

WHAT MAKES PEOPLE ATTEND A CRAFT BEER EVENT? INVESTIGATING INFLUENTIAL FACTORS DRIVING ATTITUDE AND BEHAVIORAL INTENTION

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Abstract

This research aimed to identify and validate the influential factors driving the attitudes of craft beer event attendees toward attending the craft beer event. The influential factors in the research model were derived from three conceptual frameworks, namely event service quality, Eventscape, and craft beer consumption. The data were collected from 254 attendees of Chiang Mai Craft Fest arranged in Chiang Mai province, Thailand, and were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that three factors (i.e., quality of entertainment activities, quality of venue environment, and quality of craft beer selection) significantly heighten attendees' attitudes, increasing behavioral intentions toward the craft beer event, and thus, should be strongly emphasized and highly prioritized by concerned practitioners with the provision of sufficient resources. This research also contributes to the body of theoretical knowledge, proposing a holistic and relevant set of influential factors stimulating attendees' attitudes in the understudied area of craft beer events.

Keywords: Craft beer event, craft beer festival, attitude toward attending the craft beer event, behavioral intention, Chiang Mai, PLS-SEM

1. INTRODUCTION

By definition, special events stem from occasions arranged to pursue objectives that differ from mundane activities and to celebrate the experiences belonging to a group of people (Shone & Parry, 2010). For destinations that aim to attract event or festival attendees as their customers, having a chance to become the host of such events or festivals is considered beneficial. Panfiluk (2015) suggests that an event organized in a destination relates to the destination's economy, image, tourist satisfaction, and destination loyalty, in the long run. Additionally, several destinations have integrated events and festivals into their destination marketing plans and development (Getz, 2008).

Among the various types of events and festivals with potential to attract visitors to a destination, craft beer events are considered to have high potential. The phenomenon of craft beer festivals and craft brewing festivals that has risen in a global scale (Beckman & Shu, 2021), can be considered of high potential due to the unique and contextualized tourism experiences offered by craft beer tourism in diverse countries (Chirakranont & Sakdiyakorn, 2022). This is supported by the fact that the craft beer market has significantly grown in the

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last decade (Alfonso & Alexander, 2017; Aquilani et al., 2015;), especially in European and North America continents (Murray & O'Neill, 2012). Due to the substantial expansion of beer-related events and festivals, their popularity has been exploited by event organizers, as shown through the continuous arrangement of this event/festival type (Manis et al., 2020). The specialty of craft beer festivals which create enjoyable experiences to attendees relates to their special on-site experiences. These special on-site experiences cannot be found elsewhere, including being exposed to various breweries and their beers, and having contact with brewers that cannot be done in the brewery tasting room (Beckmann et al., 2020). Thus, it is assumed that any elements actually provided at craft beer events and festivals are vital as the event service quality and event offerings influence attendees' favorable perceptions toward their current events and festivals (e.g., satisfaction), possibly leading to the success of the events and festivals in terms of drawing future revisit intentions and positive word of mouth (Kim et al., 2013; Tanford et al., 2012; Zong and Zhao, 2013). In the current competitive market, it is even more crucial for event organizers to comprehend the aspects contributing to attendees' perceptions and intentions toward events (i.e., satisfaction, positive experiences, revisit intention) (Hermann et al., 2020). Nonetheless, the body of knowledge related to factors contributing to event service quality, specifically for craft beer events and festivals, which can guide practitioners and academics to ensure the high quality of the craft beer events and festivals, remains undeveloped. This viewpoint is supported by the small number of research papers found in the area of craft beer Festivalscape quality experiences (Beckman & Shu, 2021). In the same vein, beer related tourist behavior and beer festivals have been rarely explored (Manis et al., 2020), especially through various social aspects (Thurnell-Read, 2017). To conclude, due to the potential of craft beer events, their specialty, and the scarcity of relevant insights, the need for further investigation of the factors creating event service quality and desirable outcomes as perceived by attendees, especially those customized for craft beer events, is evident.

