Food Australia that tend to indicate Slow Food movement represents the unearthing of a lost custom or tend to embrace symbols of a return to traditional practices.

**Table 3 *Slow Food Australia Activities* (Source: Slow Food Australia, 2014)**

<b>Projects</b>	<b>What they do</b>
<b>School Gardens</b>	Encourage young children to learn the source of foods and the benefits of fresh food.
<b>Farmers Markets</b>	Support alternative opportunities for farmers and makers to market their produce directly to the community.
<b>Picking Slow Fruits</b>	document remaining historical trees
<b>The Ark of Taste</b>	Searches out, catalogues and describes forgotten flavors

Slow Food in China

The Slow Food movement, rooted in wine and cheese culture, has seen only limited development in Asian countries so far. After the Slow Food movement became popular in western countries for over ten years, the first slow food chapter in China was established in 2002 in Shanghai. In addition to its goal of making people “more mindful of where the food we eat is coming from and how it is made” (para.2), the movement is also an effort to “recognize the farms, restaurants, and individuals who we think are doing a great job (McDonald, 2012, para.2)”! Then, Beijing, Macao, Hong Kong and Yunnan built their own convivium separately. According to Kerstin Bergmann, the co-leader of the Slow Food Convivium in Beijing, Chinese are increasingly interested in

“what they are putting into their mouths (Jou, 2012, para. 4). But the Slow Food movement in China is weak and still remains at the infant level (Baitone.C, personal communication, Apr 10, 2014).

### Slow Food China Structure

Slow Food Great China is the Slow Food association recently established and serving as a national level Slow Food organization (Slow Food, 2015). The Slow Food Great China follows the guidelines from Slow Food International (the headquarter of Slow Food organization). They coordinate activities and support local level convivial gatherings. As of 2015, there are eight Slow Food local level convivia in four places in China; In Beijing, there are Slow Food Manke Planet, Slow Food Beijing Youth, Slow Food Beijing; Macau has one which is Slow Food Macau; Hong Kong has one convivium that is Slow Food Hong Kong; Yunnan has one convivium in Jing Hong named as Slow Food Yunnan; Shanghai has two, Slow Food Shanghai and Slow Food Shanghai Central, respectively. They are at the local levels, and are separately operated by different establishers with limited connection with each other. In China, the Slow Food Foundation for Biodiversity and Terra Madre Foundation entities have not been founded yet.

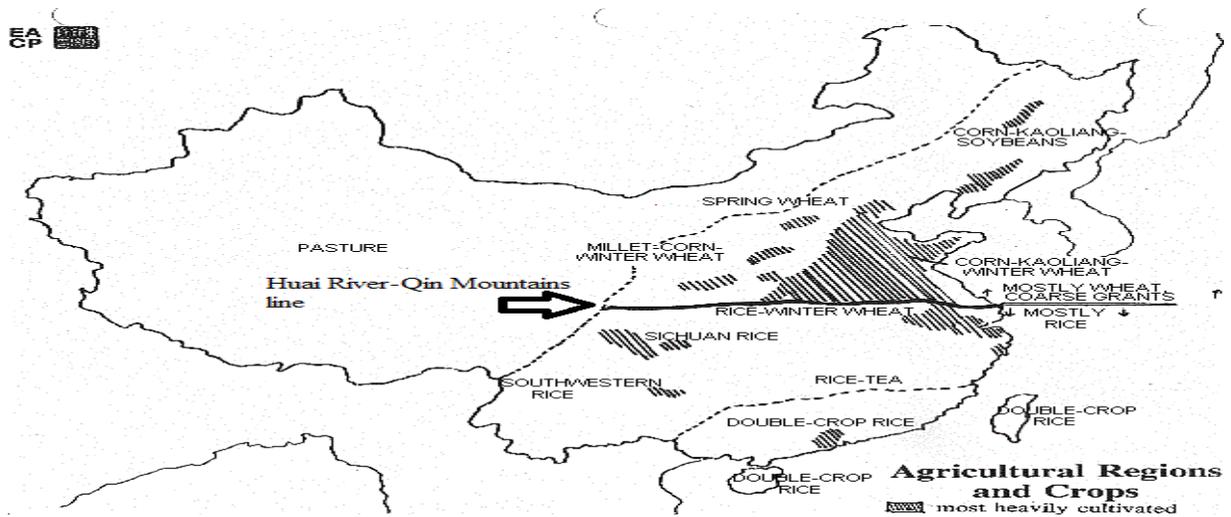
## **2.5. The Food Trends in China**

As the old Chinese adage says: “Min yi shi wei tian” (people regard food as their prime want), so food is very important to the Chinese. The country is so enormous and rich in history that the food habits are diverse. However, Xi suggested that income and geographical location are two main factors that influence food patterns (2012). Significant distinctions exist between people with lower and higher incomes (Xi, 2012). Generally speaking, people with higher income spend more money on foods; they consume more expensive food, such as pork, beef and dairy products (Zhou et al., 2012). They are also more willing to dine out than people with lower income (Xi,

2012). People living in urban areas have different diets or food needs than people living in rural areas (Ma et al., 2006). City-dwellers in China seem to have a more diverse food consumption pattern and pay more attention to nutritious and healthy diets, and they dine out more often than people living in the countryside, though the number of people living in rural areas eating in restaurants is also steadily increasing (Zhang, 2010).

Geographically, China is a huge expansive country containing plateaus, plains, basins, foothills and mountains; people also divide the country into four regions: the North, South, Northwest and the Qinghai-Tibetan areas, and the climate is different from region to region (TravelChinaGuide, 2014). The geographical differences and the diversified climates cause people from different places to grow different plants and have different food habits. For example, Rice is mainly consumed in the southern part (the southern part of Huai River-Qin Mountains line) of the country, in the northern part of the country where water and temperature are not sufficient enough to grow rice, wheat dominates people's staple food. Meat is widely eaten in the country; people from the southern part consume the most pork; and those from the north-western part of China consume more beef and mutton (Zhou et al., 2012).

**Figure 1 China Agriculture Map (Source: China tourist map, 2014)**



The food habits of the Chinese have been undergone some transformations with the country's prospering economy, reduced governmental controls, and the increased interplays of eastern and western cultures (Gould & Villarreal, 2006). Zhou and his associates (2012) have concluded the marked changes of the food consumption in China which include, "higher demand for food, demand for a more diverse range of food, demand for higher quality food, and the growth of away-from-home food consumption, etc." (p1). Moreover, according to Euromonitor International, nowadays, the Chinese food industry is more market-driven or customer-oriented and is accepting increased food choices from western countries (2003).

The economic growth has raised Chinese people's disposable income, resulting in lower value foods, such as vegetables, which are food with cheaper price and limited proteins, being replaced by higher value foods, such as meat and dairy (Huang and Rozelle, 2006; Ma et al., 2004). Not only is animal-related food more in need by the Chinese, but also the consumption of diversified plants and fruits (See Table 1). The development of the economy is also accelerating the urbanization in China. The urbanization and increasing incomes drive changes of lifestyle. First of all, the urbanization moves more and more people from the countryside to urban areas, the moving prompt them to adapt to the food habits in cities, they start to "consume more meat, processed food and restaurants meals", and are increasingly inclined to go shopping in modern supermarkets (Hsu et al., 2001). Second of all, since the 1990s, a vast number of restaurants have opened in cities (Ma et al., 2006), and people tend to buy food that needs less time to prepare, or eat at restaurants. Food consumed at home has seen a significant downturn (National Bureau of Statistics of China, 2013). Thirdly, Chinese people are getting much more interested in trying food from other cultures, and western style fast food restaurants, such as McDonalds and KFC are becoming more popular among Chinese (Xi, 2012).

**Table 4 per Capita Annual Purchases of Major Commodities of Urban Households (in CNY)**  
**(Source: China Statistical Year Book, 2013)**

<b>Item</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Grain (kg)</b>	130.72	97.00	82.31	76.98	81.53	80.71	78.76
<b>Fresh Vegetables (kg)</b>	138.70	116.47	114.74	118.58	116.11	114.56	112.33
<b>Edible Vegetable Oil (kg)</b>	6.40	7.11	8.16	9.25	8.84	9.26	9.14
<b>Pork (kg)</b>	18.46	17.24	16.73	20.15	20.73	20.63	21.23
<b>Beef and Mutton (kg)</b>	3.28	2.44	3.33	3.71	3.78	3.95	3.73
<b>Poultry (kg)</b>	3.42	3.97	5.44	8.97	10.21	10.59	10.75
<b>Fresh Eggs (kg)</b>	7.25	9.74	11.21	10.40	10.00	10.12	10.52
<b>Aquatic Products (kg)</b>	7.69	9.20	11.74	12.55	15.21	14.62	15.19
<b>Milk (kg)</b>	4.63	4.62	9.94	17.92	13.98	13.70	13.95
<b>Fresh Melons and Fruits (kg)</b>	41.11	44.96	57.48	56.69	54.23	52.02	56.05

## **2.6. The Food Issues in China**

### Fast Food and Obesity

The spending power of the Chinese grows rapidly these days; they also have less and less time to cook at home. The transformation of Chinese people's lifestyle is contributing to the success of American Fast food chains, such as McDonald's and KFC, in China (McGergor, 2003). For example, in the US, the KFC chains reached 4,618 locations in over 60 years, but in China, a similar success, 4,260 locations, has been achieved in only 26 years; meanwhile, McDonald's is in rapid expansion, at the rate of 10 new restaurants per week in China (Bankman & Alivisatos, 2013). Despite American fast food chains, Asian fast food chains, such as Country Style Cooking restaurant and ZhenKungfu, also turned up to battle for Chinese consumers' plates (D'Altorio, 2011). Both types of fast food restaurants have been spreading in China in the past decades; there are now over 20,000 fast food restaurants in China (Ni & Zheng, 2007), and IBIS World reports that the annual revenue of fast food companies in China has been growing at an annualized rate around of 10% in the last five years (2014).

Fast food brings convenience and time-saving; however, scholars, such as Bankman & Alivisatos (2013), identified that American fast food, which serves customers western-style food products, such as French fries and chicken nuggets that are high in saturated fat, calories, salt and sugar and low in nutrition, is threatening the health of people. In literature, Cutler et al. (2003), Cheng (2005), Gideon et al. (2009) and Currier et al. (2009) connected the public issue of obesity to the development of fast food. Chou et al. (2004) and Rashad et al. (2005) reported that, in one area, the obesity rate and the number of fast food restaurants have a positive correlation. Chou and Grossman (2005) investigated whether banning advertisements of fast food restaurants could reduce the number of overweight children and adolescents and found it could by 10 percent. Also, after Currie and her associates (2009) studied the weight gain of three million school children and three million pregnant women, they noted that the weight gain is related to the distance of fast food restaurants, for example, a fast food restaurant within a tenth of mile of a school may increase obesity rates by 5.2 percent in that area.

The availability of fast food restaurants is identified as one important determinant of obesity (Currie et al., 2009). In the United States, which has over 160,000 fast food restaurants (Pew Research Center, 2014), the data from Centers for Disease Control and Prevention (CDC) indicates that 18% of adolescents aged from 12 to 19, 18% of children aged between 6 and 11 as well as 69 % of adults aged beyond 20 years old are overweight (2010). China used to be well-known for its slim people, but now the country also joined the “world epidemic of obesity” (Ji & Cheng, 2009, p2). Popkin (2008) reported that, in China, the obesity rate in male adults was tripled and in females was doubled from 1989 to 2000; by 2004, 25% of Chinese were overweight. Furthermore, the overweight rate in China has been climbing very rapidly, which is even faster than in many other developed countries, such as in the United States. What is worse,

15 percent of children in China are overweight and 8 percent are obese. The number has tripled for the 1980s (Ji & Cheng, 2008; Li, 2008).

The obesity problem not only negatively impacts individuals' health, the country may also face financial burden. Chinese people have started to become more health conscious. Now, instead of appraising KFC or McDonald's products as great food from the west, they call them junk food (Kaiman, 2013).

### Food Safety Issues in China

From the 1980s, when food-borne illnesses become more widely recognized by people, the food safety issue has been becoming an emerging topic that draws public concerns (Pinstrup-Andersen, 1999). In China, Huang and Rozelle (1999) noticed that, in 1990s, the Chinese government had put the priority on producing food to fulfill self-sufficiency rather than on food safety; food safety had not been paid enough attention to at that time.

Food safety issues in China were first brought on the table when the exports of food were rejected for failing to meet food safety standards in Japan or European countries, which caused huge loss (Calvin et al., 2006). But the food safety issues that began from international trade issues in the early years of the 21<sup>st</sup> century now have become an important domestic issue (Wang et al., 2008). Since 2003, a number of food incidents have sprung up, including accidental food poisoning, dangerous chemicals abuse, and counterfeit products (Xiong et al., 2005). Fu (2001) estimated that, almost every year, around 200 to 400 thousand people were affected by food poisoning in China. The Ministry of Health Statistics also reported that 15,000 to 20,000 people in China were affected by hundreds of food pathogens in 2007, such as E.Coli and Salmonella (Wang et al., 2008). In addition to foods, the soils that are used for growing foods are also contaminated. The Ministry of Environmental Protection also indicated that, in China, over 13

million tons of crops were polluted by heavy metals, and around 22 million acres of farmland were contaminated by pesticides (2013).

The food safety issue has become the primary concern of consumers in China. Although Chinese people used to be known for being very sensitive to prices when making purchase decisions, Yang (2006) and Wang (2003) noted that urban Chinese people are willing to pay a lot of money to buy food that meets legislated or international standards and has high quality.

## **2.7. The Ongoing Value Changes**

### The Craving for “Slower” Pace of Life

Since 1978, China has experienced huge economic changes. The country’s GDP has quadrupled within 20 years (the World Bank, 2015), trade and investment have flourished and people’s pace of life has been increasing rapidly. Generally, ‘slowing down’ used not to be thought of by Chinese people, specifically, young people who were living in the countryside. That is because they feared to be left out of the country’s economic development; moreover, they were interested in moving to highly developed cities, such as Beijing and Shanghai, to become financially successful (Bergaman, 2011).

In China, fast-paced life is now inevitable. In the following 20 years, there will be over 350 million people who will move into cities and more than 50,000 skyscrapers will be built (Baker, 2013); hence, extensive new infrastructure should be built to accommodate people’s needs. However, Chinese citizens who have experienced the side effects of fast development, such as polluted air and environment, tainted food, inflated living costs and increasingly fierce job markets, have started to ponder ways to solve these ongoing problems (Baker, 2003). For example, some mayors from mega cities are taking courses to learn sustainable development

(JUCCE, 2015). Also, Chinese citizens are gradually transforming their attitudes towards the pace of life; they are now seeking to slow down their life, even if only a little (Bergaman, 2011).

### The Craving for “Good” and “Clean” Food

In addition to the need for a slower pace of life, Chinese people also pay increasingly attention to high quality and safe food. In China, modernization has accelerated industrialization of the agriculture industry. To improve agriculture productivity, the Chinese government has promoted the use of chemicals to protect crops from diseases and insects. However, the use of chemicals, which are mainly abusively used by non-trained farmers, has caused severe problems in food safety and environmental concerns (Yin et al., 2010).

