



**UNIVERSITI PUTRA MALAYSIA**

***PUBLIC ENVIRONMENTAL PERCEPTION AND BEHAVIOR INTENTION  
ON GARDEN SHOWCASE DESIGN IN PUTRAJAYA***

**NORA IBRAHIM**

**FRSB 2017 10**



**PUBLIC ENVIRONMENTAL PERCEPTION AND BEHAVIOR INTENTION  
ON GARDEN SHOWCASE DESIGN IN PUTRAJAYA**

By

**NORA IBRAHIM**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfillments of the Requirements for the Degree of Master of Science**

**November 2016**

## **COPYRIGHT**

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the Degree of Master of Science

## **PUBLIC ENVIRONMENTAL PERCEPTION AND BEHAVIOR INTENTION ON GARDEN SHOWCASE DESIGN IN PUTRAJAYA**

By

**NORA BINTI IBRAHIM**

**November 2016**

**Chairman : Nor Atiah Ismail, PhD**  
**Faculty : Design and Architecture**

There is a large variety of different types of tourist attractions and festivals, as short-term events have a vast impact on the public. Since the significance of the festival is to educate the public and open up opportunities for them to achieve its vision, the organizer, Putrajaya Cooperation had taken steps to hold a Flower and Garden Festival to achieve its ambition to develop Putrajaya as a “Garden City”. To achieve this, the organizer together with local residents and visitors from outside the city participated in the event. The organizer had provided a wide range of garden designs to enhance the knowledge and ideas to attract visitors to build their own garden. This indirect impact not only changes the behavior of the visitors but was also important to the organizer in achieving their vision to develop Putrajaya as a “Garden City”.

However, not many research was conducted on the garden festival and their impact on the visitors' behaviour intention after visiting the festival. Therefore, the present study examined how the garden festival gave an impact to the visitors' behavior through their satisfaction on the variety of designs and ideas in the garden showcase. Besides this study explored how emotion engendered through the garden showcase which influenced the visitors' psychological attachment after visiting the showcase. A survey was conducted on the visitors of the Royal FLORIA Putrajaya 2015 by using self-administered questionnaires. A total of 428 respondents were involved in this study. From the analysis, the Confirmatory Factor Analysis (CFA) was conducted to obtain the 3-factor solutions using the AMOS software.

The result showed that the value of Cronbach Alpha was higher than 0.70. The results of the CFA confirmed that the data was suitable for the model. The study also proved that satisfaction mediated the relationship between the perceived value of the garden showcase and the behavioral intention. It was found that satisfaction played the intervening role in influencing the visitors' behavior intention to build and own a garden which they will recommend to others. The findings of this

study also provided that satisfaction had a mechanism in the behavioral change by building their own garden and recommend to others thus, this indirectly achieved the vision of the organizer to be a Garden City.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

**PERSEPSI DAN TINGKAH LAKU ORANG AWAM TERHADAP ALAM  
SEKITAR DI PAMERAN REKABENTUK TAMAN DI PUTRAJAYA**

Oleh

**NORA BINTI IBRAHIM**

**November 2016**

**Pengerusi : Nor Atiah Ismail, PhD**  
**Fakulti : Rekabentuk dan Senibina**

Terdapat pelbagai jenis tarikan perlancongan dan festival yang disambut dalam masa singkat yang memberi kesan impak besar pada orang awam. Mempertimbangkan kepentingan festival tersebut kepada penganjur sebagai satu platform yang sesuai untuk mendidik orang awam dan memberi peluang untuk mereka mencapai wawasannya, pihak pengajur Perbadanan Putrajaya telah mengambil langkah untuk mengadakan festival bunga dan taman bagi mencapai hasratnya untuk membangunkan Putrajaya sebagai sebuah “Bandar Dalam Taman”. Untuk melaksanakan ini, maka pihak pengajur bersama dengan penduduk tempatan dan pengunjung dari luar bandar telah menyertai acara-acara tersebut. Lantaran ini, pihak pengajur telah menyediakan pelbagai jenis reka bentuk taman untuk meningkatkan pengetahuan dan idea bagi menarik minat pengunjung untuk cuba membina taman mereka sendiri. Secara tidak langsung bukan sahaja dapat mengubah tingkah laku pengunjung, malahan penting kepada penganjur untuk mencapai wawasan membangunkan Putrajaya sebagai sebuah “Bandar Dalam Taman”.

Walau bagaimanapun, buat masa ini masih tidak terdapat banyak penyelidikan mengenai pameran taman dan kesannya terhadap tingkah laku pengunjung selepas melawat pameran tersebut. Maka kajian ini dijalankan untuk mengkaji bagaimana pameran taman memberi impak kepada tingkah laku pengunjung hasil daripada kepuasan mereka terhadap pelbagai reka bentuk dan idea taman yang dipamerkan. Selain itu, kajian ini juga menyelidik bagaimana emosi mempengaruhi psikologi pengunjung setelah melawat pameran tersebut. Satu kajian dijalankan dengan mengedarkan borang soal selidik kepada pengunjung di Festival FLORIA DiRaja Putrajaya 2015. Sejumlah 428 orang responden terlibat dalam kajian ini. Analisis factor pengesahan (CFA) telah dijalankan untuk memperolehi penyelesaian 3-faktor menggunakan perisian AMOS.

Hasil analisis menunjukkan bahawa nilai Cronbach Alpha melebihi 0.70. Hasil analisis CFA mengesahkan bahawa data sesuai dengan model tersebut. Keputusan kajian mengesahkan kewujudan pengaruh kepuasan selaku perantara terhadap persepsi nilai pameran taman mempengaruhi niat dan tingkah laku pengunjung pameran tersebut. Kajian ini juga mengesahkan kepuasan pengunjung merupakan makenisma perantaraan yang dapat mengubah tingkah laku pengunjung untuk membina dan memiliki taman mereka sendiri serta mengesyorkan yang sama kepada orang lain. Oleh demikian, dengan secara tidak langsung mencapai wawasan penganjur membangunkan Putrajaya sebagai sebuah “Bandar Dalam Taman”.

## ACKNOWLEDGEMENTS

Alhamdulillah for the first and foremost, I would like to express my gratefulness to Allah, the mighty.

As a student, I wish to express my deep and sincere gratitude to my Master Supervisory LAr. Dr.Nor Atiah Ismail for the many and contribution that she was made during completing this thesis. I especially thank my committee members Dr. Mohd Yazid Khadir and PM Dr. Nangkula Uberta for advising me during my Master study. Thanks to all Faculty members and staffs in FRSB-UPM and also Dr. Mohamad Roslan Mohamad Kasim from Department Forest Management specialist in statistik, UPM.