Chiang Mai Craft Fest 2017 and 2018, hosted in Chiang Mai, Thailand, were selected as the research setting due to the following explanations. According to My Beer Friend (2018a), Chiang Mai Craft Fest 2017 and 2018, were sequentially organized in Chiang Mai province by My BEER Friend Company Limited, a famous local Chiang Mai craft beer company. The two annual craft beer events were organized to gather local craft beer producers in Thailand in order to attract locals and visitors to Chiang Mai. In 2017 the event was held on December 9 and 10, offering 300 tickets per day. The event was successful and has become well-known since then. In the second annual event on 3 to 4 November 2018, the scale of the event was greater than the first event, allowing 500 attendees per day. Even though the event was claimed to be sufficiently popular to be reorganized again in 2018, challenges were found in terms of attendees' experiences. Certain negative comments were posted on the event organizer's official Facebook with customers stating that they were not satisfied with their event experiences (e.g., low quality of facilities, insufficient facilities) (My BEER Friend, 2018b). As previously mentioned, the two selected craft beer events suitably serve as a venue in which influential factors driving the outcomes perceived by attendees can be tested as both popularity and challenges are shown in these events. The suitability of these two selected craft beer events is further emphasized by the fact that they were part of a series organized by local Chiang Mai breweries (My Beer Friend, 2017; 2018a). In contrast, more recent craft beer events, such as Chiangmai Brew Fest 2023 @One Nimman (Zipevent, 2023), were not arranged by local breweries. Therefore, despite not being the most recent craft beer events in Chiang Mai province, Chiang Mai Craft Fest 2017 and 2018 could be considered highly valid to represent the challenges of organizing events, as encountered by local breweries, as none of the craft beer events in Chiang Mai province can be comparable to them.

Furthermore, while certain craft beer event studies have adopted influential factors from a single conceptual framework such as Festivalscape or Eventscape (e.g., Beckman & Shu,

2021; Beckman et al., 2020), an event experience framework (Hermann et al., 2021), service quality topped up with additional factors (Tong, 2022), or dual frameworks of perceived value and servicescape (e.g., Manis et al., 2020), it may be questioned whether the factors specifically contributing to craft beer consumption should also be included to predict the outcomes perceived by craft beer event attendees. This is also supported by the notion that a craft beer festival demands quality experiences, which is possibly dissimilar from those required for a cultural, music, or food festival (Beckman & Shu, 2021; Selmi et al., 2021; Zhang et al., 2019).

To address this issue, this research utilizes the seven factors commonly or solely derived from the factors contributing to event service quality (i.e., quality of food selections, quality of venue environment, quality of event facilities, quality of admission management, quality of staff, and quality of entertainment activities), Eventscape (i.e., quality of food selections, quality of staff, and quality of event facilities), and craft beer consumption (i.e., quality of craft beer selections), which are examined in terms of their impacts posed on the first outcome produced from the event experience (De Geus et al., 2016), specifically attendees' attitudes toward attending the craft beer event. Moreover, the final event experience outcome of behavioral intentions toward the craft beer event (i.e., visiting future craft beer events, and creating recommendations and positive word of mouth) was added, in order to better suggest if a potential high number of future attendees can be created by the identified factors. This is supported by the notion that the event attendees' decisions regarding event participation are influenced by their personal preferences and motivations (Getz, 2008).

To be in line with the aforementioned relationships, the research objectives were set as follows:

1. To examine to what extent the seven factors (i.e., quality of craft beer selections, quality of food selections, quality of staff, quality of admission management, quality of venue environment, quality of entertainment activities, and quality of facilities) affect attitudes toward attending the craft beer event.
2. To investigate the causal relationship between attitudes toward attending the craft beer event and behavioral intentions toward the craft beer event.