The intensive agricultural practices and their potential or real harm to people’s health have catalyzed more and more people’s interest in good and clean food (Huang et al., 1999). Meanwhile, news and scandals about food safety and quality have also hit the food industry in China (Chen, 2007). Therefore, the need of high quality and safe food, such as organic food, is becoming a trend in the country (Chen, 2007). Two kinds of food have attracted increasing attention from the general public. One is called hazard-free food, which means food with good quality and nutrition and without any toxic harmful chemical residues (Huang et al., 1999); the other type is organic food, which refers to the kind of food is produced in a system that prohibits “artificially synthesized fertilizers, pesticides, growth regulators, livestock and poultry feed additives and genetically engineered technology.” (Liu et al., 2013, p94)

As Chinese people’s living standards significant increase, Chinese consumers are increasingly concerned about buying food is safe and quality guaranteed (Cheng, Zhou, & Yin, 2009; Zeng, Xia & Huang, 2007). The market of quality-guaranteed food (e.g., hazard-freed food or organic food) has been expanding in the country (Cheng, Zhou, & Yin, 2009). Moreover, the

expansion of safe food markets has also been supported by the country's policy: from 2004 to 2010, the policy of "developing hazard free agriculture products, green food and organic agriculture products" has consecutively appeared in China's No.1 Central Document (Liu, Pieniak, & Verbeke, 2013, p93). The country started its organic agriculture in the 1990s (Sheng et al., 2009). With the increasing support from government and need from customers, Xiao (2007) reported that the organic agriculture in China has experienced a rapid increase from 2005 to 2007, and Yang and Jie (2008) estimated that the organic agriculture area may account for 3% to 5% 's of the country's arable land in the next ten years.

From the customer's perspective, Chinese consumers from large-scale cities have more knowledge of safe and quality food. Ma and Qin (2009) stated that the majority of Beijing consumers (81%) knew about green food, hazard free food (66%), and about 48% knew about the organic food (Luo, Pieniak, & Verbeke, 2013). They also expressed a high willingness to buy safe and quality food, although they need to pay more for these sorts of food (Jin & Zhao, 2008).

## **2.8. Motivations**

Motivation is a dynamic process of internal psychological factors that "generate a state of disequilibrium within individuals" (Yang et al., 2011, p380). The needs to restore equilibrium lead people to action (Crompton, 1979). Scholars have developed numerous theories to study motivation, such as Murray's (1938) classification of needs, Maslow's (1954) hierarchy of needs, Dann's (1977) anomie and ego-enhancement (push and pull) concepts, and Iso-Ahola's (1980) escape-seeking theory.

General motivation research can provide the background of festival and event motivations. For example, Getz (1991) connected Maslow's hierarchy of needs with people's needs to attend events, as they found peoples' social-psychological needs may be satisfied by participating in

events. Lei and Zhao (2012) also built their research of Macao art festival on Dann's (1977) push and pull concepts.

Analyzing motivation is essential in understanding event-goers' behaviors (Chang & Yuan, 2011). Crompton and McKay (1997) aptly explained the reasons. At first, different people have different needs and wants. Only events can fit their needs and wants can attract these people and attendees; their needs also determine their satisfaction and whether they want to return. Finally, identifying motives can be a key to understand attendees' decision making process. Hence, the understanding of motivations of festivals and events attendees can contribute to the improvement of the effectiveness of marketing and planning events.

A number of studies on festivals and events motivation have been done over recent decades. Ralston and Crompton (1988) are the earliest scholars to study event attendees' motivations. After them, the topic was becoming increasingly popular. Uysal and his colleagues (1993) identified the event attendees' motivation based on different demographic groups. The study demonstrated that 'escape', 'thrill', 'event novelty', 'socialization' and 'family togetherness' are the most important motive domains. They proposed that their study was exploratory but the stability of the motivation items was in need of further study. Then, Mohr and his colleagues (1993) also summarized similar five motivation factors in their observation on a South Carolina event. Both findings were considered as "a starting point for understanding the motivations people have for attending festivals" (Scott, 1996, p. 122). Those findings also accorded with Mannell and Iso-Ahola's (1987) 'seek-escape' framework on travel motivation.

Existing literatures also indicated that the type of the event/festival may alter the motivation of attendees. For instance, Yuan and his colleagues (2005) analyzed one Indiana wine and food festival attendees' motivations, and they summarized that attendees were motivated by

factors that were related to the theme of the festival generally, such as ‘festival and escape’, ‘wine’, ‘socialization’, and ‘family togetherness’. After studying the Fiesta San Antonio, Lee (2000) also demonstrated that, except for ‘family togetherness’, ‘escape’, event novelty’, socialization’, ‘cultural exploration’ was another important factor attracts event attendees to the Kyongju World Cultural Expo. Nicholson and Pearce (2001) examined attendees’ motivations to four events (an air show, an award ceremony, a wild food festival and a wine, food and music festival) in New Zealand. Their findings pointed out that the theme of the event or festival were the main reasons for them to attend the events. Other factors, such as ‘socialization’ and ‘family togetherness’, were merely the second set of reasons that attracted attendees.

Backman et al. (1995) stated that demographic attributes could influence motivations. For example, people from elder age groups may not enjoy musical festivals as much as young people do. Formica and Uysal (1996) also maintained that residents and non-residents have different motivation patterns, as they found local people were more motivated by ‘socialization’ to attend events, while non-residents were more motivated by ‘entertainment’. Schneider and Backman (1996) were the very early scholars who considered cultural differences when studying motivations. They succeeded in utilizing the scales developed from the western background to test a foreign culture. Dewar, Meyer and Li (2001) also found the scales also could be used in China, and so did in South Korea (Lee, 2000). Therefore, the motivation scales generated under the western context might also be suitable to be used in this research.

**Table 5 Summary of Selected Literature on Festival and Event Motivations (Source: Lee et al., 2004, p. 63)**

<b>Researcher</b>	<b>Major Objectives</b>	<b>Delineated Factors</b>	<b>Event Name and Site</b>
<b>Uysal et al. (1993)</b>	Examine dimensions of event	Escape; event novelty; excitement/thrills;	(Corn Festival) South Carolina,

	motivations Assess variations of delineated factors by demographic variables	socialization; family togetherness	USA
<b>Mohr et al. (1993)</b>	Identify dimensions of event motivations Examine variations of demographic variables, delineated factors, and satisfaction by visitor types	Socialization; escape family togetherness; excitement/uniqueness; event novelty	(Balloon Festival) South Carolina, USA
<b>Scott (1996)</b>	Determine differences among visitors' motivations to attend three festivals	Nature appreciation; event excitement; sociability; family togetherness; curiosity; escape	(Bug Fest, etc.) Ohio, USA
<b>Formica and Uysal (1996)</b>	Identify dimensions of event motivations	Excitement/thrills; socialization; entertainment; event novelty; family togetherness	(Umbria Jazz Festival) Italy
<b>Schneider and Backman (1996)</b>	Examine cross-cultural equivalence of a motivation scale Application of a motivation scale to a festival celebrating Arab culture	Family togetherness & socialization; social/leisure; festival attributes; escape; event excitement	(Jerash Festival) Jordan
<b>Crompton and McKay (1997)</b>	Identify festival motives based on the escape-seeking	Cultural exploration; novelty/regression; gregariousness; recover	(Fiesta in San Antonio) Texas, USA

	dichotomy and the push-pull factors Examine differences in motives according to types of festival events	equilibrium; known-group socialization; external interaction/socialization	
<b>Formica and Uysal (1998)</b>	Determine principal event motivations Classify respondents using cluster analysis	Socialization/entertainment; event attraction/excitement; group togetherness; site novelty cultural/historical; family togetherness	(Spoleto Festival) Italy
<b>Lee (2000)</b>	Identify major driving motivation factors	Cultural exploration; escape; novelty; event attractions; family togetherness; external group socialization; known-group socialization	('98 Kyongju World Cultural Expo.) South Korea

## 2.9. Satisfaction of Event Attendees

Customer satisfaction is one of the most frequently studied topics in tourism research, because of its significant influences on tourist products or services futures (Gursoy et al. 2003). A frequently cited definition of satisfaction is from Hunt (1977), who defined satisfaction as “a favorableness of the individual’s subjective evaluation of the various outcomes and experiences associated with buying it [a product] or using it” (p.49). Pizam, Neumann and Reichel (1978) proposed that satisfaction is the result of the comparison between tourists’ expectation and their experience of a tourist project or destination. Similarly, Oliver (1980) explained satisfaction as an evaluation of the difference during and after the consumption experience. Spreng and his colleagues (1996) further stated that satisfaction had two precursors: attribute satisfaction and information satisfaction; attribute satisfaction is “the consumers’ subjective satisfaction judgment resulting

from observation of attribute performance” (p17), and information satisfaction is a “subjective satisfaction judgment of the information used in choosing a product” (p.18).

The level of satisfaction is an important parameter for assessing the performance of tourism products and services (Noe & Uysal, 1997; Schofield, 2000). Meanwhile, knowing the extent of satisfaction can also improve the success of tourist products’ planning and marketing (Yoon & Uysal, 2005), and affect the choice of products as well as the decision to be return guests (Kozak & Rimmington, 2000). In terms of event attendees, Baker and Crompton (2000) also reported that the satisfaction level of visitors who had attended events could determine whether they wanted to be repeat guests or not.

Satisfaction is also considered to be a function of consumer perceptions, but measuring the perception is not easy due to the nature (Neal & Gursoy, 2008). In past decades, scholars had developed several techniques to evaluate customers’ satisfaction. Most researchers utilized the models of expectation and disconfirmation (Chon, 1989; Francken & Van Raaij, 1981; Oliver, 1980), equity (Fisk and Young, 1985; Oliver and Swan, 1989), norm (Cadotte, Woodruff & Jenkins, 1987), and perceived overall performance (Tse and Wilton, 1988). Among them, the disconfirmation of expectation is one of the key measurements of satisfaction (Yuan and Jang, 2008). The expectation-disconfirmation model contributed by Oliver (1980) indicated that the consumers had developed expectations before they bought or used a product. Then, they compared the actual performance of the product or service with their expectations. If the actual performance accorded with or was above their expectations, customers might form a positive disconfirmation (be highly satisfied) and might be willing to be a return guest. Otherwise, negative disconfirmation reacted, which means customers felt dissatisfied and might not buy the products or services again. Parasuraman, Zeithaml, and Berry (1988) also came up with the

discrepancy measure (SERVQUAL) to examine the difference between customers' expectations before and their perception of the actual service delivered. Patterson (1993) and McCollough and his colleagues (2000) combined the three determinants of customer satisfaction: expectations, perceived performance, and disconfirmation together and then developed the Disconfirmation of Expectations Model (DEM). The model has been successfully applied to explain customer satisfaction with diverse goods and services (Van Leeuwen et al. 2002).

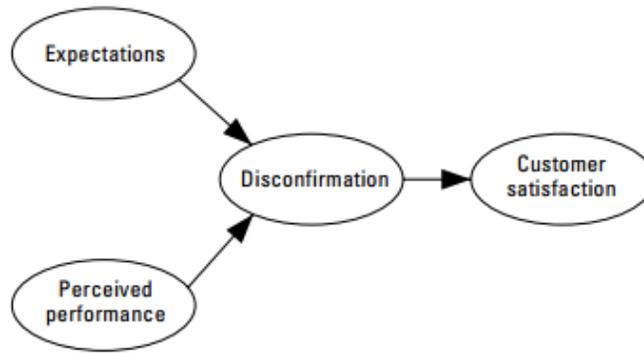
Another explanation of customer satisfaction was based on the equity theory (Oliver and Swan, 1989). It argued that satisfaction occurred when visitors perceived they received more than they spent in terms of money, time and effort. Many scholars regarded the equity theory to be appropriate in measuring satisfaction (Heskett, Sasser & Schlesinger, 1997; Su, 2004). Francken and Raaij (1981) argued that customers' satisfaction was determined by perceived gaps between the expected and actual experiences and the perception of both intrinsic and extrinsic barriers that interfering with customers desired experiences. Meanwhile, Uysal and Yoon (2005) also indicated that the customers utilized some 'comparison standard' to measure their experiences. For example, they might compare one product with other similar products, e.g. destinations, they had experienced in the past. Hence, customers were likely to use their past experiences to determine whether their new experiences were satisfied or not. However, Tse and Wilton (1988) developed a Perceived Performance Model to examine satisfaction. They pointed out that instead of comparing performance with past experiences, the perceived experiences and the actual performance should be considered individually. By doing this, the model might be effective when tourists were not familiar with what they were going to experience or enjoy.

In terms of special event attendees, the assumption is that when the service quality is high, they will be more satisfied to the event and even become return guests (Baker & Crompton, 2000;

Petrick, 2004; Thrane, 2002). For instance, Baker and Crompton (2000) suggested that the improved service quality of one downtown festival actually increased visitors' level of satisfaction and loyalty. However, Cole and Scott (2004), and Cole and Illum (2006) studied the relationship between service quality and level of satisfaction, they found that service quality only had partial relationship with the overall level of satisfaction. Service quality combined with product features (e.g. event setup) together would impact customers' assessment of overall satisfaction (Parasuraman et al., 1994; Kasky, 1994). Smith (1994) proposed the tourism product model, which indicated that, in addition to service and hospitality, one tourism product should be composed of physical plant, freedom of choice and involvement. So, except for service quality, the other features of a tourism product may influence customers' level of satisfaction.

Customer satisfaction is a positive, affective reaction resulting from a favorable appraisal of a consumption experience (Babin & Griffin, 1998). High level of satisfaction can raise the loyalty of customers and the possibilities of recommending the service or product to other people (Anderson et al. 1994). Oliver (1993) also claimed that positive and negative effects of a service or product linked significantly to the overall satisfaction. In other words, strong performance has higher opportunities to guarantee a higher level of satisfaction than poor performance (Severt et al. 2007). Therefore, customer satisfaction should be measured and monitored.

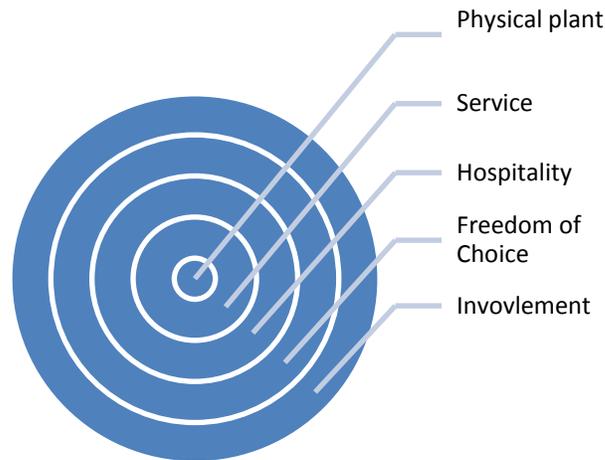
**Figure 2** *Disconfirmation of Expectations Model (DEM)* (Source: Van Leeuwan et al. (2002))



## **2.10. The Tourism Product**

Understanding tourist products can benefit social scientists and tourism practitioners to better satisfy customer need. Scholars have been researching this field since 1980s. To study the tourism product, tourism products were divided into two categories (Middleton, 1988; Tietz, 1980); one is the total tourism product, which is the combination of all tangible and intangible components based on an activity; the other one is the specific product which is a component of the total tourist product, such as accommodation, transport, etc. Compared with the specific tourism product, the nature of the total tourism product has received limited research. To provide a clear narrative of the nature of the tourism product, Smith (1994) built the model ‘the tourism product’ based on insights from numerous perspectives, such as marketing and economics. The model is composed of five parts: physical plant, service, hospitality, freedom of choice, and involvement. The five parts do not exist exclusively, but they are correlated as a series of concentric circles. According to Smith (1994), the rationale behind the five circles from the core to the shell is: “declining direct management control, increasing consumer involvement, increasing intangibility, and decreasing potential for empirical measurement (p.587)”

**Figure 3 the Generic Tourism Product (Source: Smith, 1994)**



Based on Smith (1994)'s taxonomy (p.588-590), the core of any tourism product is the physical plant: a site, natural resources, or a facility such as a waterfall, wildlife, or a resort. Physical environment such as weather can also be considered a physical plant. Given the classification, the physical plant needs the input of services to make it useful for tourists; service is defined as a specific tasks required to meet the needs of tourists. While service is the performance of a task, hospitality refers to the attitude or style in which the task is performed. Customers always expect "something extra" or "enhanced service" (Clemmer, 1991; Smith, 1994, p.588) and fulfilling such expectations is hospitality. Freedom of Choice is the necessity that the travel has some acceptable range of options in order for the experience to be satisfactory. Involvement is consumers participate in, to some degree, the delivery of service. For tourism product, involvement is not only about physical involvement, but also psychological engagement (Smith, 1994, p588).