My deep appreciation goes to those people who helped me in FLORIA Putrajaya 2016, during data collection, questionnaire survey, and interview, especially CEO FLORIA Sdn Bhd Hajjah Haslinda Khalid and all their staffs.

Finally, I would also like to extend my deepest gratitude to my family especially to my husband Ahmad Nazim, my twins daughter Nur Sofea Adlina and Nur Sofea Ilyana, Nurul Izzaty and the youngest son Luqman Nul Hakim for their love, support and encouragement throughout the past two years.



I certify that a Thesis Examination Committee has met on 22 November 2016 to conduct the final examination of Nora binti Ibrahim on her thesis entitled "Public Environmental Perception and Behavior Intention on Garden Showcase Design in Putrajaya" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

Members of the Thesis Examination Committee were as follows:

**Nazlina binti Shaari, PhD**

Associate Professor  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Chairman)

**Mohd Fairuz bin Shahidan, PhD**

Senior Lecturer  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Internal Examiner)

**Adi Irfan bin Che Ani, PhD**

Associate Professor Sr.  
Universiti Kebangsaan Malaysia  
Malaysia  
(External Examiner)



---

**NOR AINI AB. SHUKOR, PhD**

Professor and Deputy Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date: 28 September 2017

This thesis was submitted to the Senate of Universiti Putra Malaysia has been accepted as fulfilment of the requirement for the degree Master of Science. The members of the Supervisory Committee are as follows:

**Nor Atiah Ismail, PhD**

Senior Lecturer, LAr  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Chairman)

**Mohd Yazid bin Mohd Yunus, PhD**

Senior Lecturer  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Member)

**Nangkula Utaberta, PhD**

Associate Professor  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Member)

---

**ROBIAH BINTI YUNUS, PhD**

Professor and Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date

### **Declaration by graduate student**

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name and Matric No.: Nora Binti Ibrahim /GS41240

### **Declaration by the Members of Supervisory Committee**

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: \_\_\_\_\_

Name of Chairman  
of Supervisory  
Committee:

Dr. Nor Atiah Ismail

Signature: \_\_\_\_\_

Name of Member  
of Supervisory  
Committee:

Dr. Mohd Yazid bin Mohd Yunus

Signature: \_\_\_\_\_

Name of Member  
of Supervisory  
Committee:

Associate Professor Dr. Nangkula Utaberta

## TABLE OF CONTENTS

	Page
<b>ABSTRACT</b>	i
<b>ABSTRAK</b>	iii
<b>ACKNOWLEDGEMENTS</b>	v
<b>APPROVAL</b>	vi
<b>DECLARATION</b>	viii
<b>LIST OF TABLES</b>	xiii
<b>LIST OF FIGURES</b>	xiv
<b>LIST OF ABBREVIATIONS</b>	
 <b>CHAPTER</b>	
 <b>1 INTRODUCTION</b>	 1
1.1 Research Background	1
1.2 Putrajaya	2
1.3 The Royal FLORIA Putrajaya Flower and Garden Festival	3
1.4 Problem Statement	6
1.5 Research Goals, Objectives and Research Questions	7
1.6 Significance of the Study	8
1.7 Scope of Study	9
1.8 Organization of the Study	9
 <b>2 LITERATURE REVIEW</b>	 11
2.1 Introduction	11
2.2 Introduction of the Festival	11
2.2.1 Malaysian Festival	14
2.2.2 Characteristic of Festival in Malaysia	17
2.2.3 Evolution of the Garden Festival	22
2.2.4 Progression of Garden Festival in Malaysia	25
2.3 The Malaysia International Landscape and Garden Festival	25
2.4 The Royal FLORIA Putrajaya	30
2.4.1 Garden	32
2.4.2 Garden Showcase at the Festival Setting	32
2.5 Program Related to the Environment	35
2.5.1 The Concept of the Event Experience in the Garden	36
2.6 The Study Approach	37
2.6.1 Environmental perception study	37
2.6.2 Environmentally Significant Behavior	38
2.6.3 The Theoretical Overview of the Proposed Model	38
2.7 Perceived Value	42
2.7.1 Satisfaction	42
2.7.2 Behavior Intention	43
2.8 Hypothesis Model	44
2.9 Summary	45

<b>3</b>	<b>METHODOLOGY</b>	46
3.1	Introduction	46
3.2	Outline of the Research Method	46
3.3	Research Design	47
3.4	Exploratory Research	47
3.5	Quantitative Approach	48
3.6	Population and Sampling	49
3.6.1	Population	49
3.6.2	Sampling	49
3.6.3	Sample Size	50
3.6.4	Sample Size for Structural Equation Modeling (SEM)	52
3.6.5	Self-Administered Questionnaire	52
3.7	Research Instrument	52
3.8	Construction of Demographic Profile	53
3.8.1	Construction of Perceived Value	54
3.8.2	Construction of Satisfaction	55
3.8.3	Construction of Behavior Intention	56
3.9	Questionnaire Scale	57
3.10	Pilot Study	57
3.11	Data Collection	58
3.12	Data Analysis	59
3.13	Descriptive Statistics	60
3.14	Structural Equation Modeling (SEM)	60
3.14.1	Why Structural Equation Modeling	61
3.15	Confirmatory Factor Analysis (CFA)	61
3.15.1	Unidimensionality	62
3.15.2	Validity	62
3.15.3	Convergent Validity	63
3.15.4	Construct Validity	63
3.15.5	Discriminant Validity	63
3.15.6	Reliability	63
3.15.7	Internal Reliability	64
3.15.8	Composite Reliability (CR)	64
3.15.9	Average Variance Extracted (AVE)	64
3.16	Evaluating the Model Fit	64
3.17	Absolute Fit Indices	65
3.18	Incremental Fit Indices	66
3.19	Parsimonious Fit Indices	66
3.20	Summary	67
<b>4</b>	<b>RESULTS AND FINDINGS</b>	68
4.1	Introduction	68
4.2	Demographic Characteristics of the Respondents	68
4.3	Confirmatory Factor Analysis (CFA)	69
4.4	The Fitness Indexes for Measurement Model	70
4.5	Structural Model	72
4.6	Hypothesis Testing	73
4.7	Summary	76

<b>5</b>	<b>SIGNIFICANT FINDING, IMPLICATIONS AND RECOMMENDATIONS FOR FUTURE STUDY</b>	<b>78</b>
5.1	Introduction	78
5.2	Outline of the Research	78
5.3	Significant Findings of the Study	79
5.3.1	To identify the Main Factors that Influence Visitors to Royal FLORIA Putrajaya	80
5.3.2	Significant factor that influence visitor perception on Royal FLORIA Putrajaya in contributing towards a garden city	80
5.3.3	Significant of Perceived Value of garden showcase provided by the Royal FLORIA Putrajaya which influence on visitors' behaviour intention towards the garden city	81
5.4	Implementation of the study finding	81
5.4.1	Royal FLORIA Putrajaya Organizer and Management Team Members	82
5.5	Recommendation for Future Studies	82
5.5.1	Methodological Improvement	82
5.6	Conclusion of the Study	83
	<b>REFERENCES</b>	<b>84</b>
	<b>APPENDICES</b>	<b>93</b>
	<b>BIODATA OF STUDENT</b>	<b>108</b>