2. LITERATURE REVIEW

2.1 Craft Beer Consumption, Motivation, and Event

Studies on special interest tourism, specifically on craft beer tourism, have been conducted, but the body of knowledge on craft beer event service quality is not yet well established. A study developed in Mexico suggests that craft beer becomes popular among people around the world who seek for more knowledge, new taste experiences, and finding alternatives away from mainstream beverages (Gómez-Corona et al., 2016), while price, craft beer quality, beer flavor, and brand image play significant roles on craft beer satisfaction and repurchase intentions (Tong, 2022). Murray et al. (2012) suggested that craft beer has expanded into the market by the support of restaurants and events providing a variety among their selections, while the micro home brew has become popular among consumers. Previously, Crompton and McKay (1997) suggested that motivations for attending festival events are exploring culture, seeking for novelty, relaxation, socialization with acquaintances, socialization with new people, and family togetherness. In addition, Hodge et al. (2022) discovered that motivations for attending craft beer events included the motivation to try new things, socializing, seeking for novelty or uniqueness, and intoxication. According to the current knowledge, the motivational influences of craft beer consumers can vary depending on their level of craft beer consumption, i.e., frequent, casual, and occasional (Hodge et al., 2022). Gomez-Corona et al. (2016) proposed a craft beer consumption diagram indicating six essential variables involved

in beer consumption, including craft experience, moment and context, attitudes and motivations, product attributes, individual and society factors, and consumption constraints.

2.2 Antecedents Impacting the Outcomes Perceived by Craft Beer Event Attendees

The antecedents to event planning have been explored and suggested by many scholars. Factors event organizers must take into account are event scope, stakeholders, sponsorship, event design, marketing process, financial process (O'Toole, 2011), risk management, and venue management (Getz & Getz, 1997; Tum and Norton, 2006). Additionally, Tum and Norton (2006) state that the issues that should be addressed for planning an event were product development, supply chain management, location management, and risk management. Meanwhile, factors for determining event success were based on the completion of the following criteria: 1) on-time; 2) within budget; 3) level of quality; and 4) customer satisfaction (Tum & Norton, 2006). Thus, craft beer event organizers should be concerned about the quality of events.

However, there is a lack of research concentrating on event and festival quality, especially in the craft beer event context. Tham et al. (2023) explored the literature in the craft beer context, specifying that craft beer events relate to the culinary and beverage context, guiding that the appropriate implications of craft beer festival or event quality should include culinary events. Getz et al. (2001) proposed event service quality, indicating that event service quality can be mapped to the service quality or SERVICESCAPE (Bitner, 1992), including site or facility quality (site environment), staff, and other elements (event management and activity). Similar to Moon et al. (2011), SERVQUAL (Parasuraman & Zeithaml, 2002) has been employed to evaluate sport event quality and destination image, consisting of intangible factors, tangible factors, cognitive image, and affective image. Previous study has suggested that important antecedents for festival quality in general should include merchandise, food and beverages, informational service, program quality, local environment, and the facilities provided in Christmas events (Crompton & Love, 1995). Later, Lee et al. (2008) developed the Festivalscape scale with results revealing that the cues affecting attendees' satisfaction are event site convenience, staff, event information, program content and activity, facilities, and souvenirs, as well as food quality (Lee et al., 2008). In addition, merchandise refers to the main product available in the event market; food and beverages relate to the available selections of food and beverages (Getz et al., 2001); informational service involves the information center and event site map; program quality refers to the entertainment available at the venue (in a wine event) (Mason & Paggiaro, 2012); environment concerns the appropriateness and safety of the event site; and facilities refers to the availability of parking spaces and restrooms (Beckman et al., 2020; Getz et al., 2001).

Recently, Beckman et al. (2020) proposed the use of Festivalscape specifically for craft beer events, indicating that food quality, facilities, and staff, were the main factors in event quality. Moreover, besides the above event quality, fun and entertainment (i.e., music concert, game, etc.) also plays a significant role in impacting attendees' attitudes (Mason & Paggiaro, 2012; Shane & Patterson, 2010). Lee et al. (2016) indicated that the former study neglects the admission experience, service of staff, as well as economic value. Therefore, following the Festivalscape scale suggested by Lee et al. (2016), this study also includes admission experience as the admission management variable (ticket reservation, ticket price, and waiting time) and the staff variable (staff's attitude, response, personality, and knowledge) in the proposed model. In conclusion, this study employs variables from previous research to examine craft beer event quality in the context of newly established craft beer destination, including quality of craft beer selection, food selection, staff, admission management, entertainment activities, facilities, and venue environment.