The tourism product model which examines a tourism product from both producers' and consumers' perspectives can be the most comprehensive models to describe the nature of a tourism product.

## 2.11. Personal Values

Personal Values are defined as “desirable states, objects, goals or behaviors, transcending specific situations and applied as normative standards” to judge and to choose among alternative modes of behavior (Elizur and Sagie, 1999, p74; Schwartz, 1992). Personal values assist people to form their own attitudes and behaviors that chosen by them.

Understanding Personal values is essential in explaining human behaviors (Pitt& Woodside, 1983).Kamakura and Novak (1992) agreed that personal values can provide a greater understanding of consumers, since personal values have influences on forming one individual’s attitudes and behaviors. Meanwhile, Scholars, includes Howard & Sheth (1969) and Vinson et al. (1976), also suggested that customers’ attitudes towards a product or customers’ purchase of specific products can be explained by their personal values.

One of the most used theories of measuring personal values was the theory of basic individual values developed by Schwartz. To identify a comprehensive set of basic values that is suitable for all societies, Schwartz (1992) developed the theory of basic individual values. Schwartz’s personal values can help to explain individual’s decision making, attitudes and behavior. The basic values of the theory was composed of ten values, which are self-direction, stimulation, hedonism, achievement, power, security, conformity, tradition, benevolence and universalism. In 2012, he refined his theory by splitting some values into narrowly defined values, as he found some values, such as self-direction and power, are too conceptually broad. The refined theory of basic personal values was consisted of 19 values, as shown in the table below.

**Table 6: *the 19 values in the refined theory from Schwartz* (Source: Schwartz et al., 2012)**

<b>Value</b>	<b>Conceptual definitions in terms of motivational goals.</b>
<b>Self-direction-thought</b>	Freedom to cultivate one’s own ideas and abilities

<b>Self-direction-action</b>	Freedom to determine one's own actions
<b>Stimulation</b>	Excitement, novelty, and change
<b>Hedonism</b>	Pleasure and sensuous gratification
<b>Achievement</b>	Success according to social standards
<b>Power-dominance</b>	Power through exercising control over people
<b>Power-resources</b>	Power through control of material and social resources
<b>Face</b>	Security and power through maintaining one's public image and avoiding humiliation
<b>Security-personal</b>	Safety in one's immediate environment
<b>Security-societal</b>	Safety and stability in the wider society
<b>Tradition</b>	Maintaining and preserving cultural, family, or religious traditions
<b>Conformity-rules</b>	Compliance with rules, laws, and formal obligations
<b>Conformity-interpersonal</b>	Avoidance of upsetting or harming other people
<b>Humility</b>	Recognizing one's insignificance in the larger scheme of things
<b>Benevolence-dependability</b>	Being a reliable and trustworthy member of the in-group
<b>Benevolence-caring</b>	Devotion to the welfare of in-group members
<b>Universalism-concern</b>	Commitment to equality, justice, and protection for all people
<b>Universalism-nature</b>	Preservation of the natural environment
<b>Universalism-tolerance</b>	Acceptance and understanding of those who are different from oneself

## 2.12. Food Involvement

People's attitude toward food currently received a lot of attentions in social science research (Bell & Marshall, 2001; Candel, 2001; Olsen, 2001; Juhl & Poulsen, 2000; Rozin, Fischler, Imada, Sarubin & Wresniewski, 1999). For example, Juhl and Poulsen (2000) measured people's attitudes toward fish by employing a large multi-item food-related lifestyle measurement. Candel (2001) found negative correlation between people's convenience orientation and involvement

with food products. However, despite the fact that the volume of food involvement research is increasing, Bell and Marshall (2003) argued that the existing literature related to food involvement was not adequate designed to measure food involvement. Accordingly, Bell and Marshall (2003) constructed Food Involvement Scale (FIS) to measure customer' involvement with food.

FIS incorporates Goody's five stages of food life cycle: acquisition, preparation, cooking, eating, and disposal, to measure people's attitudes which proved to offer a "stable behavioral characteristic" that could reflect the food importance level in an individual's life (Bell & Marshall, 2003, p.242). People with high food involvement may be more willing to attend food related activities or more willing to accept new food experiences (Bell & Marshall, 2003; Cohen & Avieli, 2004; Hu, Banyai & Smith, 2013). So, in order to understand people's acceptance or predict the likelihood of attending food related activity, food involvement level assessment is meaningful (Kim, Suh & Eves, 2010).

## **Chapter 3: Research Method**

### **3.1. Introduction**

The purpose of this chapter is to present this thesis's research questions and the implementation of the research design. In order to answer all the research questions, a quantitative research method has been chosen.

### **3.2. Research Questions**

The research questions that arise out as a framework to guide this research are stated next:

Research Question 1: What motivate(s) Chinese people to attend Slow Food events?

Research Question 2: Did event-goers satisfy with Slow Food events?

Research Question 3: What attribute(s) from the tourism product model is/are of the most importance in determining satisfaction?

Research Question 4: How do these external variables (event-goers' socio-demographic information, motivations, satisfaction items, personal values and food involvement level) influence satisfaction?

Research Question 5: What are the characteristics of respondents with different overall satisfaction?

### **3.3. Operationalization of Variables**

#### **3.3.1. Social-demographic Variables**

In order to gain a better understanding of why people attend Slow Food events and how they perceive them, the respondents were asked about both their demographic and socio-economic status. The socio-economic variables employed in this research are employment status, education, and annual household income (in CNY), and the demographic indicators are age, gender, and marital status.

Socio-demographic information is essential in this study; First of all, the information is useful to describe the characteristics of the sample group; secondly, they are utilized in statistical tests and association rule mining to uncover hidden relations between attendees and their overall satisfaction of Slow Food events.

### 3.3.2. Attendees Motivations

After an extensive examination of previous literature, twenty-two motivational items have been specifically designed that reflect six dimensions: Escape, Excitement/Thrills, Event Novelty, Socialization and Family Togetherness (Uysal et al., 1993), and Food (Chang & Yuan, 2011). A four- point monotonic scale was used: (1) Strongly Unimportant, (2) Important, (3) Important, and (4) Strongly Important; respondents were asked to indicate how strongly they agree or disagree with each item on the scale.

**Table 7 Motivational Dimensions and Twenty-two Motivational items for the Study adapted from Uysal et al. (1993) and Chang & Yuan (2011)**

<b>Dimensions</b>	<b>Topics Presented</b>
<b>Socialization</b>	1. I want to be with and meet friends with similar interests 2. I want to gain a feeling of belonging 3. I want to make new friends
<b>Event novelty</b>	4. I want to satisfy my curiosity 5. I want to discover new places and things 6. I want to try different and new foods 7. I want to learn new knowledge and how to do new skills
<b>Excitement</b>	8. I want to have a variety of activities 9. Because the Slow Food idea is stimulating and exciting 10. Because I enjoy special events
<b>Escape</b>	11. I want to avoid the hustle & bustle of daily life 12. I want to get away from the demands of life 13. I want to have a change of pace from my everyday life 14. I want to have a change from my daily routine
<b>Family Togetherness</b>	15. Because I thought the entire family would enjoy it 16. Because I can gather with my family

<b>Food</b>	17. I want to taste new/different food 18. I want to increase my knowledge of food 19. Because I am interested in food and wine 20. Because I am interested in the Slow Food idea 21. I want to purchase food 22. I want to buy organic guaranteed food
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### 3.3.3. Attendees' Level of Satisfaction

The attendees' level of satisfaction variables were operationalized based on Smith (1994)'s model of Tourism Product (see Table 7). The model demonstrates one tourism product is consisted of five parts, which are physical plant, service, hospitality, freedom of choice and involvement (Smith, 1994). An event, as a tourism product (Bowdin et al., 2006), should also be composed of these five elements. Therefore, this research aims to explore which aspect(s) of the event have/has the most influences on attendees' satisfaction. Thirteen topics were explored to understand customers' level of satisfaction. A four- point monotonic scale ranging from (1) Very Dissatisfied, (2) Somewhat Dissatisfied, (3) Fairly Well Satisfied, to (4) Very Satisfied was employed. To rank which element of the tourism product has the most influence on people's satisfaction, a ranking order question of it was also asked.

**Table 8 Thirteen- items to Measure Attendees' Satisfaction (Source: Smith, 1994)**

<b>Dimensions</b>	<b>Topics Presented</b>
<b>Physical plant</b>	1. The venue/place is accessible 2. The venue/place is suitable for holding the event 3. I am satisfied with the weather 4. I am satisfied with the number of participants
<b>Service</b>	5. I am satisfied with the performance of staff. 6. I am satisfied with the service provided
<b>Hospitality</b>	7. You feel welcomed 8. The staff were very willing to help
<b>Freedom of Choice</b>	9. I am satisfied with the wide choices of food in the events 10. I am satisfied with the choices of activities to attend 11. There was enough freedom to purchase foods, services and

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	souvenirs.
<b>Involvement</b>	12. The event/activity was organized to improve customers' involvement 13. I feel engaged in the event

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### **3.3.4. Attendees' Acceptance Level of the Slow Food Movement**

Acceptance in social psychology can be defined as a willingness to assent to the reality of a new or existing situation without avoidance (Butler & Ciarrochi, 2007). In this research, acceptance of the Slow Food movement is based on event attendees' awareness of, and their level of support towards, the movement. This acceptance was measured using three items: I understand the Slow Food movement after attending the event. I think the idea is important in China. I think the idea should be promoted to be known by more people in China. A four-point Likert scale was used to measure those items: (1) Strongly Disagree, (2) Disagree, (3) Agree and (4) Strongly Agree, the option of "no opinion" will also be provided, but not as part of the scoring.

### **3.3.5. Attendees Food Involvement Level**

To measure event participants' level of food involvement, a modified version of the Food Involvement Scale (FIS) from Hu, Banyai and Smith (2013) was employed. The original scale contains the five phases of the life cycle of food: acquisition, preparation, cooking, eating and disposal, but the research aims to study food-related events, so the disposal part has been deleted. Accordingly, the remaining questions were associated only with acquisition, preparation, cooking and eating. The four dimensions and eight items were rated by participants' agreement or disagreement level. The four-point Likert scale, (1) Strongly Disagree, (2) Disagree, (3) Agree, (4) Strongly Agree, was used, and "no opinion" was also provided as an option but not as part of the scoring.

**Table 9 Modified Food Involvement Items (Source: Hu, Banyai, and Smith, 2013)**

1. Compared with other choices, my food choice is important	7. Talking about what I am eating and what I am going to eat is exciting
2. I do most of my own shopping	8. When traveling, one of the things I anticipate most is eating local food
3. I mix or chop food by myself	
4. I care about if the table is set nicely	
5. Cooking is interesting	
6. I enjoying cooking for other people and for myself	

### 3.3.6. Attendees' Personal Values

Values may influence people's behavior, such as decision making (Vinson et al., 1977).

Schwartz (1992)'s theory of basic values was divided into 10 values: Self-direction, Stimulation, Hedonism Achievement, Power, Security, Conformity, Tradition, Benevolence, and Universalism.

To make the theory more comprehensive, Schwartz and his colleagues (2012) refined the 10

values into 19, which now are: Self-Direction-Thought, Self-Direction-Action, Stimulation,

Hedonism, Achievement, Power-Resources, Power-Dominance, Face, Security-Personal,

Security-Societal, Tradition, Conformity-Rules, Conformity-Interpersonal, Humility,

Benevolence-Dependability, Benevolence-Caring, Universalism-Concern, Universalism-Nature,

Universalism-Tolerance. In this research, five out of 19 values were chosen and applied in order

to accord with Chinese culture and fit in this research (see Table 10).

**Table 10 modified Schwatz' theory of Basic Values (Source: Schwatz et al. 2002)**

Value	Definition
<b>Stimulation</b>	Excitement, novelty, and change
<b>Hedonism</b>	Pleasure and sensuous gratification
<b>Achievement</b>	Success according to social standards
<b>Security-personal</b>	Safety in one's immediate environment

<b>Security-societal</b>	Safety and stability in the wider society
<b>Tradition</b>	Maintaining and preserving cultural, family, or religious traditions

### **3.4. Research Design**

#### **3.4.1. The Study location: China**

In China, currently, there are seven Slow Food chapters. There are three chapters in Beijing, which are Great Wall, Manke Planet and Slow Food Beijing. Then, in Macao, Hong Kong, Yunnan and Shanghai, each place has one Slow Food organization (Slow Food, 2014).

#### **3.4.2. The Study Population and Sampling Frame**

The target population of this research is Chinese citizens or residents who are over 18 years old and have attended Slow Food events held in China on randomly selected days from September 5<sup>th</sup> 2014 to October 10<sup>th</sup> 2014. Even though there are five cities in China that operate Slow Food organizations, this research will only be conducted in Beijing. This place has in total three Slow Food convivia and actively held events regularly. Meanwhile, Beijing has the most of Slow Food event attendees in mainland China.

#### **3.4.3. Sampling Technique**

##### Convenience Sampling

Convenience sampling has been employed in this research. Research participants are chosen because he or she is participating in the event. Convenience sampling is a type of non-probability sampling in which people are sampled “simply because they are a “convenient” source of data for researchers”, *e.g.* by including a short questionnaire in a coupon mailing (Battaglia, 2008, p.525). Even though convenience sampling has the limitation that the sample may be not as representative as probability sampling, the method is relatively more time saving and cost-effective.

### Survey Instruments

This thesis employed survey instrument to collect data. Surveys are common tools for collecting data on residents' attitudes towards tourism development (Bramwell, 2003).

### Screening Questions

Before distributing questionnaires, event attendees were asked to answer three questions: (1) Are you 18 or older? (2) Are you a Chinese resident or citizen? (3) Have you ever attended at least one Slow Food event? If one condition cannot be fulfilled, the person will not be surveyed.

### Survey Translation

All questionnaires were translated into simplified Chinese. Dimanche (1994) introduced four translation methods: back translation, bilingual technique, committee approach and pre-test procedures. In this research, back-translation has been used. Back-translation means using two bilinguals; with no knowledge of the original material, the first person translates the material from the source language to the target language, and then the second person translates back from the target language to the source language. The researcher then makes judgments about the quality of the translation by comparing both versions in the original languages (Dimanche, 1994).