## LIST OF TABLES

Table	Page
2.1 Tourist Arrivals in Malaysia	14
2.2 Malaysian Festivals 2015	16
2.3 Statistic of the LAMAN visitors	30
2.4 Statistics of the Royal FLORIA Putrajaya's visitors	31
3.1 Determining the Sample Size of a Given Population	51
3.2 Sample size	51
3.3 Items in Demographic Profile	54
3.4 Items in Perceived Value	55
3.5 Construct of Satisfaction	56
3.6 Items in Behavior Intention	57
3.7 Summary of Pilot Study Reliability Test	58
3.8 Fitness indexes category and the level of acceptance	67
4.1 Distribution of the Participant base on the Background Information	69
4.2 The Results of Confirmatory Factor Analysis (CFA)	70
4.3 The Fitness Indexes for Measurement Model	71
4.4 The result of Fully Mediation (M1) regression Coefficients Path	74
4.5 The Summary of hypotheses	75
4.6 Direct, indirect effects in the LISREL, model (Standardized estimate)	76



## LIST OF FIGURES

Figure	Page
1.1 Putrajaya	3
1.2 Putrajaya Landused	4
1.3 Putrajaya in the Malaysia Map	5
1.4 A view of Putrajaya	5
1.5 Garden showcase and programs related to the garden at Royal FLORIA Putrajaya	9
2.1 Village Feast	12
2.2 Egyption Navigium Isidis festival	12
2.3 Typology of Planned Event	13
2.4 Map of Malaysia	15
2.5 Malaysia's Multi-ethnic population	15
2.6 Hari Raya Aidil Fitri	18
2.7 Deepavali Festival of Lights	18
2.8 Chinese New Year	18
2.9 Christmas	19
2.10 Gawai Dayak Festival	19
2.11 Thaipusam	20
2.12 Formula 1 Petronas Grand Prix	20
2.13 Le Tour de Langkawi	20
2.14 Rainforest World Music Festival 2015	21
2.15 Citrawarna @ Kuala Lumpur	21
2.16 Plan of the 1983 Munich IGA and the new Westpark	22
2.17 An overhead view of the 1988 Glasgow garden festival site	23

2.18	Garden Festivals	25
2.19	LAMAN 2006 – World of Garden	27
2.20	LAMAN 2006 – Garden Expo	27
2.21	LAMAN 2006 – LandTech Zone	28
2.22	LAMAN 2006 – Playland	28
2.23	LAMAN 2006 – Environmental Art	29
2.24	Seminar and garden talks	29
2.25	Contest during the showcase	30
2.26	View of the Royal FLORIA Putrajaya	31
2.27	Layout Plan and Design Brief	33
2.28	Garden showcase at Royal FLORIA Putrajaya	34
2.29	Activities at the Garden Festival	36
2.30	Three component views of attitudes	39
2.31	The Theory of Reason Action	40
2.32	Theory of Planned Behavior	41
3.33	Modified Theory of Reason Action	42
2.34	Proposed Hypothesis Model	44
4.1	Structural Equation Modeling (SEM)	71
4.2	Fully Mediation Model	72
4.3	The proposed hypothesis	73

## CHAPTER 1

### INTRODUCTION

#### 1.1 Research Background

At present, the tourism sector is the main contributor towards the growth of the national economy. This sector has assumed an even greater role in stimulating the growth of the Malaysian economy during the Ninth Malaysia Plan (2006-2010) (WTTC, 2002). This has resulted in the government planning an effective strategy in promoting tourism products by having more choices for them to choose from. The tourism products has formed an important element that has attracted tourists to visit Malaysian destinations for the first time which was enough for them re-visit. According to (Kotler, P., & Armstrong, G., (2002), pp. 176-178), “a product is anything that can be offered to the market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, places, organisation and ideas.” Meanwhile, (Brass, 1996) suggested that tourism products in a destination which consists of attractions and facilities. Attraction is the natural and human-made features and events that stimulate people to visit the destination. For urban entertainment, the product might be made up of attractions such as the opportunity to shop, to dine and to visit museums and festivals (Kayat, 2011).

Nowadays, festivals have become one of the most important cultural practices for almost all nations in the world. Festivals and special events could add diversity to Malaysia's current tourism products. They could serve as a unique activity for tourists during their visits to Malaysia, and provide an excellent tool attracting visitors to the events. The Malaysian tourism authorities (both in the governmental and private sectors) are now starting to emphasize more festivals as additional products to promote tourism. More states are now interested in organizing themed-year events together with a prepared list of events. Thus, this has been considered as additional products to promote tourists into Malaysia. The various themed-year events have made the festivals more unique; adding different purposes and objectives in order to attract visitors. A majority of special events in Malaysia have been targeted to the local community and the size of the events have become bigger. This was agreed by a few researchers on the significant growth in the number of events (Getz, D., & Frisby, W., 1988) (Getz D., Festival events and tourism, 1991) (Hall, 1992) (Getz D. & Frisby W., 1988; Getz, 1991; Hall, 1992).

Although every year Malaysia plans many celebrations, be it major or minor events, unfortunately there are insufficient systematic data or inventories collecting the numbers, types, distribution or popularity of the festivals in Malaysia. The growth and evolution of the Malaysian festivals could not be analyzed nor documented as stated by A. Norazirah, 2003, (Norazirah, 2003) and agreed with Getz, 1991 in that no statistics of events data were collected nor documented due to the confusion of the festivals and special events terms; and the inability to place terms under the same category (Getz, 1991). Traditionally, the Malaysian festivals were celebrated by local communities as rituals of traditions, beliefs and religions. But nowadays, there are many kinds of

festivals created by the organizers with different purposes and motivations due to physical, cultural, interpersonal, business, status and prestige (A. Norazirah, 2003).

There are many academic researches on festivals and special events. This is due to current development and most studies which examine the management of the event organizers, the economic and social impact of the festivals and special events, motivation of the attendees and residents' attitudes and perceptions towards the mega events, where most are focused on planning and organizing an event. (Crompton & McKay, 1997; Frisby & Getz, 1989; Gursoy, Kim & Uysal, 2004; Koh & Jackson, 2006 (Crompton, J.L. & McKay, S.L.) (Frisby, W. & Getz, D., 1989) (Gursoy, D., Kim, K. & Uysal, M., 2004) (Koh, K.Y. & Jackson, , 2006). Although there has been an increase in festivals in Malaysia, not many researches have been conducted to assess the success of the festivals, particularly on the public's environmental and behavioral intention.