2.3 Attendees' Attitudes and Behavioral Intentions

Besides the event planning factors, event service quality is vital for evaluating the level of event quality, which affects event attendees' attitudes, behavioral intentions, and revisit intentions (Crompton & McKay, 1997; Lee et al., 2016; Tanford et al., 2012). Craft beer quality, including its quality, price, beer flavor selection, and merchandise, plays a significant role in the development of customers' satisfaction and repurchase intentions (Tong, 2022). As aforementioned, Lee et al. (2016) proposed that admission experience, and service of staff, as well as economic value have influence on attendees' attitude. In the context of craft beer events Festivalscape has also shown that the factors influencing attendees' satisfaction and revisit intentions are food quality, facilities, and staff (Beckman et al., 2020). Moreover, besides event quality, entertainment, such as music concerts, also plays a significant role in developing attendees' attitudes and behavioral intentions to recommend to others (Mason & Paggiaro, 2012; Shane & Patterson, 2010). The conceptual framework in Figure 1 displays the hypotheses derived from the literature reviews involving event service quality, Servicescape, and craft beer consumption, following previous studies. The proposed hypotheses are as follows:

H1: The quality of craft beer selections has a positive influence on attendees' attitudes toward attending the craft beer event.

H2: The quality of food selections has a positive influence on attendees' attitudes toward attending the craft beer event.

H3: The quality of staff has a positive influence on attendees' attitudes toward attending the craft beer event.

H4: The quality of admission management has a positive influence on attendees' attitudes toward attending the craft beer event.

H5: The quality of the venue environment has a positive influence on attendees' attitudes toward attending the craft beer event.

H6: The quality of entertainment activities has a positive influence on attendees' attitudes toward attending the craft beer event.

H7: The quality of event facilities has a positive influence on attendees' attitudes toward attending the craft beer event.

H8: Attendees' attitudes toward attending the craft beer event have a positive influence on their behavioral intentions toward the craft beer event.

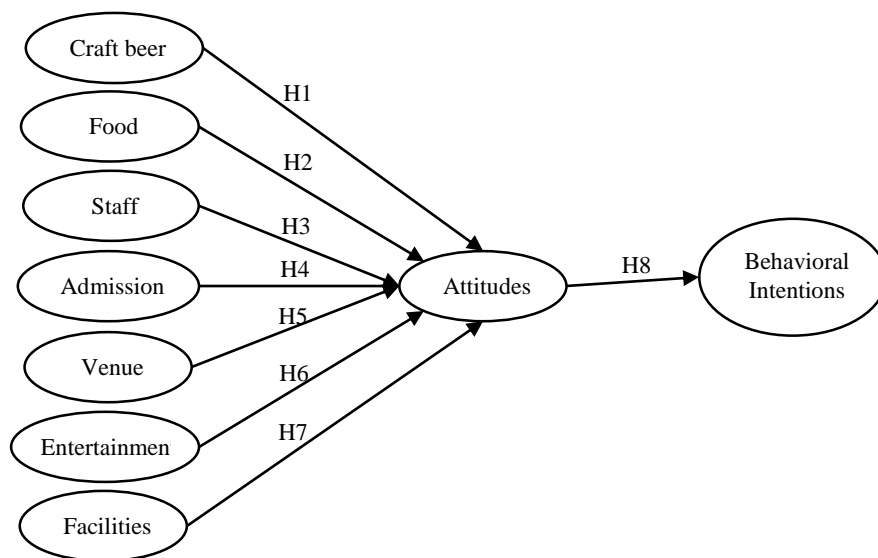


Figure 1 The Conceptual Framework of Craft Beer Event Quality

3. METHODOLOGY

3.1 Measurement Items Development

The current study employed a quantitative approach to examine the influential factors contributing to the attitudes and behavioral intentions of the craft beer event attendees. Many scholars suggest combinations of constructs for evaluating event or festival quality, while only a handful of studies focus on the craft beer event context. Therefore, this research borrows measurement scales from previous research regarding festival or event quality as suggested by Crompton and Love (1995), Getz et al. (2001), Lee et al. (2008), Mason and Paggiaro (2012), and Moon et al. (2011). The specific cues regarding craft beer event quality were derived from the suggestions of Beckman et al. (2020).