## Survey Structure

Self-administrated survey

<b>Section</b>	<b>Rationale</b>	<b>Measurement Scale</b>	<b>Objectives</b>
<b>Introduction</b>	To briefly introduce the research to participants		
<b>Section 1 Information Sources of Slow Food events</b>	To identify key information channels that are used by event participants to learn about the event.	Closed questions with multiple response choices and open-ended questions	
<b>Section 2 Motivation</b>	To examine what attributes will drive Chinese participants to attend Slow Food events	The four- point Monotonic scale	Research Objective One
<b>Section 3 Satisfaction</b>	To explore the overall satisfaction with Slow Food events, and what attribute has the most and the least influence on satisfaction	The four- point Monotonic scale	Research Objective Two
<b>Section 4 Personal Values</b>	To explore what values are important for Slow Food event attendees	The four-point Likert scale	Research Objective Two
<b>Section 4 Food Involvement Level</b>	To determine Slow Food event attendees' food involvement level	The four- point Likert scale	Research Objective Two
<b>Section 6 Acceptance level</b>	To explore Slow Food events participants' overall acceptance of the Slow Food idea	The four-point Likert scale	Research Objective Three
<b>Section 7 Demographic Information</b>	To gather data on demographic and socio-demographic characteristics of Slow Food events participants.	Closed questions with multiple response choices	Research Objective Two
<b>Section 8 Open-ended Questions</b>	To gain more information, such as feelings and attitudes of the subject.	Open-ended questions	

### Pilot Test

To strengthen the survey's validity and language clarity, the translated questionnaire was pilot tested among ten Chinese people; Based on their feedback, the questionnaire was slightly modified to eradicate any ambiguity in the statements.

### **3.5. Data Analysis**

The data collected in this study are mostly quantitative. After sorting the questionnaires, data was coded, entered, and analyzed using the Statistical Package for Social Sciences (SPSS). The survey includes a section of open-ended questions, however, since not many participants responded this part and even their answers were not rich enough to be analyzed, so this part has not been included in the data analysis. The data analysis techniques employed in this research are: descriptive analysis, independent sample t-test, analysis of variances (ANOVA), exploratory factor analysis, correlation analysis, and multiple regression analysis.

To address the question of which motives are the most important in prompting individuals to attend Slow Food events, descriptive statistics looking at mean scores and standard deviations of participants on the importance of motivation was calculated, and each motivational item was ranked based on their mean scores. Similarly, when answering research questions of event attendees' degree of satisfaction, overall satisfaction, personal values, food involvement level, and event attendees' level of acceptance level, mean scores and standard deviations were all calculated.

Independent sample t-test and one way ANOVA were utilized to identify the differences in the event attendees' overall satisfaction in terms of their' socio-demographic characteristics, which are: Age, Gender, Marital Status, Education, Occupation and Monthly Household Income (in CNY).

When examining the relationships between overall satisfaction and external variables (motivational dimensions, satisfaction items, personal values, and food involvement level), an exploratory factor analysis was conducted to create correlated variable composites to identify a set of new factors. While control variables: education and gender, were included to examine their effects on the dependant variable, the dependant variable: overall satisfaction was regressed against each independent variable (event attendees' motivational dimensions, satisfaction items, personal values and food involvement level) derived from factor analysis.

### **3.5.1. Testing the Reliabilities of the Study's Scales**

Cronbach's alpha is a test for survey's internal consistency. Cronbach's alpha indicates the reliability of a set of items measuring a construct. The value of Cronbach's alpha can range from zero to one, with the higher values indicating a better reliability of the construct (Hair et al., 1995). In this research, Cronbach's alpha will be used to test the reliabilities of scales and variables. After finishing data collection and data input, SPSS will be utilized to run reliability test.

$$R = \alpha = \frac{n}{n-1} \left( 1 - \frac{\sum Vi}{V_{test}} \right)$$

n = number of questions

Vi = variance of scores on each question

Vtest = total variance of overall scores (not %'s) on the entire test

## **Chapter 4: Research Findings**

### **4.1. Introduction**

This chapter explores the findings of the study, beginning with the data collection process. Then, it presents the results of statistical analyses of the data to address the research objectives of the study.

### **4.2. Data Collection Process**

The data collection for this study was from September 5th to October 10th, 2014 in Beijing, China. After obtaining permission from Slow Food Beijing event organizers, the researcher and her five research assistants attended two kinds of Slow Food events altogether, one of which was called “Slow Food Day”; the event’s main activities include food display cooking and food tasting. The other type of Slow Food event was called “Slow Food Day Trip”, which is an event that features picking in-season local food and food tasting. Because the major themes of these two types of events is Slow Food, they are all regular events organized by Slow Food Beijing, and their main activities are food activities, we assume that the responses of the two types of events do not need to be separately analyzed.

At the beginning of every event, the researcher would make a brief introduction of the study and roughly count how many people would be interested in participating in the study.

Questionnaires were distributed at the end of every event. The researcher and her research assistants would firstly ask whether any event participant was interested in answering the survey or not. If the potential participant agreed, three screening questions would be asked. If the participant, met the requirements, was at least 18 years old, and was Chinese, one questionnaire was distributed to the person. Approximately, 70% of the event-goers agreed to take part in the study. In all, 240 responses were collected, among which there were 221 valid responses. The

questionnaires marked as invalid were the ones either incomplete or with too much missing data.

The table below provides a summary of the data collection:

**Table 11 Summary of Survey Collection**

<b>Name</b>	<b>Slow Food Day</b>	<b>Slow Food Day Trip</b>
<b>Content</b>	1). Slow Food display cooking 2). Slow Food tasting	1). Picking in-season fruits and vegetables 2). Slow Food tasting
<b>Time</b>	Every Saturday and Sunday from August to October	Every day in August and September
<b>Data collected</b>	100	140
<b>How many times attended?</b>	5	12

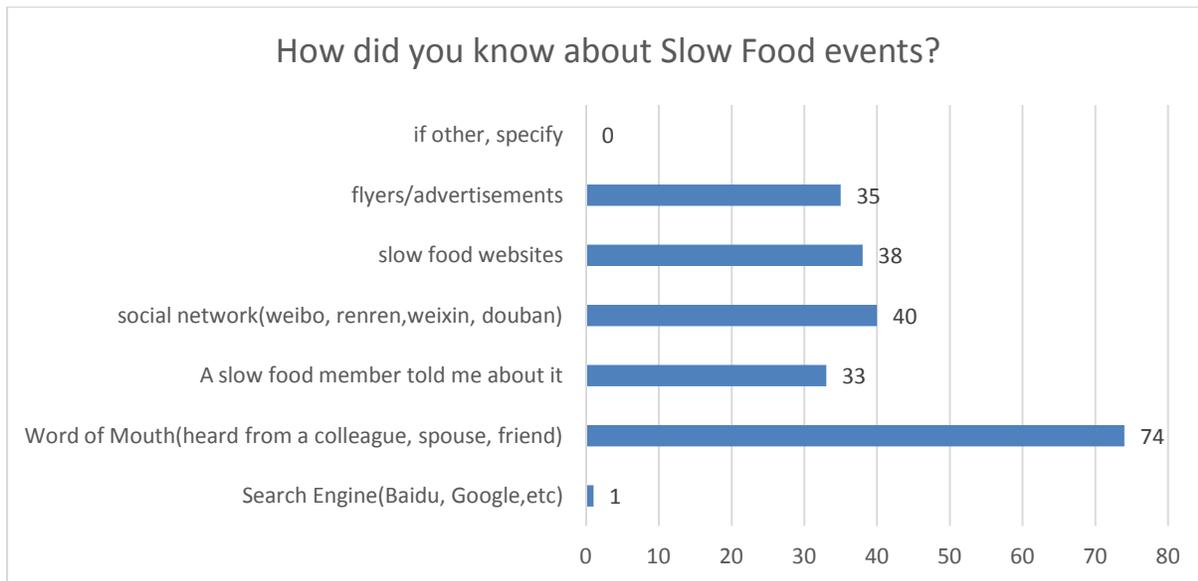
### 4.3. Profile of Respondents

Most participants attended these Slow Food events because of word of mouth (74 of 221 participants, 33.5 %) as shown in Table 13. Another one-third of the participants learnt of the events through online official websites (38, 17.2%) and social networks (40, 18.1%). Flyers can be another important way to attract people’s attention, as 35 participants, about 15.8%, found out about Slow Food events through them. The information is graphically illustrated in Figure 4.

**Table 12 the Information Sources of How Slow Food Event Attendees Knew about the Event**

	<b>Count</b>	<b>N %</b>
Search Engine(Baidu, Google,etc)	1	.5%
Word of Mouth(heard from a colleague, spouse, friend)	74	33.5%
A slow food member told me about it	33	14.9%
Social network (weibo, renren,weixin, douban)	40	18.1%
Slow food websites	38	17.2%
Flyers/advertisements	35	15.8%
if other, specify	0	.0%

**Figure 4** *How did People Know about Slow Food Events*



Among the participants, as can be seen from Table 14, 57.7% of the study participants were women, while 42.3% were male; the difference between them is no more than 15%. Most survey respondents were from the age group between 18 and 24 (42.7%), and around 31.8% of all respondents were aged between 25 and 34. Noticeably, around 25% of the participants were aged between 35 and 54. In terms of their marital status, 56% of them were single, while the rest of them were married (around 43%). Regarding people's education level, 74% of them had obtained or were obtaining their bachelor degree, and 25.1% of the participants had even higher degrees (Master degree or above). With respect to occupation, it can be summarized from the table that around 43% of the participants were students, and 35% of all respondents were company employees; the study also included 10% participants who were working for civil services. Of the total respondents, 43% had a monthly income of no more than 3,000 Chinese Yuan, and over 50% of them had a monthly household income equal to or above 5,000 Chinese Yuan [6.2 Chinese Yuan(CNY)≈1 USD].

**Table 13 Socio-Demographics of Respondents**

	<b>Categories</b>	<b>Count</b>	<b>N %</b>
<b>Age</b>	18-24	94	42.7%
	25-34	70	31.8%
	35-44	46	20.9%
	45-54	10	4.5%
<b>Gender</b>	Female	127	57.7%
	Male	93	42.3%
<b>Marital Status</b>	Single	121	56.0%
	Married	92	42.6%
	Widowed	3	1.4%
<b>Education</b>	Vocational training	2	.9%
	Bachelor degree	162	74.0%
	Master degree or above	55	25.1%
<b>Occupation</b>	Student	92	43.0%
	Civil service	23	10.7%
	Company employee	74	34.6%
	Self-employed	12	5.6%
	Other	13	6.1%
<b>Household income monthly in CNY</b>	3,000 and below	84	43.3%
	3,001-5,000	5	2.6%
	5,001-10,000	47	24.2%
	10,001 and above	58	29.9%

#### **4.4. Reliability of the Measurement Scale**

The scales used in the study were examined for reliability, before utilizing them for answering research questions and testing hypothesis. Cronbach's alpha, as mentioned in the third chapter, is the most commonly used method to test the reliability of a set of construct indicators. Their values range from 0 to 1, the higher value is, the more reliable the scale is (Hair et al., 1995). As

indicated in Table 15, the scales used in this thesis all showed an acceptable level of reliability, since their scores were over .700.

**Table 14: Reliability Coefficients of Scales Used in the Study**

Variable	Mean	SD	Number of Items	Cronbach's alpha
<b>Motivations</b>	63.24	6.145	22	.787
<b>Satisfaction</b>	35.63	4.522	12	.874
<b>Personal Values</b>	48.34	4.178	15	.724
<b>Food Involvement Scale</b>	23.48	3.809	8	.727
<b>Acceptance</b>	9.89	1.368	3	.760

## 4.5. Answering Research Questions

### 4.5.1. Answering Research Question 1

#### **Research Question 1: What motivate(s) Chinese people to attend Slow Food events?**

##### Event-goers motivations

A four-point scale was used to measure every motivational item to obtain the mean scores and standard deviations of participants' importance rating for explaining why they attend Slow Food events, as indicated in Table 16. On the scale, 1 is strongly unimportant, 2 is unimportant, 3 is important and 4 is strongly important. By ranking the means of six dimensions of motivational items, we found that Slow Food event-goers were attracted mostly by the excitement of the event itself and the food component of the event, with tiny differences assigned to the importance of each. Excitement with a mean of 3.09 (SD=.456) was ranked as the most important motivation factor for event participants. Then, Event Novelty (M=3.033, SD=.420) and Food (M=3.030, SD=.375) ranked as the second and third most important motivating factors, respectively, with slight differences. Escape (M=2.510, SD=.486) ranked as the least important motivating factors for Slow Food participants, which means that a change from their daily routine was not an important motivator for slow food event-goers.

When separately examining the 22 motivational variables in table 16, we found that the item “Because the idea of Slow Food is stimulating (M=3.28, SD=.517)” ranked as the most important factor, which accords with the finding that the component Excitement was the most important motivator for survey respondents. In addition, the item “I want to avoid the hustle and bustle of daily life (M=2.22, SD=.652)” from the dimension Escape was the least important factor for the survey participants.

**Table 15 Motivational Items for Attending Slow Food Events**

<b>Ranking</b>		<b>Mean</b>	<b>Std. Deviation</b>
<b>1</b>	<b>Excitement</b>	<b>3.10</b>	<b>.456</b>
	Because the idea of Slow Food is stimulating and exciting	3.28	.517
	I want to have a variety of activities	3.07	.670
	Because I enjoy attending special events	2.95	.670
<b>2</b>	<b>Event Novelty</b>	<b>3.03</b>	<b>.420</b>
	I want to discover new places and things.	3.14	.674
	I want to try different and new foods	3.02	.496
	I want to satisfy my curiosity	3.01	.591
	I want to learn new things and how to do new skills	2.97	.600
<b>3</b>	<b>Food</b>	<b>3.03</b>	<b>.375</b>
	Because I am interested in the Slow Food idea	3.16	.493
	Because I am interested in food and wine	3.10	.403
	I want to increase my knowledge of food	3.10	.527
	I want to taste new/different food	3.03	.514
	I want to purchase organic guaranteed food	3.06	.876
	I want to purchase food	2.73	.756
<b>4</b>	<b>Family Togetherness</b>	<b>2.74</b>	<b>.797</b>
	Because I thought the entire family would enjoy it	2.74	.800
	Because family could do things together	2.73	.831
<b>5</b>	<b>Socialization</b>	<b>2.73</b>	<b>.491</b>
	I want to be with and meet friends with similar interests	2.99	.697
	I want to make new friends	2.95	.630
	I want to gain a feeling of belonging	2.24	.567

<b>6</b>	<b>Escape</b>	<b>2.51</b>	<b>.486</b>
	I want to have a change from my daily routine	2.81	.709
	I want to get away from the demands of life	2.49	.672
	I want to have a change of pace from my everyday life	2.52	.664
	I want to avoid the hustle and bustle of daily life	2.22	.652

#### 4.5.2. Answering Research Question 2

##### Research Question 2: Did Slow Food event satisfy Slow Food event attendees?

###### Event Attendees' Satisfaction

This study has measured participants' satisfaction level after attending Slow Food events.