Currently, there is no research conducted on the human behavior towards the environment in the flower and garden festival environment. Thus, this research has taken the opportunity to study the public perception of the environment as well as the behaviour of visitors and will be focusing on the garden festival in Putrajaya, Malaysia namely the Royal FLORIA Putrajaya Flower and Garden Festival. Although the festival has been celebrated for more than seven years, to date no specific data has been collected and no measurement has been carried out to identify the quality and success of the event in achieving its goal as a "Garden City". The garden festival is different from other festivals in terms of the concept which have been more focused on live exhibitions with different themes annually; showcasing activities aimed at uniting Malaysians and promoting the 1Malaysia concept.

## **1.2 Putrajaya**

In 2001, Putrajaya became Malaysia's third Federal Territory after Kuala Lumpur and Labuan. It is a new Federal Government Administrative Centre which marked a new chapter in the development of modern Malaysia. The city was developed outside Kuala Lumpur, the capital city of Malaysia. This was to improve the urban environment and the quality of life. The Putrajaya Corporation (PJC) is the local planning authority for Putrajaya, which has provided well-planned amenities contributing towards quality urban living and functional working environment. Putrajaya (Figure 1.1) is a plan-driven city based on two underlying concepts, which are; the city in the garden and the intelligent city. The city was developed based on the theme of City in the Garden.

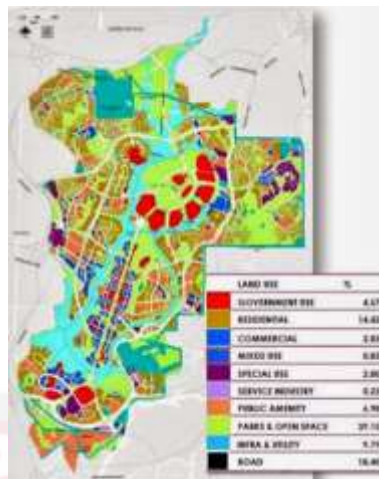


**Figure 1.1 : Putrajaya**  
(Source: Putrajaya Green city 2025)

Therefore, about 38% of the city's total landscape has been developed into parks, lakes and wetlands while the remaining has been reserved for government offices, commercial and residential areas, as well as public utilities and amenities. The land is developed physically; aimed at a balanced and sustainable development, environmentally, socially, as well as economically.

### **1.3 The Royal FLORIA Putrajaya Flower and Garden Festival**

In line with the Malaysian government's vision of making Malaysia a "Garden Nation" in year 2020, with Sustainable Putrajaya 2025 (Structure Plan Putrajaya), the city of Putrajaya will move to become a model Green City in the country and the benchmark for future urban developments in Malaysia. The concept was clearly evident that almost 40% of its total city area of 4,931ha was specifically for green and open space in the Putrajaya Master Plan (Figure 1.2 )



**Figure 1.2 : Putrajaya Landused**  
(Source: Putrajaya Master Plan)

The Royal FLORIA Putrajaya was another garden festival that was developed in 2007. It was organized by the Putrajaya Corporation (PJC) and was an adjunction from the Malaysia International Landscape and Garden Festival (LAMAM). PJC functions to manage and administer the Federal Territory of Putrajaya and at the same time as a local authority and local planning authority. The Royal FLORIA Putrajaya was held in Putrajaya, which is located 25km South of Kuala Lumpur (Figure 1.3). It is a new city that came from the brainchild of the former Prime Minister of Malaysia, Tun Dr. Mahadhir Mohammad, and has been developed as a ‘Garden City’ and an ‘Intelligent City’. The new president of PJC, Datuk Hashim Ismail has been committed to developing the administrative capital into a green city. He believes that “If Putrajaya could achieve the status of a green city, it would be a good contribution to the environment,” said the former Home Ministry Deputy Secretary General to the Star Metro. The city was developed to blend with the natural landscape and colorful tropical flowers, making it a “City in a Garden” (Figure 1.4). In 2014, The Ministry of Federal Territories, Malaysia together with PJC, as well as other partners and sponsors, rendered full support in organizing the Royal FLORIA Putrajaya (source: [www.ppj.gov.my](http://www.ppj.gov.my)).





**Figure 1.3 : Putrajaya in the Malaysia Map**  
(Source: [www.google.com](http://www.google.com))



**Figure 1.4 : A view of Putrajaya**  
(Source: [www.floriaputrajaya.com.my](http://www.floriaputrajaya.com.my))

The Royal FLORIA Putrajaya had been organized for the first time in 2007 and it attracted about 300,000 visitors. In 2009, it was held for the second time and fascinated over 660,000 visitors. In 2010, the Royal FLORIA Putrajaya attracted 660,000 visitors who attended the festival. These events strengthened the image of Putrajaya as a “Garden City” and at the same time improved the tourism sector and were also the key economic factors for Putrajaya. The PJC was committed in developing Putrajaya as a Vibrant City which fulfilled the socio-economic, recreational and aesthetic vision of its visitors and community’s needs. The festival also provided an excellent opportunity for the public to enjoy a beautiful and colorful floral exhibition and informative experience with a variety of competitions, games, demonstrations, talks and live entertainment. (Source: by <http://portal.ppj.gov.my>).

#### 1.4 Problem Statement

The festival was commonly initiated by the local residents, and this festival had been developed with their own characteristics over the years. Some of the rituals were common practices and had been established over the years from generation to generation where the ceremonies were continuously treated as important occasions in the life of the community (McDonnell, et.al., 1999). The festival had gained popularity and increasingly there were many kind of festivals or special events created by the organizer with different purposes and satisfaction levels; and with different motivations such as physical, culture, interpersonal, business, status and prestige.

Most of the academic research focused on the development of the operation and the planning of the events (Jines et al., 2006) and the development of the transport strategies for the event (Robins et al., 2007). According to (K.Organ, et. al., 2015), there relatively was a lack of research on the impact of the festivals in terms of social and economic environment. In his study on festivals as an agent for behavior change; which had a link between the festival's attendance and subsequent behavior, stated that visitors attending the festival after a while would change their subsequent behavior. Furthermore, according to him every festival come with their own objectives which include raising awareness and subsequently creating favourable attitudes or behaviors by the attendees. For example, to develop personal skills, students could join Scout camps to promote the public on waterways which provide for local river festivals. Meanwhile, the Festival City Stoke-On-Trent, the National Garden Festival, was clearly aimed at innovative and imaginative urban renewal which served not only for the economic generation but also for the environmental benefits which helped the city during the heady days of 1986 (H. Darren, 2016). These festivals were successful in their vision and resulted in tangible and intangible benefits for the people of their city. From the early stages, most of the European countries developed the city by creating the garden festival by using the reclamation land (refer to Chapter 2) and all the festivals were very successful.

Instead of promoting Putrajaya as the Garden City by organizing the garden festival, it was also another way to encourage the public to be more focused on the environment. With the availability of the garden festival, it would shift attitudes and daily practices of the communities from self-focusing (anthropocentric) to environmental focusing (ecocentric) (Knapp 1999; Callicott, J., 2000). (Knapp, In accord with nature: Helping students form an environment ethic using outdoor experience and reflection., 1999). Behavior or understanding the environment referred to the individual's belief, feeling and behavior on the environment (Knapp, 1999; Callicott, 2000). Therefore, by understanding the ecocentric trust; resulted in a more effective impact to human attitudes and practices.

Yet, some still doubt the impact of the garden festival to the image of the "Garden City" and the public perception of the garden festival and their contribution to the environment. Research into the public perception of the environment and behavior in the garden festival was relatively lacking. According to Getz, (2008), there was a need to understand how visitors reflected on their experience at festivals and this would influence on their future behavior. Therefore, this paper will explore the extent to which the behavior



changes towards the environment with the influence of experiencing the garden display and the actions of the behavior after viewing the garden festival. This study would focus on the garden showcase at the Royal Floria Putrajaya. This garden festival had been chosen to measure the first eight-year event involvement in the garden festival with the intention to seek the public perception on the garden showcase in terms of gained knowledge, such as the idea of the garden design and providing relevant information. With this knowledge, the public contributed by building their own garden and at the same time supported the government of Putrajaya to realise their vision to be a “Garden City” and thus in turn, contributing to the environment.

This study will present the proposed model based on previous conceptual and empirical works to delineate the relationship among the model variables. A review of the literature identified the variables and the theoretical linkages among the variables which were used in the model and these variables were examined to accomplish the objectives of this study. The proposed model will be tested by using theoretical and empirical evidences on the causal relationships among those factors which was based on the structure: cognitive, effective, and conative.

### **1.5 Research Goals, Objectives and Research Questions**

This study was aimed to investigate the public’s perception on the garden festival towards the behavioral intention with satisfaction in providing garden knowledge as a mediating factor where the public could utilize it by practising it in their homes, and this idea in the long term would not only strengthen Putrajaya’s image as a garden city but also benefit the environment.

Main Research Question (RQ): How do the public’s perception of the environment and behavioral intention at the Royal FLORIA Putrajaya help contribute to a garden city?

This research question will provide information in response to the main research and subsequently will identify the research goals. The following research objectives were formulated to address the research goals and research questions:

Objective 1: To identify the main factors that influenced the visitors to visit the Royal FLORIA Putrajaya.

RQ 1: What were the main factors that influenced the visitors to the Royal FLORIA Putrajaya?

Objective 2: To identify the visitors’ perception on the Royal FLORIA Putrajaya towards contributing to the garden city.

RQ 2: What was the significant factor that influenced the visitors' perception on the Royal FLORIA Putrajaya in contributing towards a garden city

Objective 3: To determine the significance of the perceived value of the Garden showcase provided by the Royal FLORIA Putrajaya which influences the visitors' behavioral intention towards a garden city.

RQ 3: Does the perceived value of the garden showcase, provided by the Royal FLORIA Putrajaya, have any significant impact and direct influence on the visitors' behavioral intention towards a garden city?

Based on the above-mentioned research goal and to achieve the objectives outlined for this study, three hypotheses were proposed. To test every hypotheses required deference analysis to examine if they would be rejected or accepted. The proposed hypotheses to be tested in this study are as follows:

Hypothesis 1: Perceived value of the garden showcase was the main factor that influenced the visitors to the Royal FLORIA Putrajaya.

Hypothesis 2: Perceived value of the garden showcase at the Royal FLORIA Putrajaya had a significant factor to the visitors' satisfaction and this influenced their behavioral intention towards contributing to the garden city.

Hypothesis 3: Perceived value of the garden showcase provided by the Royal FLORIA Putrajaya has a significant impact and direct influence on the visitors' behavioral intention towards a garden city.

## **1.6 Significance of the Study**

This study was conducted using the Theory of Reasoned Action (TRA) where consumers' intention behavior could be predicted. The theory had not been reviewed in past research in the context of festivals in Malaysia. No research was conducted to measure on the public's perception and the success of the festival in the context of the garden festival. Therefore, this study would examine the public's perception on the garden showcase and their behavioral intention to build their own garden after attending the festival. Thus, this behavior was important for the organizer to measure; and to ensure the success of the festival and the possibility of Putrajaya becoming a garden city. This provided a clear sense of direction for the organizer.

## 1.7 Scope of Study

The focus of this study was on the garden showcase at the Royal FLORIA Putrajaya festival. This garden festival had been selected for the study since it was considered as an active garden festival in Malaysia until today. Besides that, the objective of the garden festival was to promote Putrajaya as a “Garden City” by providing a garden showcase, garden knowledge and more activities towards the environment. Interviewed with the Royal Floria Management informed that there were no data collected to show the achievement of this objective by far. This festival offered many activities and presented a garden showcase as a major attraction. It was important to educate the public on the garden, appreciation and improved the public’s knowledge by providing the expertise special knowledge and advice about gardens and gardening, which could contribute to enhancing the quality of the environment and increasing the community’s awareness on gardening. Therefore, the development of the garden showcase at the Royal FLORIA Putrajaya will be discussed in Chapter 3 from the conceptual stages until it’s opening to the public. This was to ensure the public was satisfied with the showcase by providing environmental information and enhancing the Garden City image (Figure 1.5).



**Figure 1.5 : Garden showcase and programs related to the garden at Royal FLORIA Putrajaya**

(Source: [www.floriaputrajaya.com.my](http://www.floriaputrajaya.com.my))

## 1.8 Organization of the Study

The thesis consists of five chapters including an introduction, literature review, research methodology, inventory and analysis, discussion and conclusion. Chapter one discussed on the research background giving some introduction about the festival. Tourism Malaysia was starting to promote new products for the country, and the garden festivals were amongst the many attractions offered. Thus, the discussion will be focusing on the

garden showcase. The selected case study of the Royal FLORIA Putrajaya had been chosen as one of the important products. It had created a platform to educate the public on the garden knowledge as a medium to elevate the public to be more environmental conscious.