Respondents' satisfaction was measured by a four-point scale: 1 is Very Dissatisfied, 2 is Somewhat Dissatisfied, 3 is Fairly Well Satisfied, and 4 is Very Satisfied. Table 17 below shows that Service (M=3.03, SD=.555) component received the highest level of satisfaction, and Physical Setting (M=3.00, SD=.376) was ranked as the component that received the second highest satisfaction; Involvement (M=2.94, SD=.602) was ranked as the third highest satisfaction. Hospitality (M=2.93, SD=.619) was ranked as the fourth most satisfying component of the event. Freedom of Choice (M=2.80, SD=.525) was ranked as the least satisfying element for study participants. Among all five dimensions of satisfaction, only Service and Physical Setting received an average score over 3.0. It can also be observed from the table that the score difference between the five components was small.

**Table 16 Slow Food Event Attendees' Satisfaction**

<b>Ranking</b>		<b>Mean</b>	<b>Std. Deviation</b>
<b>1.</b>	<b>Service</b>	<b>3.03</b>	<b>.555</b>
	I am satisfied with the performance of staff	3.03	.555
<b>2.</b>	<b>Physical Setting</b>	<b>3.00</b>	<b>.376</b>
	The weather is good	3.14	.404
	I am satisfied with the number of participants	3.08	.517

	The venue/place is suitable for holding the event	3.05	.455
	The venue/place is accessible	2.75	.577
<b>3.</b>	<b>Involvement Level</b>	<b>2.94</b>	<b>.602</b>
	I felt engaged in the event	2.94	.602
<b>4.</b>	<b>Hospitality</b>	<b>2.93</b>	<b>.619</b>
	The staff are very willing to help	2.95	.673
	I felt welcomed	2.92	.653
<b>5.</b>	<b>Freedom of Choice</b>	<b>2.80</b>	<b>.525</b>
	I felt free to purchase the food, services and souvenirs that interested me	3.03	.509
	I am satisfied with the choices of food in the event	2.81	.640
	I am satisfied with the choices of activities to attend	2.78	.645

#### Event attendees' Overall Satisfaction

Respondents were also asked to rate their overall satisfaction with the Slow Food events they attended. The results are summarized in Table 18. According to the findings, 55.8% of Slow Food event participants indicated that they were fairly well satisfied, or 28.6% of the total participants responded that they were very satisfied. However, 15.7% of respondents were dissatisfied. The mean score for overall satisfaction was 3.13, which tended toward the high end of the satisfaction scale. This suggests that these Slow Food events generally provide customers with satisfactory experiences.

**Table 17 Overall Satisfaction**

		<b>Count</b>	<b>N %</b>
<b>Overall Satisfaction</b>	Very Dissatisfied	0	.0%
	Somewhat Dissatisfied	34	15.7%
	Fairly Well Satisfied	121	55.8%
	Very Satisfied	62	28.6%

#### **4.5.3. Answering Research Question 3**

**Research Question 3: What attribute(s) from the tourism product model is/are the most important in determining satisfaction?**

##### Ranking Satisfaction Items

In the questionnaire, each participant was also asked to rank the five satisfaction items (Physical Setting, Service, Hospitality, Freedom of Choice and Involvement) by the degree of influences on their overall satisfaction. Accordingly, the participants rated the satisfaction item as having the most important influence on their overall satisfaction in the first place; descendingly, the least important satisfaction item was put in fifth place. Table 19 shows that Service was the most important factor that influenced event-goers' overall satisfaction (Mo=1.00), Hospitality was ranked as the second most important item in respondents' satisfaction (Mo=2.00); Freedom of Choice (Mo=4.00) and Involvement (Mo=5.00) were the least important factors that influenced Slow Food participants' satisfaction.

**Table 18 Ranking Satisfaction Items**

	<b>Mode</b>
<b>Service Ranking</b>	1.00
<b>Hospitality Ranking</b>	2.00
<b>Physical Setting Ranking</b>	3.00
<b>Freedom of Choice Ranking</b>	4.00
<b>Involvement Ranking</b>	5.00

#### **4.5.4. Answering Research Question 4**

##### **Research Question 4: How do event-goers' socio-demographic information, motivations, personal values and food involvement level influence overall satisfaction?**

###### Personal Values

Personal values in the study consist of 15 variables, which can be categorized into six subsets.

They were measured in the survey by a four-point scale: 1 is Strongly Disagree, 2 is Disagree, 3 is Agree, and 4 is Strongly Agree. It can be summarized that Security-Personal (M=3.36, SD=.399) was the most important value type for Chinese Slow Food event attendees. Then, Societal-Security (M=3.31, SD=.411), Tradition (M =3.31, SD=.506), and Hedonism (M=3.31, SD=.372) received the same average score and were all ranked as the second most important value type by the study participants. Achievement (M=3.24, SD=.644) was displayed as the third

important value, with slight difference from the second one. Stimulation (M=2.90, SD=.631) was ranked as the least important value in the study.

**Table 19 Respondents' Personal Values**

<b>Ranking</b>		<b>Mean</b>	<b>Std. Deviation</b>
<b>1.</b>	<b>Security Personal</b>	<b>3.36</b>	<b>.399</b>
	I avoid anything that might endanger my safety	3.37	.536
	My personal security is extremely important to me	3.35	.497
<b>2.</b>	<b>Security Societal</b>	<b>3.31</b>	<b>.411</b>
	It is important to me to live in secure surroundings	3.33	.492
	It is important to me that my country protect itself against all threats	3.30	.549
<b>2</b>	<b>Tradition</b>	<b>3.31</b>	<b>.506</b>
	I strongly value the traditional practices of my culture	3.32	.581
	Following my family's customs or the customs of a religion is important to me	3.31	.577
<b>2</b>	<b>Hedonism</b>	<b>3.31</b>	<b>.372</b>
	Having a good time is important to me	3.34	.486
	I take advantage of every opportunity to have fun	3.34	.502
	Enjoying life's pleasures is important to me	3.27	.466
<b>3.</b>	<b>Achievement</b>	<b>3.24</b>	<b>.644</b>
	I think it is important to be ambitious	3.29	.637
	Being very successful is important to me	3.26	.676
	I want people to admire my achievement	3.18	.776
<b>4.</b>	<b>Stimulation</b>	<b>2.90</b>	<b>.631</b>
	I am always looking for different kinds of things to do	3.00	.618
	I think it is important to have all sorts of new experiences	2.87	.812
	Excitement in life is important to me	2.83	.826

Food Involvement Level

Slow Food participants' Food Involvement Level in this study was measured by a four point scale: 1 is Strongly Disagree, 2 is Disagree, 3 is Agree, and 4 is Strongly Agree. The eight Food Involvement Level variables can be categorized as Eating, Cooking, Preparing and Food Acquisition. According to their mean scores, the importance of the four factors was ranked in this order: Eating (M=3.29, SD=.576), Cooking (M=3.08, SD=.768), Preparing (M=2.78, SD=.890),

Food Acquisition (M=2.49, SD=.519). The mean of respondents' overall FIS scores was 2.91, which indicated that respondents that attended Slow Food events had a relatively high food involvement level.

**Table 20 Respondents' Food Involvement Level**

<b>Ranking</b>		<b>Mean</b>	<b>Std. Deviation</b>
<b>1.</b>	<b>Eating</b>	<b>3.29</b>	<b>.576</b>
	Talking about what I am eating and what I am going to eat is exciting	3.25	.653
	When traveling, one of the things I anticipated most is eating local food	3.36	.632
<b>2.</b>	<b>Cooking</b>	<b>3.08</b>	<b>.768</b>
	Cooking is interesting	3.06	.815
	I enjoying cooking for other people and for myself	3.10	.794
<b>3.</b>	<b>Preparing</b>	<b>2.78</b>	<b>.890</b>
	I mix or chop food by myself	2.82	.930
	I care about if the table is set nicely	2.75	.958
<b>4.</b>	<b>Food Acquisition</b>	<b>2.49</b>	<b>.519</b>
	Compared with other choices, my food choices are very important to me	1.90	.952
	I do most of my own shopping	3.08	.754

Explaining the Relations between Event participants' Socio-Demographics and Overall Satisfaction

Analyses of variances (ANOVA) and independent sample t-test were employed to compare the difference between different groups to determine whether that difference was statistically significant.

Analysis of variances (ANOVA) is a collection of statistical models to analyze the differences between group means and their variances among and between more than two groups (Howell, 2012). In the study, One-Way ANOVA was employed to examine the differences in the event attendees' overall satisfaction in terms of their age, marital status, education level, occupation and monthly household incomes in CNY.

According to Table 22 below, different education level groups had no significant effect on respondents' overall satisfaction [ $F(2,212) = .142, p > .05$ ], suggesting that event-goers with a different level of education had similar overall satisfaction. Age [ $F(3,212) = 2.915, p < .05$ ], Marital Status [ $F(2,209) = 4.790, p < .01$ ], Occupation [ $F(2,187) = 4.755, p < .01$ ], and Monthly Household Income (CNY) [ $F(3,187) = 6.481, p < .001$ ] had significant impacts on event participants' overall satisfaction. Therefore, the differences in event attendees' socio-demographic variables (age, marital status, occupation and monthly household income) may impact their rating of overall satisfaction.

Tukey (Honest Significant Difference) HSD test, one of the Post-Hoc tests, was performed and indicated that, in terms of age groups, the overall satisfaction of respondents from the age group 18-24 was significantly different from respondents from age group 35-44 ( $p < .05$ ), and that there existed no significant difference in remaining age groups in terms of their ratings of overall satisfaction. Participants from the age group 18-24 ( $M = 2.989$ ) had a lower overall satisfaction when compared with participants from the age group 35-44 ( $M = 3.304$ ). In regard to influences of Marital States on their rating of overall satisfaction, single and married participants had a significant difference on their level of overall satisfaction ( $p < .01$ ), and married participants ( $M = 3.281$ ) had higher overall satisfaction when compared with single participants ( $M = 3.001$ ). Students and company employees appeared to have different overall satisfaction ( $p < .01$ ), with students ( $M = 2.901$ ) had lower overall satisfaction than company employee ( $M = 3.264$ ).

The Post-Hoc test (Tukey HSD test) also illustrated that different levels of income had significant effects on participants' overall satisfaction level: event-goers with a monthly household income of CNY 3000 and below rated their overall satisfaction significantly different than people with a monthly household income CNY5,001 to CNY10,000 ( $p < .01$ ), or CNY10,001

and above ( $p < .01$ ). Individuals whose monthly household income was at most CNY 3000 had the lowest overall satisfaction ( $M = 2.880$ ), while those participants whose monthly household incomes were from CNY 5,001 to CNY 10,000 ( $M = 3.300$ ), or at least 10,001 ( $M = 3.272$ ) had higher overall satisfaction.

**Table 21 ANOVA of Overall Satisfaction in terms of Socio-Demographics**

		Mean	SD	Sum of Squares	df	Mean Square	F
<b>Age</b>							
	18-24	2.989	.637				
	25-34	3.177	.732				
	35-44	3.304	.510				
	45-54	3.300	.675				
Between Groups				<b>3.660</b>	<b>3</b>	<b>1.220</b>	<b>2.915*</b>
Within Groups				<b>88.711</b>	<b>212</b>	<b>.418</b>	
<b>Marital Status</b>							
	Single	3.001	.680				
	Married	3.281	.584				
	Widowed	3.333	.577				
Between Groups				<b>3.023</b>	<b>2</b>	<b>1.963</b>	<b>4.790**</b>
Within Groups				<b>55.406</b>	<b>209</b>	<b>.410</b>	
<b>Education</b>							
	Vocational Training	3.000	.000				
	Bachelor degree	3.119	.640				
	Master degree or above	3.167	.720				
Between Groups				<b>.124</b>	<b>2</b>	<b>.062</b>	<b>.142</b>
Within Groups				<b>92.230</b>	<b>212</b>	<b>.435</b>	
<b>Occupation</b>							
	Student	2.901	.616				
	Civil Service	3.304	.559				
	Company Employee	3.264	.671				
	Self-employed	3.182	.603				
	Other	3.385	.650				
Between Groups				<b>7.578</b>	<b>4</b>	<b>1.895</b>	<b>4.755**</b>
Within Groups				<b>81.679</b>	<b>205</b>	<b>.398</b>	
<b>Household Income monthly in CNY</b>							
	3,000 and below	2.880	.613				

	3,001-5,000	3.200	.447			
	5,001-10,000	3.300	.657			
	10,001 and above	3.272	.622			
Between Groups		<b>7.561</b>	<b>3</b>	<b>2.520</b>	<b>6.481***</b>	
Within Groups		<b>72.334</b>	<b>187</b>	<b>.389</b>		

Note: \*\*\*p<.001, \*\*p<.01, \*p<.05

Because gender has only two groups of attributes, it is not accord with the requirement of ANOVA. The independent sample t-test was utilized, since it can determine whether the difference between the two groups is significant or not. The independent sample t-test revealed that there existed no significant difference between male and female's overall satisfaction ( $p>.05$ ). This supported the notion that the gender of respondents had no effect on their overall satisfaction.

**Table 22 Independent Sample t-test of Overall Satisfaction in terms of Gender**

	Overall Satisfaction		T	df	Sig
	M	SD			
<b>Gender</b>			.949	214	.301
<b>Female</b>	3.202	.662			
<b>Male</b>	3.033	.637			

#### Explaining the Relations between Event Participants' Motivations and Overall Satisfaction

The Principal Components Analysis (PCA) was employed to convert existing variables into a set of uncorrelated variables that retains most of the sample's information (Jolliffe, 2002). The factors with an eigenvalue above 1.0 were retained. Table 24 reports the factor analysis of event attendees' motivation variables. The new factors are Event Novelty, Special Events & Slow Food idea, Escape & New Food Experiences, Family Togetherness, Socialization, and Purchase Food & Organic Food. These factors explained 66.631% of the variances.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy showed a value of .781, which indicates that the variables are good for a factor analysis. Items with a factor loading of .40 are considered as fair and were used as a threshold value when selecting items (Tabachnick &

Fidell, 2001). Based on these criteria, three items (“I want to avoid the hustle and bustle of daily life”, “I want to gain a feeling of belonging”, and “I want to increase my knowledge of food”) were eliminated from the lists. These resulted in the final factor structure consisting of 19 items.

## Factor Analysis

**Table 23** *Factor Analysis of Motivational Items*

<b>Factor</b>	<b>Factor Loading</b>	<b>Eigenvalue</b>	<b>Rotated Eigenvalue</b>	<b>Explained Variance</b>	<b>Cronbach’s alpha</b>
<b>Factor 1: Event Novelty</b>		5.766	2.460	26.208%	.892
I want to have a variety of activities	.863				
I want to discover new places and things	.830				
I want to satisfy my curiosity	.707				
<b>Factor 2: Special Events &amp; Slow Food idea</b>		3.211	2.432	14.594%	.753
Because the idea of Slow Food is stimulating and exciting	.822				
Because I am interested in the Slow Food Idea	.768				
Because I enjoy attending Special events	.505				
Because I am interested in food and wine	.501				
I want to increase my knowledge of food	.437				
<b>Factor 3: Escape &amp; New Food experience</b>		1.809	2.199	8.225%	.763
I want to have a change of pace from my everyday life	.829				
I want to get away from the demands of life	.785				
I want to have a change from my daily routine	.540				
I want to taste	.447				

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new/different food					
<b>Factor 4: Family Togetherness</b>	1.563	1.896	7.106%	.942	
Because I thought the entire family would enjoy it	.910				
Because family could do things together	.842				
<b>Factor 5: Socialization &amp; New skills</b>	1.299	1.800	5.907%	.740	
I want to make new friends	.764				
I want to be with and meet friends with similar interests	.709				
I want to learn new things and how to do new skills	.438				
<b>Factor 6 Purchase Food &amp; Organic Food</b>	1.005	1.742	4.566%	.847	
I want to purchase organic guaranteed food	.844				
I want to purchase food	.800				
<b>Total Variances Explained</b>			66.631%		

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Note: Motivations: 1= strongly unimportant, 4=strongly important  
The reliability of entire scale: 0.830  
Extraction method: Principal Component Analysis  
Rotation Method: Varimax with Kaiser Normalization  
KMO (Kaiser-Meyer-Olkin measure of sampling adequacy) = .781  
Bartlett's test of sphericity:  $p = .000$

### Correction Analysis

Pearson Correlation was used to measure how overall satisfaction and the new factors were related. Table 25 shows that Family Togetherness ( $p < .001$ ) and Purchase Food & Organic Food ( $p < .01$ ) had a positive correlation with event attendees' Overall Satisfaction.