The second chapter provided the main body of the thesis by reviewing relevant literature to this study, by going through theories and related literatures in addition to its selection to the tourism industry. To achieve this, the researcher needs to examine the relationship between the garden showcase (e.g., direct and indirect) which was provided by the first eight years of the Royal FLORIA Putrajaya and the learning outcomes (e.g., garden knowledge, environmental and behavior). With the association of the activities provided, visitors' satisfaction influenced their behavior towards the environment by practising in their home garden. In this section, specific attention was given to what this festival could benefit the public as a knowledge creation and understanding the environmental behavior. A theory will be applied based on the discussed matter. From the problem statement that had been identified, it was clear that this study was timely and necessary. This was due to the reasons that the garden festivals could open up minds and teach the public, especially the younger generation on how a garden could create awareness regarding the environment. The description of the case study of the Royal FLORIA Putrajaya and selected photographs on the garden showcase were discussed in chapter three, that is the methodology. Quantitative method used in this research will also be discussed in this chapter. Chapter four will present the main analysis, results and the detailed discussions. Finally, the significant findings, implications and recommendations for future studies will be concluded in the final chapter.

## REFERENCES

- Adams, E. W., Fagot, R. F., & Robinson, R. E. . (1965). A theory of appropriate statistics. *Psychometrika*,. 30(2), 99-127.
- Ajzen, I. (1991). The theory of planned behavior. . *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ajzen, I. and Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs: Prentice-Hall.
- Ali, A, Frew, AJ. (2014). ICT and Sustainable Tourism Development: An Innovative Perspective. *Journal of Hospitality and Tourism Technology*, 5:2-16.
- Allen, J. B., & Ferrand, J. L.. ( 1999). Environmental locus of control, sympathy, and proenvironmental behavior: A test of Geller's actively caring hypothesis. *Environment and behavior*,, 31(3), 338-353.
- Arcodia, C., and Robb, A. (2000). Ataxonomy of event management terms.
- Assaker, G., Huang, S., & Hallak, R. (2012). Applications of partial least squares structural equation modeling in tourism research: A methodological review. . *Tourism Analysis*, 17(5), 679-686.
- Awad, T. A., & Alhashemi, S. E. (2012). Assessing the effect of interpersonal communications on employees' commitment and satisfaction. *International Journal of Islamic and Middle Eastern Finance and Management*,, 5(2), 134-156.
- Awad, T. A., & Alhashemi, S. E. (2012). Assessing the effect of interpersonal communications on employees' commitment and satisfaction. . *International Journal of Islamic and Middle Eastern Finance and Management*,, 5(2), 134-156.
- Ayob, N., Wahid, N. A., & Omar, A. (n.d.). *Attributional Model Of Visitors'event Experience In Festivals And Special Events*.
- Bagozzi, R. O. ( 1992). The self regulation of attitudes, intentions, and behavior. . *Social Psychology Quarterly*, 55(2), 178e204.
- Bagozzi, R. O. (1992). Bagozzi, R. O. (1992). The self regulation of attitudes, intentions, and behavior. *Social Psychology Quarterly*,, 55(2), 178e204.
- Baker, D. A. and Crompton, J. L. (2000). 'Quality, Satisfaction and Behavioral Intentions', . *Annals of Tourism Research* , 27(3): 785–804.



- Baron, R. M., & Rodin, J. (1978). Personal control as a mediator of crowding. In A. Baum, J. Singer, & S. Valins (Eds.), *Advances in environmental psychology* Hillsdale, NJ: Erlbaum., pp. 145-190.
- Barsky, J. D., & Labagh, R. (1992). A strategy for customer satisfaction. *Cornell Hotel and Restaurant Administration Quarterly*, (pp. 33(5), 32e40).
- Beirão, G., & Cabral, J. S. (2007). *Understanding attitudes towards public transport and private car: A qualitative study. Transport policy*,.
- Biesmeijer, J. S. (2006). Parallel declines in pollinators and insect-pollinated plants in Britain and the Netherlands. *Science*, 313(5785):351.
- Blumberg, B., Cooper, D. R., & Schindler, P. (2011). *Business Research Models*.
- Bollen, K. A. (1989). A new incremental fit index for general structural equation models. *Sociological Methods & Research*, , 17(3), 303-316.
- Bonnes, A. (2007). International urban conservation charters: catalytic or passive tools of urban conservation practices among developing countries. *City & Time*, 3(2), 39-53.
- Boothe, R. (2002). Perception of the visual environment. *Springer*.
- Brass, J. (1996). *Community tourism assessment handbook*. Utah State University: Utah: Western Rural, Development Centre.
- Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. *Sage focus editions*, , 154, 136-136.
- Bridge, G. (2007). *Event design and experience*. Oxford, UK: Elsevier.
- Callicott, J. (2000). Harmony between man and land: Aldo Leopold and the foundation of ecosystem management. *Journal of Forestry* 98(5), 4-13.
- Callicott, J. (2000). Harmony between man and land: Aldo Leopold and the foundation of ecosystem management. *Journal of Forestry*, 98(5): 4-13.
- Carbone, L. P. (1998). Total customer experience drives value. *Management Review*, 87(7), 62.
- Charles Arcodia and Michelle Whitford. (2008). Festival attendance and the development of social capital. *Journal of Convention & Event Tourism*.
- Choi, T., & Chu, R. (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal Hospitality Management*, , 20, 277-297.

- Churchill, G. A., & Surprenant, C. . (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 491e504.
- Clason, D. L., & Dormody, T. J. (1994). Analyzing data measured by individual Likert-type items. *Journal of Agricultural Education*, 35, 4.
- Cole, S., & Illum, S. (2006). Examining the mediating role of festival visitors' satisfaction in the relationship between service quality and behavioural intentions. *Journal of Vacation Marketing*, 12(2), 160–173.
- Crompton, J.L. & McKay, S.L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439.
- Crompton, J.L. & McKay, S.L. (n.d.). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439.
- Cronin, J. J., Jr., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193e201.
- Cronin, J. J., Jr., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. . *Journal of Retailing*, 76(2), 193e201.
- Cronin, J. J., Jr., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193e201.
- Cronin, J. J., Jr., Brady, M. K., & Hult, G. T. M. (Journal of Retailing,). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. . 2000, 76(2), 193e201.
- Cronin, J. Joseph, Jr. and Steven A. Taylor. (1882). "Measuring Service Quality: A Reexamination and Extension," . *Journal of Marketing*, 56 (3): 55–68.
- Dahlstrand, U., & Biel, A. (1997). Pro-environmental habits: propensity levels in behavioral change1. . *Journal of applied social psychology*, 27(7), 588-601.
- Daniel, T. C., & Vining, J. ( 1983). Methodological issues in the assessment of landscape quality. In Behavior and the natural environment . *Springer US*, 39-84.
- Darren, H. (2016). *UK's Design City of Culture in 2121*. Elliott & Thompson Limited.
- Davis, P. J., & Rabinowitz, P. (2007). (2007). Methods of numerical integration. *Courier Corporation*.
- Eagly, A. H., & Chaiken. S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich College.

Felsenstein, D., & Fleischer, . ( 2003). A. Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*, 41(4), 385-392.

Felsenstein, D., & Fleischer, A. (2003). Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*, 41(4), 385-392.

Frisby, W. & Getz, D. ( 1989). Festival management: a case study perspective. . *Journal of Travel Research*, 28(1), 7-11.

Frisby,W.&Getz,D. (1989). Festival management: a case study perspective. *Journal of Travel Research*,28(1), 7-11.

Getz, D. (1991). *Festival events and tourism*. New york: VanNostrand Reinhold.

Getz, D. (1991). *Festival events and tourism*. New York: VanNostrand Reinhold.

Getz, D. (2005). *Festival,special events and tourism*. New York, NY: Van Nostrands Reinhold.

Getz, D., & Frisby, W. (1988). Evaluating management effectiveness in community-run festivals. *Journal of Travel Research*, 22-27.

Getz. (2008). Event tourism:Definition, evolution, and research. *Tourism Management*.

Gibson, C. R., & Stewart, A. (2009). Reinventing rural places: The extent and impact of festivals in rural and regional Australia.

Gibson, C.R., & Steward, A., (2009). Reinventing rural place: The extent and impact of festival in rural and regional Australia.

Goldblatt, J. (1007). *Special Event: best practices in modern event mangement (2nd ed.)*. New York: Nostrand Reinhold.

Goldblatt, J. (1997). *Special events best practices in modern event management (2nd ed.)*. Van, New York: Nostrand Reinhold.

Grayson, K., & Martinec, R. (Journal of Consumer Research). *Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings*. 2004: 31(2), 296-312.

Gursoy, D., Kim, K. & Uysal, M. (2004). Perceived impacts of festivals and special events by organizers: an extension and validation . *Tourism Management*, 25, 171-181.

Gursoy,D.,Kim,K.&Uysal,M. (2004). Perceived impacts of festivals and special events by organizers: an estenrion and validation. *Tourism Management*,, 171-181.



- Hair, J.F., Black, W.C., Babin, B.J., Anderson. R.E. (2010). *Multivariate Data Analysis with readings (7th ed)*, . Englewood Cliffs, NJ:: Prentice Hall.
- Hall, A. (1992). Signal transduction through small GTPases- a tale of two GAPs. 389-391.
- Helmreich, A. (2002). *English garden and national identity:the competing styles of garden design*. Cambridge University Press.
- K.Organ, et. al. (2015). Festivals as agents for behavior change:A study of food festival engagement and subsequent food choice. *Tourism Management*, 48, 84-99.
- Kaboudarahangi, O. M. (2014). The Challenges, Potentials, and Experts' Opinions on Developing a Malaysian Garden Identity . *Social Science & Humanities*, 19-33.
- Kaiser, F. G., Hübner, G., & Bogner, F. X. (2005). Contrasting the Theory of Planned Behavior With the Value-Belief-Norm Model in Explaining iConservation Behavior. *Journal of applied social psychology*, 35(10), 2150-2170.
- Kals, E., Schumacher, D., & Montada, L. (1999). Emotional affinity toward nature as a motivational basis to protect nature. *Environment and behavior*, 31(2), 178-202.
- Kayat, K. (2011). *Homestay programme as a malaysian tourism product*. Kedah, Malaysia: UMM Press.
- Kim, Y. H., Kim, M., Ruetzler, T., & Taylor, J. (2010). An examination of festival attendee's behavior using SEM. International. *Journal of Event and Festival Management*, 1(1), 86-95.
- Kim, Y. H., Kim, M., Ruetzler, T., & Taylor, J. (2010). An examination of festival attendee's behavior using SEM. International. *Journal of Event and Festival Management*.
- Klein.A.G. & Moosbrugger H. (n.d.). *Maximum likelihood estimation of latent interaction effects with the LMS method*. *Psychometrika*.
- Knapp, C. (1999). *In accord with nature: Helping students form an environmental ethic using outdoor experience and reflection*. . West Virginia:: ERIC Clearing house on Rural Education and Small Schools.
- Knapp, C. (1999). *In accord with nature:Helping students form an environment ethic using outdoor experience and reflection*. West Virginia: ERIC Clearing house on Rural Education and Small School.
- Koh, K.Y. & Jackson, A.A. (2006). Special events marketing: an analysis of a county fair. *Journal of Convention & Event Tourism*, 8(2), 19-44.

- Koh, K. Y. & Jackson, . (2006). Special event marketing: an analysis of a country fair. *Journal of Convention & Event Tourism*, 8(2), 19-44.
- Kotler, P., & Armstrong, G. ((2002)). principle of marketing (10th ed.).
- Kotler, P., Haider, D., & Rein, I. (1993). There's no place like our place! The marketing of cities, regions, and nations. . 27(6), 14.
- Kotler., P., Haider, D., & Rein, I., (1993). There's no place like our place! The marketing of cities, regions, and nations. *The Futurist*, 27960, 14.
- Krasny, M., and K. Tidball. (2009). Community Gardens as Contexts for Science, Stewardship, and Civic Action Learning. . *Cities and the Environment* , 2(1):8.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, , 30(3), 607-610.
- Lee, S. Y. (2006). An examination of constructs in determining behavioral intention to visit a festival among visitors with different demographic variables. *Proceedings of the 2006 Northeastern Recreation Research Symposium* (pp. NRS-P-14). Gen. Tech. Rep.
- Lee, S. Y., Petrick, J. F., & Crompton, J. L. (2007). The roles of quality and intermediary constructs in determining festival attendees' behavioral intention. *Journal of Travel Research*, 45, 402-412.
- Lorelle Frazer, L., & Lawley, M. (2000). *Questionnaire Design & Administration: a practical guide*. Brisbane.
- M Mason, M. C., & Nassivera, F. . (2013). A conceptualization of the relationships between quality, satisfaction, behavioral intention, and awareness of a festival. *Journal of Hospitality Marketing & Management*, 22(2), 162-182.
- MARDI. (2005). *Landscape gardens of Malaysia*. Kuala Lumpur: Malaysian Agricultural Research and Development Institute.
- Marsh, H. W., & Hocevar, D. (1985). Application of confirmatory factor analysis to the study of self-concept: First-and higher order factor models and their invariance across groups. *Psychological bulletin*, 97(3), 562.
- Marsh, H. W., & Hocevar, D. . (n.d.). Application of confirmatory factor analysis to the study of self-concept: First-and higher order factor models and their invariance across groups. . *Psychological bulletin*, , 97(3), 562.
- Mason, M. C., & Nassivera, F. (2013). A conceptualization of the relationships between quality, satisfaction, behavioral intention, and awareness of a festival. . *Journal of Hospitality Marketing & Management*, 22(2), 162-182.