**Table 24 Pearson Correlation between Motivational Items and Overall Satisfaction**

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	Event Novelty	Special Events & Slow	Escape & New food experiences	Family Togetherness	Socialization & New skills	Purchase Food & Organic
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	Food ideas			Food		
<b>Overall</b>	-.044	-.065	.042	.280***	-.068	.234**
<b>Satisfaction</b>	.520	.343	.543	.000	.316	.001

Note: \*\*\*p<.001, \*\*p<.01, \*p<.05

### Multiple Regression Analysis

Multiple regression analysis, a statistical process for estimating the relationship among variables, focuses on predicting how a set of independent variables can influence one dependent variable (Freedman, 2005). The equation of visitors' overall satisfaction was displayed as follows:

$$Y = f(X, \beta)$$

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \varepsilon$$

Where,

Y = Event attendees' overall satisfaction

$\beta$  = Coefficient

X1 = Event Novelty

X2 = Special Events and Slow Food ideas

X3 = Escape and New Food experiences

X4 = Family togetherness

X5= Socialization and New skills

X6= Purchase Food/organic Food

$\varepsilon$  = a stochastically estimated random error variable

The six factors generated by principal component analysis were the independent variables, and event attendees' overall satisfaction was the dependent variable. After controlling for the effects of variables Gender and Education, the overall model was significant [F (8,212) = 3.235, p<.005] and explained 7.2 % of the variance in overall satisfaction.

Out of the six factors, Family Togetherness (p<.001), Purchase Food & Organic Food (p<.05) were able to explain the variance in the dependent variable. In the table 26, beta value

was utilized to measure how strongly each independent variable influences the dependent variable (Tabachnick & Fidell, 2001). Therefore, when Family Togetherness increases one unit, event attendees' Overall Satisfaction increases 0.171 units. For every unit, the motivation factor, Purchase Food & Organic Food increases, and the Overall Satisfaction with event attendees increase 0.204 units. In summary, respondents who were more motivated by Family Togetherness and Purchase Food & Organic Food to attend Slow Food events were more likely to have a higher overall satisfaction.

**Table 25 Regression Analysis of Motivational Items Explaining Overall Satisfaction**

<b>Independent Variables</b>	<b>Beta</b>
<b>Gender</b>	-.034
<b>Education</b>	.070
<b>Family Togetherness</b>	.171*
<b>Purchase Food and Organic Food</b>	.204**
<b>Event Novelty</b>	.027
<b>Special Events and Slow Food ideas</b>	-.137
<b>Escape and New food experiences</b>	.105
<b>Socialization and New skills</b>	.064
<b>Adjusted R<sup>2</sup></b>	.072

Note: \*\*\*p<.001, \*\*p<.01, \*p<.05

Explaining the Relations between Event Participants' Satisfaction Items and Overall Satisfaction

**Factor Analysis**

To examine the influences of different satisfaction dimensions on individuals' overall satisfaction, principal component analysis was first conducted.

The Kaiser-Meyer-Olkin value was .839, and the Bartlett's test of sphericity was significant (p<.001). The factors with a loading over .40 and an Eigenvalue over .90 were reported. Three satisfaction dimensions that can explain 73.164% of the total variances were

generated, labeled as Freedom of Choice & Involvement, Physical Setting, and Service & Hospitality.

**Table 26** *Factor Analysis of Satisfaction Items*

<b>Factor</b>	<b>Factor Loading</b>	<b>Eigen-Value</b>	<b>Rotated Eigenvalue</b>	<b>Explained Variance</b>	<b>Cronbach's alpha</b>
<b>Factor 1: Freedom of Choice &amp; Involvement</b>		4.707	2.707	42.792%	.840
I am satisfied with the choices of food in the event	.926				
I am satisfied with the choices of activities to attend	.859				
I felt free to purchase the food, services and souvenirs that interested me	.699				
I felt engaged in the event	.549				
<b>Factor 2: Physical Setting</b>		1.828	2.485	16.620%	.758
The venue/place is suitable for holding the event	.809				
The weather is good	.766				
I am satisfied with the number of participants	.747				
The venue/place is accessible	.682				
<b>Factor 3 Service &amp; Hospitality</b>		.943	2.287	8.572%	.827
The staff are very willing to help	.750				
I feel welcomed	.704				
I am satisfied with the performance of staff	.468				
<b>Total Variances Explained</b>				<b>73.164%</b>	

Note: Satisfaction: 1= strongly disagree, 4=strongly agree  
 The reliability of entire scale: .777  
 Extraction method: Principal Component Analysis  
 Rotation Method: Varimax with Kaiser Normalization

KMO (Kaiser-Meyer-Olkin measure of sampling adequacy) = .839  
 Bartlett's test of sphericity:  $p = .000$

### Correlation Analysis

A Pearson correlation test was employed to measure the relation between the three satisfaction dimensions and overall satisfaction. Table 28 indicates that physical setting was modestly positively correlated with overall satisfaction ( $r = .231, p < .01$ ). The dimension Freedom of Choice & Involvement had a strong positive correlation with overall satisfaction ( $r = .637, p < .001$ ). Service and Hospitality also had a strong positive correlation with overall satisfaction ( $r = .547, p < .001$ ).

**Table 27 Pearson Correlation between Satisfaction items and Overall Satisfaction**

	Physical Setting	Freedom of choice & Involvement	Service & Hospitality
<b>Overall satisfaction</b>	.231**	.637***	.547***
	.001	.000	.000

Note: \*\*\* $p < .001$ , \*\* $p < .01$ , \* $p < .05$

### Multiple Regression Analysis

The second regression model was run in SPSS with all the independent variables (Physical Setting, Freedom of choice & Involvement, and Service & Hospitality) and with overall satisfaction as the dependent variable. The equation of visitors' overall satisfaction is displayed as follows:

$$Y = f(X, \beta)$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Y = Event attendees' overall satisfaction

$\beta$  = Coefficient

X1 = Physical Setting

X2 = Freedom of choice and Involvement

X3 = Service and Hospitality

$\varepsilon$  = a stochastically estimated random error variable

The overall regression analysis (Table 29) was significant [ $F(3,213) = 57.507, p < .001$ ], and it can explain 44% of variance in Overall Satisfaction. Moreover, Freedom of Choice & Involvement ( $p < .001$ ) and Service & Hospitality ( $p < .001$ ) were the two factors that can explain the variance in the dependent variable.

Based on the regression coefficients (beta), when Freedom of Choice & Involvement increases one unit, Overall Satisfaction increases 0.486 units. When Service & Hospitality increases one unit, Overall Satisfaction increases 0.267 units. Hence, respondents who were more satisfied with the events' freedom of choice and involvement, and those who were more satisfied with events' service and hospitality are likely to have a higher overall satisfaction score.

**Table 28 Regression Analysis of Satisfaction Items Explaining Overall Satisfaction**

<b>Independent Variables</b>	<b>Beta</b>
<b>Physical Setting</b>	-.036
<b>Freedom of Choice and Involvement</b>	.486***
<b>Service and Hospitality</b>	.267***
<b>Adjusted R<sup>2</sup></b>	.440

Note: \*\*\* $p < .001$ , \*\* $p < .01$ , \* $p < .05$

Explaining the Relations between Event Participants' Personal Value and Overall Satisfaction

As shown in Table 30, fifteen variables from Personal Values were factor analyzed. Three factors (Societal-Security & Tradition, Achievement, and Hedonism & Personal-Security) were generated, which can explain 66.413% of variances in total. The Kaiser-Meyer-Olkin was 0.721, and the Bartlett's test of sphericity was significant ( $p < .001$ ), which indicated that the variables were good for a factor analysis. Factors with a factor loading over 0.5 and an Eigenvalue over 1.0 were reported.

**Table 29 Factor Analysis of Personal Value Items**

<b>Factor</b>	<b>Factor</b>	<b>Eigen-</b>	<b>Rotated</b>	<b>Explained</b>	<b>Cronbach's</b>
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	<b>Loading</b>	<b>value</b>	<b>Eigenvalue</b>	<b>Variance</b>	<b>alpha</b>
<b>Factor 1: Societal-Security &amp; Tradition</b>		3.507	2.604	23.378%	.785
It is important to me that my country protect itself against all threats	.798				
It is important to me to live in secure surroundings	.794				
Having a good time is important to me	.691				
Following my family's customs of the customs of a religion is important to me.	.629				
I strongly value the traditional practices of my culture	.575				
<b>Factor 2: Achievement</b>		2.814	2.596	18.760%	.668
Being very successful is important to me	.946				
I want people to admire my achievement	.920				
I think it is important to be ambitious	.885				
<b>Factor 3: Hedonism &amp; Personal-Security</b>		1.937	2.514	12.916%	.912
I take advantage of every opportunity to have fun	.846				
My personal security is extremely important to me	.761				
Enjoying life's pleasures is important to me	.756				
I avoid anything that might endanger my safety	.730				
<b>Factor 4: Stimulation</b>		1.704	2.248	11.359%	.689
I think it is important to have all sorts of new experiences	.848				
Excitement in life is important to me	.845				
I am always looking for	.758				

different kinds of things to do

**Total Variances Explained** 66.413%

Note: Personal Values: 1= strongly unimportant, 4=strongly important  
 The reliability of the entire scale: .785  
 Extraction method: Principal Component Analysis  
 Rotation Method: Varimax with Kaiser Normalization  
 KMO (Kaiser-Meyer-Olkin measure of sampling adequacy) = .721  
 Bartlett's test of sphericity:  $p = .000$

### Correlation Analysis

A Pearson Correlation test was used to measure the linear relation between dimensions of personal value and overall satisfaction. As shown in Table 31, Hedonism & Personal-Security ( $r=.190$ ) and Societal-Security & Tradition ( $r=.180$ ) have a positive correlation with event-goers' Overall Satisfaction ( $p<.01$ ).

**Table 30 Pearson Correlation between Personal Value Items and Overall Satisfaction**

	Societal Security & Tradition	Achievement	Hedonism & Personal Security	Stimulation
<b>Overall Satisfaction</b>	.180**	.050	.190**	.032
	.008	.460	.005	.639

Note: \*\*\* $p<.001$ , \*\* $p<.01$ , \* $p<.05$

### Multiple Regression Analysis

A third Regression model was run to examine the relation between the independent variables (Societal-Security and Tradition, Achievement, Hedonism and Personal Security, and Stimulation) and the dependent variable: Overall Satisfaction.

After controlling the effects of Gender and Education, the table 32 below illustrated that the regression model was significant [ $F(6, 214) = 3.139, p<.01$ ], while explaining 5.5% variances in Overall Satisfaction. The beta value showed that every time the Hedonism and Personal-Security increases one unit, Overall Satisfaction increases by 0.190 units. Thus, when

respondents paid more attention to their hedonism and personal-security values, they were in general more easily satisfied with Slow Food events.

**Table 31 Regression Analysis of Personal Values Explaining Overall Satisfaction**

<b>Independent Variables</b>	<b>Beta</b>
<b>Gender</b>	-.081
<b>Education</b>	.009
<b>Social Security Tradition</b>	.114
<b>Achievement</b>	.147*
<b>Hedonism and Personal Security</b>	.147*
<b>Stimulation</b>	.034
<b>Adjusted R<sup>2</sup></b>	.055

Note: \*\*\*p<.001, \*\*p<.01, \*p<.05

Explaining the Relations between Event Participants’ Food Involvement Level and Overall Satisfaction

Principal Component Analysis was utilized to transform variables into a set of linear uncorrelated variables that are highly predictive for the following regression analysis. The Kaiser-Meyer-Olkin was 0.848, and the Bartlett’s test of sphericity was significant (p<.001), which indicated that the variables were good for a factor analysis. Factors with a factor loading over 0.5 and an Eigenvalue over 1.0 were reported. The two factors were finally generated as Preparing& Cooking (55.566%) and Food Acquisition & Eating (12.902%).

**Table 32 Factor Analysis of Food Involvement Items**

<b>Factor</b>	<b>Factor Loading</b>	<b>Eigen-value</b>	<b>Rotated Eigenvalue</b>	<b>Explained Variance</b>	<b>Cronach’s alpha</b>
<b>Factor 1: Preparing &amp; Cooking</b>		4.445	3.025	55.566%	.832
I care about if the table is set nicely	.877				
I mix or chop food by myself	.876				
Cooking is interesting	.723				
<b>Factor 2: Food Acquisition &amp; Eating</b>		1.032	2.453	12.902%	.886
Talking about what I am	.783				

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eating and what I am going to eat is exciting		
When traveling, one of the things I anticipated most is eating local food	.780	
Compared with other choices, my food choices are very important to me	.707	
<b>Total Variances Explained</b>		68.468%

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Note: Food Involvement: 1= strongly unimportant, 4=strongly important  
The reliability of the entire scale: .830  
Extraction method: Principal Component Analysis  
Rotation Method: Varimax with Kaiser Normalization  
KMO (Kaiser-Meyer-Olkin measure of sampling adequacy) = .848  
Bartlett's test of sphericity:  $p = .000$

**Correlation Analysis**

A Pearson correlation was used to measure the two-tail linear relations between Preparing and Cooking, Food Acquisition & Eating, and Overall Satisfaction. Table 34 illustrates that the variable Preparing & Cooking has a positive correlation with Overall satisfaction ( $r=.247$ ,  $p<.001$ ).

**Table 33 Pearson Correlation between Food Involvement Items and Overall Satisfaction**

	Preparing &Cooking	Food Acquisition & Eating
<b>Overall Satisfaction</b>	.247**	.012
	.000	.860

Note: \*\*\* $p<.001$ , \*\* $p<.01$ , \* $p<.05$

**Multiple Regression Analysis**

The Regression Model was run with all independent variables and the dependent variable: Overall Satisfaction in SPSS. The overall model was significant [ $F (2,214) = 7.231$ ,  $p<.01$ ], which can explain 5.5% of variances in the dependent variable. The beta value, as shown in table 35 below, indicated that as every unit Preparing & Cooking increases, the Overall Satisfaction increases .259 units. Thus, when event participants more valued food preparation and food cooking, they were likely to have a higher overall satisfaction of Slow Food events.

**Table 34 Regression Analysis of Food Involvement Items Explaining Overall Satisfaction**

<b>Independent Variables</b>	<b>Beta</b>
<b>Preparing and Cooking</b>	.259***
<b>Food Acquisition and Eating</b>	-.051
<b>Adjusted R<sup>2</sup></b>	.055

Note: \*\*\*p<.001, \*\*p<.01, \*p<.05

#### **4.5.5. Answering Research Question 5**

##### **Research Question 5: What is the overall acceptance level of Slow Food participants?**

The acceptance level of Slow Food of Chinese attendees consisted of three questions shown in the table below. Each question was measured by a four-point scale: 1 is strongly disagree, 2 is disagree, 3 is agree, and 4 is strongly agree. The result indicated that the majority of participants thought that they knew what the Slow Food movement was (M=3.05), the idea was important to Chinese (M =3.35), and that the idea should be disseminated to be known by more people in the country (M=3.44). Therefore, the results suggest that event attendees of Slow Food have a high acceptance level of Slow Food.

**Table 35 Respondents' Acceptance of Slow Food Movement**

	<b>Mean</b>	<b>Std. Deviation</b>
<b>I understand the Slow Food movement</b>	3.05	.655
<b>I think the Slow Food idea is important to China</b>	3.35	.521
<b>I think the idea should be promoted to be known by more people in China</b>	3.44	.507
<b>Acceptance level of Slow Food</b>	3.30	.493

## **Chapter 5: Conclusions and Discussions**

### **5.1. Introduction**

This chapter discusses the findings, implications and limitations of the study. It first summarizes the findings and compares them with previous literature. Then, it extends the discussion to address research implications of the current study. Finally, it considers the research limitations and offers recommendations for future research.

### **5.2. Summary and Discussion of the Findings**

This thesis explores the Slow Food Movement from a variety of perspectives: demographic characteristics and event goers' motivation, satisfaction, food involvement level and acceptance level. It then identifies the relationship between these variables and event attendees' overall satisfaction, in order to understand the perception of those who attend Slow Food events.

To achieve this goal, quantitative data were collected. A four-page questionnaire was distributed to Slow Food Beijing event attendees from September to October, 2014. Two hundred and twenty-one valid surveys were utilized for this study. The survey was composed of six main categories: 1) the information sources of Slow Food events; 2) event attendees' motivations; 3) event attendees' satisfaction; 4) event attendees' personal values; 5) event attendees' food involvement level; 6) event attendees' socio-demographic characteristics.

### **5.3. Information Sources of Slow Food Events**

How did event attendees learn about the Slow Food events in China? Prior research identified several common information sources for general customers: 1) word-of-mouth (WOM) such as information from family and friends; 2) commercial sources, such as advertisements and salespersons; 3) public sources, e.g. internet search and mass media; and 4) experiential sources accessed by observation (Kotler & Armstrong, 2011). In this research, to identify Slow Food

event attendees' information sources, the researcher offered survey respondents six choices that represent the four categories.

The results of this study reveal that a plurality of Slow Food attendees (33.5%) learnt about Slow Food events through their colleagues, spouses or friends. Moreover, about 14.9% of event attendees obtained the Slow Food events information from Slow Food members. Hence, WOM is the main way for people to learn about Slow Food. Whether a product is praised or recommended by other users is of importance to the Chinese, a finding in accordance with culture in China, with a strong collective culture based on the Hofstede's typology (2010), an individual's choice or decision is easily influenced by other people's recommendations (Melewar et al., 2004). In addition, WOM is an inexpensive way to learn about festivals and events; customers, especially new ones, tend to rely on WOM to reduce perceived risk and uncertainty of the decisions they make (Engel et.al., 1969; Katz & Lazarsfeld, 1955; Murray, 1991). Thus, WOM is the major way to inform customers of Slow Food events in China.

Social media (18.1%) and Slow Food websites (17.2%) were the second and third most important channels to disseminate event information; this accords with current trend that social media have been an increasingly important information source for customers (Xiang & Gretzel, 2010), with the rise of internet users. Slow Food websites and Slow Food brand pages in Weibo (Chinese-version Twitter), RenRen (Chinese-version Facebook), and Douban (Chinese-version Tumblr) allow Chinese customers to learn about their newest activities and allow visitors to post and share their comments, opinions and experiences of Slow Food events they have attended. These all served as information sources for others to find out Slow Food events. However, whether Web 2.0 has served as a way to promote the Slow Food idea remains unknown, since this is beyond the scope of this research.

The next important information channels in this study were flyers/advertisements (15.8%). Using print media to promote ideas has been gradually replaced by social media (Roney & Ozturan, 2004). While mostly posting activities online, Slow Food chapters still use posters and flyers to advertise their activities.

In all, it can be concluded that word of mouth is the main way for Chinese Slow Food event attendees to learn about the event. Social media are another important channel to disseminate the Slow Food events information.

#### **5.4. Demographics of Event Attendees**

In general, almost 75% of respondents are under 34 years old and 90% of respondents held a bachelor degree or higher. This young age profile of Beijing Slow Food event attendees was probably due to the large population of young people and students in the Beijing area. There are 118 colleges in Beijing (Ministry of Education of PRC, 2014). According to the latest “National Population Sample Survey” in 2010, 79% of population (N≈20 million) in Beijing aged between 15 and 59 and 50% of the population obtained higher degrees (Bureau of Statistics of Beijing, 2010). Over half of respondents were female (57.7%), and were single (56%). In contrast, in Beijing, the population is 51.63% male and 48.37% female (Bureau of Statistics of Beijing, 2010); the difference between the population of males and females is tiny, which is reflected in the balance between males and females in the respondents’ pool. In addition, in this study, the finding that the number of female participants is a little more than that of male participants is consistent with some previous studies on food-related events, such as in Cela et al.’s (2007) study on food festivals and in Chang & Yuan’s (2011) study on a food event in Texas, where the female participants often outnumbered male participants. Moreover, Cai and his colleagues (2005) also reported that events under food or wine themes were more attractive to female event-goers.

Regarding the monthly household income, 53% of respondents had a monthly income above CNY 5,000, which accords with people's average monthly salary in Beijing, which is CNY 5,793 per person in 2013 (Bureau of Statistics of Beijing, 2014). Approximately, half of respondents earned less than CNY 3,000 a month, probably because 43% participants of the study were university students.

### **5.5. Event Attendees' Motivations Study**

One of the objectives of the study was to examine what motivated Chinese folks to attend Slow Food events. The findings of this study suggest that, of the six dimensions of motivators, Excitement (M=3.10), Event Novelty (M=3.03) and Food (M =3.03) were the most important factors. This corresponded to the finding that it is impossible to attribute motivations of visitors to one sole motivation (Crompton, 1979; Uysal et al., 1993). The reason why Excitement, Event Novelty were important motivators for Chinese event attendees may be that they regard the Slow Food idea as new and attractive. Event novelty or Excitement has always been one of the major factors that attract individuals to attend events with a food/wine festivals theme (Hall, 1996; Hall & Mitchell, 2001). Food was also an important motivator, a finding corroborated by other researchers, such as Ralston & Crompton (1988), and Uysal, Gahar & Martin (1993), who reported that the major motivators to visit as festival was its theme.

Family Togetherness, Socialization and Escape had an average importance rating less than 3.00, which indicates that respondents did not take them as important motivators, but this does not mean that Family Togetherness is not an important motivator to all participants. Family Togetherness was a motivator of importance to married people but not so important to single individuals (Uysal et al., 1993). Over half of the participants of the study were single students. Thus, they would not consider this motivator relevant. Socialization and Escape were very

important motivators in most prior research of food event attendees, but they were less important for participants in this study. The reason for this situation can be a research theme for future discussion.

### **5.6. Event Attendees' Satisfaction**

As stated in previous literature, satisfaction is linked to people's attitude change, repeat purchases, positive word-of-mouth, and brand loyalty (Oliver, 1993). Examining Chinese event participants' satisfaction is one major objective of the study. According to the research findings, the overall satisfaction rated by respondents was 3.13, which indicated that participants were generally satisfied with Slow Food events. Specifically speaking, Service (M=3.03), Physical Setting (M=3.00) were the most satisfying factors of Slow Food events. However, respondents did not rate Involvement (M=2.94), Hospitality (M=2.93) and Freedom of Choice (M=2.80) of Slow Food events very highly.

Respondents of the study ranked Service, Physical Setting, Hospitality, Involvement and Freedom of Choice by the degree of influence on their overall satisfaction. The results showed that Service was ranked as the most influential factor of participants' satisfaction, which was consistent with prior research that indicating that service quality is closely linked to satisfaction (Cronin & Taylor, 1992; Oliver 1993). Hence when event participants felt satisfied with services provided, they were more likely to be satisfied with the event. Freedom of Choice and Involvement were ranked as the least influential elements. Perhaps because these two elements were not considered as the core product of an event (Kotler & Armstrong, 1991), their influence cannot be compared with service quality and hospitality. This finding also can be corroborated by this study's results, which indicated that, though participants were not that satisfied with the

events' freedom of choice and involvement, their extent of overall satisfaction still went towards the high end.

### **5.7. Event Attendees' Personal Values**

Previous literature has indicated that personal values can influence people's decision-making and their behaviors (Pitts & Woodside, 1986). In this research, Schwartz's (2010) refined theory of basic individual values was utilized to identify how important personal values may influence Chinese Slow Food event attendees.

The findings of this study showed that the values of personal-security, societal-security, tradition, hedonism, and achievement were rated as important by Slow Food participants. The fact that Security is most valued by Chinese participants in this study is consistent with some previous research findings. Prior research has stated that Chinese people are very concerned about social and personal security (Wang et al., 2002). Moreover, the value of security is especially important for Chinese individuals with a middle-class background. In regard to traditional values, although China has undergone some fundamental changes both economically or socially during the past three decades, the country is still a traditional-oriented society (Xie et al., 2008). As a result, this study also suggests that traditional values play a very important role in Chinese value systems.

Stimulation scored lower than 3.00, which means openness to change is not that valued by Chinese. These findings support Hofstede's culture dimension theory that Chinese has a strong tendency to avoid uncertainty (Hofstede, 2010); moreover, some research on Chinese university students also pointed out that Chinese students tend to avoid changes (Lebedeva & Schmidt, 2013).

## **5.8. Event Attendees' Food Involvement Level**

Food involvement is a measure of the level of importance of food in an individual's life (Bell & Marshall, 2003); existing research has illustrated that individuals who take part in food-related events were more likely to hold a higher level of food involvement (Chen, 2007; Kim et al., 2010).

In this study, the respondents' Overall Food Involvement score was 2.91. This implies that Slow Food participants were involved with food, but food was not very highly valued. Ranking and comparing the mean scores of the four food involvement subsets indicates that Eating was the most important FIS subscale and followed by Cooking. The reason why respondents were more interested in Food Eating and Food Cooking may be that the themes of sampled food events were mainly about cooking and tasting.

## **5.9. Factors Influencing Event Participants' Overall Satisfaction**

Based on the research objective, the relations between Overall Satisfaction and external variables (socio-demographics, motivations, satisfaction items, personal values and food involvements) were examined. Statistical tests including independent sample t-test, analysis of variances (ANOVA), factor analysis, correlation analysis and multiple regression analysis were performed.

The research findings suggest that respondents' differences in Overall Satisfaction had no relation with their level of education, which may indicate that event participants' education has no influence on their satisfaction of Slow Food events. However, the differences of respondents' age, marital status, occupations and their monthly income did impact those participants' ratings of Overall Satisfaction.

More specifically, post-hoc analysis reveals that a significant difference in mean overall satisfaction exists age group 18 to 24 and the age group 35 to 44; these differences also occurred

between married respondents and single respondents; there was another significant difference existed in respondents' overall satisfaction level in occupations: students and company employees. The results also illustrate that the monthly income that influenced respondents' overall satisfaction were monthly household income less than 3,000, or between 5,001 and 10,000, or above 10,001, so people from different household incomes may have different overall level of satisfaction with the Slow Food events they attended. This result agrees with some previous research that individuals who are older or who have higher incomes may spend more money at festivals than younger and lower income customers (Chhabra et al., 2002), so it is possible that people who can spend more money in Slow Food events had higher satisfaction level. However, whether people who are older or have higher income have higher overall satisfaction is unknown, because a person's overall satisfaction is determined by various complex factors (Lora & Chaparro, 2008).

In terms of the relation between motivation items and overall satisfaction, the results illustrate that overall satisfaction was correlated with two motivational dimensions: Family Togetherness and Purchase Food & Organic Food. The multiple regression analysis indicates that, when respondents were motivated by Family Togetherness or Purchase Food & Organic Food, they are more likely to have a higher overall satisfaction. Thus, those Chinese participants who were motivated to attend Slow Food events by family gathering purposes, or those who were motivated to buy organic food, were more satisfied with Slow Food events, perhaps because the main activities of sampled events were attractive to customers with a family purpose.

The Overall Satisfaction with Freedom of Choice & Involvement had higher positive correlation than with either Physical Setting or Service & Hospitality. The regression analysis results reveal that Freedom of Choice & Involvement had the highest influence on Overall

Satisfaction; Service & Hospitality had the second highest influence on Overall Satisfaction. This suggested that, when participants were satisfied with the freedom of choices and were involved in Slow Food events they attended, they may have a higher overall satisfaction; similarly, when respondents rated their experiences with events' service quality and hospitality as satisfied, they are more likely to have a high overall satisfaction. Service Quality and Hospitality is positively correlated with customers' overall satisfaction. This is consistent with Woodside and his colleagues' (1989) research which indicated that service quality judged by customers is associated positively with their overall satisfaction.

In regard to the relations of respondents' personal values and their overall satisfaction with Slow Food events, the results indicate that Hedonism & Personal-Security value may affect respondents' overall satisfaction. Thus, when respondents valued Hedonism and Personal Security more, they have higher overall satisfaction over Slow Food events. A hedonistic nature is a characteristic that often shared by food-related event (Wakefield & Blodgett, 1994), so when respondents who valued hedonism came to attend Slow Food events, they may be more likely to feel more satisfied with the events.

#### **5.10. Event Attendees' Acceptance Level of Slow Food**

One main objective of this study is to explore Chinese individuals' acceptance level of the Slow Food idea. Acceptance level in this study means whether respondents have some knowledge of the Slow Food Movement and regard the idea as important for Chinese. According to the findings, respondents of the surveyed events had a high acceptance of Slow Food, which is backed up by this study's statistical findings that the composite mean of all survey items examining acceptance is high (M=3.30). Specifically, the option "I think the idea should be promoted to be known by more people in China" received the highest score (M=3.44), which means participants all agree

that the Slow Food idea should be known by more Chinese. Meanwhile, the option “I think the Slow Food idea is important to China” was also highly rated (M=3.35). Therefore, all of these results imply that Chinese Slow Food event attendees thought the idea is important and should be promoted to be known by more people.

### **5.11. Practical Implications**

As stated in Chapter One, almost no research has examined the Slow Food Movement in China, not to mention specific Slow Food events. To contribute to filling the knowledge gap, this study offers numerous practical suggestions for event organizers to divide the attendees into groups and allow them to implement more effective marketing programs using the understanding of their characteristics, their needs and perceptions.

Through exploring how Slow Food event attendees learned about the event, this thesis draws event organizers’ attention to the information source of the event. According to this research, word-of-mouth and social networks are the two most used information channels of respondents to learn about the Slow Food events. Therefore, when event organizers are disseminating information of the events, they can pay more attention to the use of word-of-mouth and social network.