- Masterman, G., & Wood, E. ((2008).). Event Marketing: Measuring an experience. *7th International Marketing Trends Congress–Jan 17th/19th*. In Venice.
- McDonnell, et.al. (1999). Festival and special event management. *Wiley and Sons*.
- Michael William & Glenn A J Bowdin. (2010). Festival evalution: An exploration of seven UK arts festivals. *Managing Leisure*.
- Michelson, W., & Reed, P. ( 1975). The time budget. . *Behavioral research methods in environmental design*, 180-234.
- Norazirah, A. (2003). An analysis of event tourism in Malaysia. *ASEAN Journal on Hospitality and Tourism*, 2(2), 92-102.
- Norazirah. (2003). An analysis of event tourism in Malaysia. *Asean Journal on Hospitality and Tourism*, Vol2, 92-102.
- Nunkoo, R., & Ramkissoon, H. (2012). Structural equation modelling and regression analysis in tourism research. . *Current Issues in Tourism*, 15(8), 777-802.
- Nunnally J.C. (1978). *Psychometric Theory*, (2nd ed.). New York: McGraw-Hill.
- Organ, K., Koenig-Lewis, N., Palmer, A., & Probert, J. (2015). Festivals as agents for behaviour change: A study of food festival engagement and subsequent food choices. *Tourism Management*, 48, 84-99.
- Osman, T. M. (2005). *Urban Landscape Management in Malaysia:In search of a Sustainable Management System*. Unpublished PhD, . NewCastle,: United Kingdom: University of Newcastle.
- Oswald A. Mascarenhas, Ram Kesavan, Michael Bernacchi,. (2006). “lasting customer loyalty: a total customer experience approach”. *Journal of Customer Marketing*, Vol. 23 Issue:, 7, pp. 397 – 405.
- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality- value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science*, , 28(1), 168e174.
- Patterson, Paul G. and Richard A. Spreng. (1997). “Modeling the Relationship Between Perceived Value, Satisfaction and Repurchase Intentions in a Business-to-Business, Services Context: An Empirical Examination,”. *The International Journal of Service Industry*.
- Petrick, J. F. (2004). ‘The Roles of Quality, Value, and Satisfaction in Predicting Cruise Pas- sengers’ Behavioral Intentions’, . *Journal of Travel Research*, 42: 397–407.
- Pine, J. B., & Gilmore, J. H. (1998). Welcome to the experience economy,. *Business Review*, 76(4), 97-106.

- Presbury, Rajka, and Deborah Edwards. (2010). *Managing Sustainable Festivals, Meetings and Events. In: Understanding the Sustainable Development of Tourism*. Oxford: Goodfellow Publishers ltd.
- Presbury, Rajka, and Deborah Edwards. (2010). *Managing sustainable festival, meetings and*. Oxford: Goodfellow publisher ltd.
- Quinn, B. (2010). Art festival, urban tourism and cultural policy. *Journal of Policy Research in Tourism, Leisure & Events*.
- Quinn, B. (2010). Arts festivals, urban tourism and cultural policy. *Journal of Policy Research in Tourism, Leisure & Events*, 2(3), 264-279.
- Reisinger, Y., & Turner, L. . (1999). . Structural equation modeling with Lisrel: application in tourism. *Tourism Management*, , 20(1), 71-88.
- Rolfe, H. (1992). *Art festival in the UK*. London.
- Rolfe, H. (1992). *Arts Festivals in the UK*. London: Policy Studies Institute.
- Rosenberg M. J. and Hovland C. I. . (1960). *“Cognitive, affective, and behavioral components of attitudes”*, . . New Have: : Yale University Press.
- Ryu, K., & Jang, S. S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *Journal of Hospitality & Tourism Research*, 31(1), 56-72.
- Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. . (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105-115.
- Sekaran, U. & Bougie, R. (2010). *(2010) Research Methods for Business: A skill Building Approach. (5th ed.)*. New Jersey: John Wiley and Sons.
- Smith, C. , & Jenner, P. (1998). The impact of festivals and special events on tourism. *Travel & Tourism Analyst*, 73-91.
- Smith, C., & Jenner, P. . (1998). The impact of festivals and special events on tourism. *Travel & Tourism Analyst*, (4), 73-91.
- Som, A. P. M., & Badarneh, M. B. (2011). Tourist satisfaction and repeat visitation; toward a new comprehensive model. . *International Journal of Human and Social Sciences*, 6(1), 38-45.
- Sreejesh, S., Mohapatra, S., & Anusree, M. Springerlink. (2014). *Business Research Methods: An Applied Orientation*.
- Stern, P. C., & Gardner, G. T. (1981). The place of behavior change in the management of environmental problems. . *Zeitschrift für Umweltpolitik*, 2, 213-239.

- Stern, P. C., Kalof, L., Dietz, T., & Guagnano, G. A. (1995). Values, beliefs, and proenvironmental action: attitude formation toward emergent attitude objects1. *Journal of applied social psychology*, 25(18), 1611-1636.
- Stokes, R., & Tkaczynski, A. (2011). Festperf: A service quality measurement scale for festival.
- Taylan Dortyol, I., Varinli, I., & Kitapci, O. (2014). How do international tourists perceive hotel quality? An exploratory study of service quality in Antalya tourism region. *International Journal of Contemporary Hospitality Management*, 26(3), 470-495.
- Theokas, A. C. (2004 ). *Grounds for Review: The Garden Festival in Urban Planning and Design Liverpool* . University Press.
- Theokas, A. C. (2004). *Ground for review: The garden festival in urban planning and design*. Liverpool: Liverpool University Press.
- Ticehurst, G.W., & Veal, A.J. (2000). *Business research methods: A managerial approach* . Australia NSW: Pearson Education.
- Wilson, K., & Batterham, A. (1999). (1999). Stability of questionnaire items in sport and exercise psychology: Bootstrap limits of agreement. *Journal of Sports Sciences*,
- Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. . *Journal of the Academy of Marketing Sciences*, 25(2), 139e153.
- Yoon,Y., Lee, J.,&Lee, C. (2010). Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. . *International Journal of Hospitality Management*, 29(2), 335–342.
- Zainudin, A. (2012). *Research methodology and data analysis*.
- Zeithaml, V. A. (1985). The new demographic and market fragmentation. . *Journal of Marketing*, , 49(3), 64e75.
- Zeithaml, Valarie A. (1988). “Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence,” . *Journal of Marketing*, 52 (July): 2–22.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. . (n.d.). (2013). Business research methods. Cengage Learning.
- Zube, E. H., Sell, J. L., & Taylor, J. G. . (1982). Landscape perception: research, application and theory. *Landscape planning*, 9(1), 1-33.