The study also examines the main motivations for attending the Slow Food events. Excitement, Event Novelty, and Food were the most important factors that attracted respondents. This information can contribute to event organizers when designing new events. For example, when designing new events, they may incorporate more exciting and food elements.

After analyzing how respondents were satisfied with Slow Food events, the results illustrate that Service Quality and Hospitality was the most important component of an event that may influence customers’ satisfaction. In addition, the other factors, such as how personal values

influence event attendees' satisfaction and how food involvement level of respondents can influence their overall satisfaction, were helpful for planning and managing the future Slow Food events.

### **5.12. Strength and Weakness of the study**

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#### **Strengths**

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1. It aims to enrich the existing literature. As mentioned in the introduction section, almost no research has been conducted to study Chinese Slow Food event or to study Slow Food event attendees, this study may contribute to the body of knowledge of food-related events motivation and satisfaction.
  2. The research summarized characteristics of Chinese customers who attended Slow Food events. This would be a great source of information for those event organizers and make them aware of what factors motivate Chinese individuals to attend Slow Food events and what components of an event are most likely to make them feel satisfied.
  3. The research also explored Chinese respondents' acceptance of the Slow Food idea. The results indicated that the majority of people who came to the events accepted the idea and regarded the idea to be important to Chinese people. Thus, this information can enhance Slow Food event organizers' confidence in further promoting Slow Food movement in China.
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#### **Weaknesses**

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1. The data collected was a sum of two types of events. Although the two types of events were under the Slow Food theme, and some of their main activities were similar, some major activities were not the same. This may impact the accuracy of the results. It is entirely possible that some important underlying variables (i.e. motivation) were not equally important for consumers of both types of events.
  2. Another limitation of the research is related to the questionnaire. The questionnaire used is long, which may easily render respondents to lose patience in answering the questionnaire. This may lead to some to respond carelessly, which may influence the accuracy of data analysis.
  3. Further limitation that should be acknowledged is that the research area is in Beijing, which may not represent the opinions of the whole country on the Slow Food Movement. Even Chinese who share same culture, for example, people from northern part may have quite different views or value systems from people in the southern part. Thus, the results of the study may be not that representative.
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### **5.13. Recommendations for Future Research**

One recommendation for the research is to conduct in-depth interviews with event attendees before designing the survey instrument. A closed-ended questionnaire with pre-designed questions may easily generate some biased answers. It is very possible that some scales chosen

by the researcher were not relevant or significant in the Chinese context. Interviewing Slow Food event attendees and analyzing the qualitative data before designing the questionnaire, some uncovered but important attributes may be discovered to strengthen the accuracy of the survey and the study.

Another recommendation for future research is to collect people's responses from the southern part of the country on Slow Food events and compare the collected responses with those people from the northern part of the country. People from different regions of China may have different expectation for Slow Food events and may hold different perspectives when describing the idea of Slow Food. A comparative research study can provide a comprehensive understanding of Chinese customers' characteristics, needs and perceptions of the Slow Food idea.

In conclusion, the current investigation was an attempt to assess how far the Slow Food movement has reached in China, and to explore Chinese perception of the movement by analyzing those individuals who have attended Slow Food events. Though this study offers only a partial picture, it is a good start.

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## Appendix A: Slow Food Movement Event Attendees' Questionnaire

### 关于慢食运动活动参加者的动机与满意度调查

This questionnaire asks questions about your motivation and satisfaction towards Slow Food events specifically and your interest in food and dining generally.

Thank you very much for your co-operation.

尊敬的先生/女士,

感谢您百忙之中参与我们的问卷调查。

通过这份问卷,我们想了解您参与慢食活动的动机以及参与过后的感受。本问卷不会搜集任何您的私人信息,且采取匿名形式,所有得到的数据仅供学术研究使用。

#### 第一部分:您怎么知道慢食活动的?(How did you find out about the Slow Food event?)

Please check  all that apply (请打勾)

<input type="checkbox"/> Search Engine (Baidu, Google, etc.) 搜索引擎(百度,谷歌等)	<input type="checkbox"/> Word of mouth (heard from a colleague, spouse, friend) 口头宣传(听同事,伴侣或朋友说起)	<input type="checkbox"/> A Slow Food member told me about it 一个慢食会员介绍给我的
<input type="checkbox"/> Social Network (Weibo, RenRen, Weixin, Douban, etc.) 社交网络(如微博,人人,微信,豆瓣等)	<input type="checkbox"/> Slow Food Website 慢食运动的网页	<input type="checkbox"/> Flyers/advertisements 传单/广告
<input type="checkbox"/> If other, please Specify: 其他,请注明:		

#### 第二部分:你为什么参加这个活动呢?请指出(圈出)您是否同意以下的陈述。(Why did you want to attend the event?)

Why attend the event? Please indicate how strongly you agree or disagree with the following statement ranked on a 4-point scale. Please circle your answer.

	4	3	2	1
	Strongly Important 很重要	Important 重要	Unimportant 不重要	Strongly Unimportant 很不重要
1. I want to satisfy my curiosity 我想满足我的好奇心	4	3	2	1
2. I want to have a variety of activities	4	3	2	1

我想参加各种各样的活动				
3. I want to discover new places and things 我想探索新的地方和新玩意儿	4	3	2	1
4. I want to avoid the hustle & bustle of daily life 我想逃离拥挤的生活环境一会儿	4	3	2	1
5. I want to try different and new foods 我想尝试不同的没有尝过的食物	4	3	2	1
6. I want to learn new things and how to do new skills 我想学新知识和新技能（比如做菜）	4	3	2	1
7. I want to make new friends 我想交朋友	4	3	2	1
8. I want to be with and meet friends with similar interests 我想通过参加这个活动找到和我有相似兴趣的朋友	4	3	2	1
9. I want to gain a feeling of belonging 我想找到一种归属感	4	3	2	1
10. Because I am interested in food and wine 因为我喜欢美食和美酒	4	3	2	1
11. Because I am interested in the Slow Food idea 因为我对慢食这个概念感兴趣	4	3	2	1
12. Because the idea of Slow Food is stimulating and exciting 因为慢食的概念很新鲜有趣	4	3	2	1
13. Because I enjoy attending special events 因为我喜欢参加这些小众的活动	4	3	2	1
14. I want to have a change from my daily routine 通过参加活动，我想给我平时的生活带来一些改变	4	3	2	1
15. I want to get away from the demands of life 我想短暂逃离（不去想）生活中的各	4	3	2	1

种需要

16. I want to have a change of pace from my everyday life 我想对我平时的生活步调有一点改变	4	3	2	1
17. I want to taste new/different food 我想尝试新的/不同的食物	4	3	2	1
18. I want to increase my knowledge of food 我想增加我对食物知识的了解	4	3	2	1
19. I want to purchase food 我想去买食物	4	3	2	1
20. I want to purchase organic guaranteed food 我想去买有机食物	4	3	2	1
21. Because I thought the entire family would enjoy it 因为我觉得我的家人会喜欢这个活动	4	3	2	1
22. Because family could do things together 因为家人能够有机会在一起	4	3	2	1

**第三部分：参加过这个活动之后您的感受是？您是否感觉很满意呢？请您圈出您同意的答案。  
(How did you like the event?)**

Are you satisfied? Below are attributes of the event that will help us measure your level of satisfaction. Please circle your answer.

	4	3	2	1
	Very Satisfied 很满意	Fairly Well Satisfied 满意	Somewhat Dissatisfied 不太满意	Very Dissatisfied 很不满意

**Physical Setting (PS) 环境**

1. The venue/place is accessible 活动地点很易到达	4	3	2	1
2. The venue/place is suitable for holding the event 活动地点选址很适合这个活动	4	3	2	1
3. The weather is good 天气很好	4	3	2	1

<b>4. I am satisfied with the number of participants</b> 参与者的数量正好	4	3	2	1
<b>Service (S) 服务</b>				
<b>5. I am satisfied with the performance of staff</b> 工作人员的态度很好	4	3	2	1
<b>Hospitality (H) 殷勤度</b>				
<b>6. I felt welcomed</b> 我觉得收到大家的欢迎	4	3	2	1
<b>7. The staff are very willing to help</b> 工作人员都很愿意帮忙	4	3	2	1
<b>Freedom of Choice (FC) 选择自由度</b>				
<b>8. I am satisfied with the choices of food in the event</b> 我很满意这个活动上提供的食物选择	4	3	2	1
<b>9. I am satisfied with the choices of activities to attend</b> 我很满意提供的活动的选择	4	3	2	1
<b>10. I felt free to purchase the food, services and souvenirs that interested me.</b> 我可以自由的买自己感兴趣的食物, 服务和纪念品	4	3	2	1
<b>Involvement (IN) 投入度</b>				
<b>11. I felt engaged in the event</b> 我觉得我很投入	4	3	2	1
<b>12. Overall, I felt Satisfied with the event</b> 总之, 我对这个活动的满意度是	4	3	2	1

We are also very interested in knowing which element you felt has the most influence on your overall satisfaction, can you rank PS (Physical Setting), S (Service), H (Hospitality), FC (Freedom of Choice) and IN (Involvement) below?

我们也很想了解您觉得环境 (PS), 服务 (S), 殷勤度 (H), 选择自由度 (FC) 和投入度 (IN) 这五个元素哪一个对您的满意度影响最大, 请您排序: (1<sup>st</sup> 代表影响最大, 5<sup>th</sup> 代表影响力最弱)

1 <sup>st</sup> :	2 <sup>nd</sup> :	3 <sup>rd</sup> :	4 <sup>th</sup> :	5 <sup>th</sup> :
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**第四部分：您的价值观是怎么样子的呢？请您圈出您同意以下的陈述的程度（What matters to you?）**

Do you agree? Please indicate whether you agree or disagree with the following statements.

	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
	Strongly Agree	Agree	Disagree	Strongly Disagree
	很同意	同意	不同意	很不同意
<b>1. I am always looking for different kinds of things to do</b> 我总是寻找不同的事情去做	4	3	2	1
<b>2. I strongly value the traditional practices of my culture</b> 我很看重我文化中的传统习惯	4	3	2	1
<b>3. Excitement in life is important to me</b> 兴奋和刺激感对我来说很重要	4	3	2	1
<b>4. Following my family's customs or the customs of a religion is important to me.</b> 遵守家庭风俗 传统或者是宗教传统对我来说很重要	4	3	2	1
<b>5. I think it is important to have all sorts of new experiences</b> 我觉得尝试由所有的新体验对我来说很重要	4	3	2	1
<b>6. It is important to me that my country protect itself against all threats</b> 我的国家能够抵抗风险和威胁对我来说很重要	4	3	2	1
<b>7. Having a good time is important to me</b> 有一段美好时光对我来说很重要	4	3	2	1
<b>8. I avoid anything that might endanger my safety.</b> 我会避开所有可能威胁我安全的东西	4	3	2	1
<b>9. Enjoying life's pleasures is important to me</b> 享受生活中的乐趣对我来说很重要	4	3	2	1
<b>10. My personal security is extremely important to me</b> 我的个人安全对我来说非常重要	4	3	2	1
<b>11. I take advantage of every opportunity to have fun</b> 我会抓住任何机会去让自己开心	4	3	2	1
<b>12. It is important to me to live in secure surroundings.</b> 对我来说住在安全的环境里很重要	4	3	2	1
<b>13. I think it is important to be ambitious.</b>	4	3	2	1

对我来说野心勃勃很重要					
<b>14. Being very successful is important to me.</b> 对我来说成功很重要	4	3	2	1	
<b>15. I want people to admire my achievement</b> 我需要大家钦佩我的成功	4	3	2	1	

**第五部分：食物对您来说很重要吗？我们想了解您对食物/吃的态度，请圈出您的答案。(Is food an important part of your life?)**

Do you agree? The statements below measured people's attitude on food. Please circle your answer.

	4	3	2	1	-
	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
	很同意	同意	不同意	很不同意	没有意见
<b>1. Compared with other choices, my food choices are important to me.</b> 比起其他的选择，我对食物的选择对我来说不重要	4	3	2	1	No Opinion
<b>2. I do most of my own shopping</b> 大部分时间我为自己买需要的东西	4	3	2	1	No Opinion
<b>3. I mix or chop food by myself</b> 我自己切菜	4	3	2	1	No Opinion
<b>4. I care about if the table is set nicely</b> 我很关注是否我的餐桌被装饰的很好	4	3	2	1	No Opinion
<b>5. Cooking is interesting</b> 做饭很有趣	4	3	2	1	No Opinion
<b>6. I enjoying cooking for other people and for my self</b> 我喜欢为自己和他人做饭	4	3	2	1	No Opinion
<b>7. Talking about what I am eating and what I am going to eat is exciting</b> 谈论我再吃什么和准备吃什么很有趣	4	3	2	1	No Opinion
<b>8. When traveling, one of the things I anticipate most is eating local food</b> 当我旅游时候，我最期待吃本地食物	4	3	2	1	No Opinion

**第六部分：您怎么看待慢食运动？请您圈出您的答案 (What do you think of the Slow Food Movement?)**

We would like to know how strongly you agree/disagree with the following statements. Please circle your answer.

	4	3	2	1	-
	Strongly Agree 很同意	Agree 同意	Disagree 不同意	Strongly Disagree 很不同意	No Opinion 无意见
1. I understand the Slow Food movement 我了解什么是慢食运动	4	3	2	1	No Opinion
2. I think the Slow Food idea is important to China 我认为慢食运动对中国人很重要	4	3	2	1	No Opinion
3. I think the idea should be promoted to be known by more people in China 我认为慢食运动应该推广给更多中国人知道	4	3	2	1	No Opinion

您为什么来参加这个活动？ (What motivated you to attend the event?)

您怎么看待/理解慢食运动？ (How do you understand the “Slow Food Movement”?)

Please check ✓ your answer.

<b>Age 年龄</b>	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-44	<input type="checkbox"/> 45-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> $\geq 65$				
<b>Gender 性别</b>	<input type="checkbox"/> Female 女	<input type="checkbox"/> Male 男	<input type="checkbox"/> Prefer not to answer 不想回答		
<b>Marital Status 婚姻状况</b>	<input type="checkbox"/> Single 单身	<input type="checkbox"/> Married 已婚	<input type="checkbox"/> Widowed 丧偶	<input type="checkbox"/> Divorced 离异	<input type="checkbox"/> Prefer not to answer 不想回 答
<b>Education 教育程度</b>	<input type="checkbox"/> High school or below 高中以 下	<input type="checkbox"/> Vocational training 专科文凭	<input type="checkbox"/> Bachelor degree 本科文凭	<input type="checkbox"/> Master degree or above 研究生文 凭及以上	<input type="checkbox"/> Prefer not to answer 不想回 答
<b>Occupation 职业</b>	<input type="checkbox"/> Student 学生	<input type="checkbox"/> Civil Service 公务员	<input type="checkbox"/> Company employee 公司职员	<input type="checkbox"/> Self employed 自己创业	<input type="checkbox"/> Other 其他
	<input type="checkbox"/> Prefer not to answer 不想回 答				
<b>Household Income /month in(CNY) 月薪</b>	<input type="checkbox"/> $\leq 3000$	<input type="checkbox"/> 3,001-5,000	<input type="checkbox"/> 5,001- 10,000	<input type="checkbox"/> $\geq 10,001$	<input type="checkbox"/> Prefer not to answer 不想回 答

If you would love to know the results of the study, please leave your email address here:

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谢谢您参加此次研究，所有的答案将会被严格保密！