To be concise, the seven variables include *Quality of Craft Beer Selection* (quality, variety, price, merchandise, and brand) (Murray et al., 2012; Tong, 2022), *Quality of Food Selection* (quality, variety, price, and food pairing) (Beckman et al., 2020; Crompton & Love, 1995; Getz et al., 2001; Lee et al., 2008), *Quality of Staff* (attitude, responsive, friendliness, and knowledge) (Beckman et al., 2020; Getz et al., 2001; Lee et al., 2008; Lee et al., 2016), *Quality of Admission Management* (waiting time, ticket price, and ticketing) (Lee et al., 2016), *Quality of Entertainment Activities* (well organized, fun, participatory, and variety) (Beckman et al., 2020; Mason & Paggiaro, 2012; Shane & Patterson, 2010), *Quality of Facilities* (parking, toilet, space, site accessibility) (Beckman et al., 2020; Crompton & Love, 1995; Getz et al., 2001; Lee et al., 2008), and *Quality of Venue Environment* (safety, environment, and atmosphere) (Getz et al., 2001). The *Attitude toward Attending the Craft Beer Event* scale was adapted from Crompton and McKay (1997), Lee et al. (2016), Mason and Paggiaro (2012), Shane and Patterson (2010), and Tanford et al. (2012), while the *Behavioral Intentions toward the Craft Beer Event* variable was borrowed from Beckman et al. (2020) Hermann et al. (2020), and Lee et al. (2016). A 7-point Likert scale was employed, ranging from 1 (strongly disagree) to 7 (strongly agree). Screening questions included 1) Are you 18 years old or above? and 2) Have you ever traveled to a place primarily for a craft beer event?

Since the event was organized in Thailand, the majority of attendees were Thai. Following the recommendation for a translation process by Mullen (1995), the first version of the questionnaire was developed in English and back-translated by Thai natives to ensure accurate content in the Thai language. Three academic experts were also included in an expert-panel process to review the questionnaire, ensuring the content accuracy and question validity, with every item passing their criteria, and being retained.

3.2 Data Collection and Sampling

Data collection was conducted by distributing questionnaires to respondents who had been to Chiang Mai Craft Fest 2017 or 2018 prior to their survey participation. Since the event was held in a compact vacant warehouse, there was a limited carrying capacity of only 600 attendees per day, and a maximum of 1,200 attendees in total for the two day event each year. Therefore, the number of attendees in total was also relatively small. Questionnaires were distributed onsite at the local craft beer bars in Chiang Mai, Thailand, especially the flagship craft beer bar of the Chiang Mai Craft Fest organizer, from February 2020 until the end of March 2020. A purposive sampling technique was employed as the sampling method. Regardless of nationality, respondents were required to have attended the specific craft beer event to ensure the similarity of the experience. According to the Minimum R^2 rule suggested by Hair et al. (2014a, p.21) and Kock and Hadaya (2018), the sample size for testing a PLS-SEM model with seven arrows pointing at the construct should be 166, yielding a minimum R^2

at .10. In this study the sample size was increased to avoid an inaccurate estimate, with a goal of at least 250 questionnaires. A total of 301 questionnaires were collected from event attendees, however, 47 were deemed to be unqualified, or incomplete, and were removed. The remaining questionnaires deemed complete and suitable for further analysis totaled 254.

3.3 Data Analysis

This study employed Partial Least Square Structural Equation Modeling (PLS-SEM) by following the procedural recommendations in the SmartPLS4 application as addressed by Ringle, Wende & Becker (2022). PLS-SEM is a common method for examining the connections between antecedents and dependent variables in several social science contexts, and is suitable for analyzing a complex framework with many latent variables (Rasoolimanesh et al., 2021; Sarstedt et al., 2020; Usakli & Kucukergin, 2018). Additionally, PLS-SEM is also recommended for examining data in studies with a small sample size (Aburumman et al., 2022) or non-normal data (Hair et al., 2019, Hair et al., 2014b; Usakli & Kucukergin, 2018). Following Šerić et al. (2023), this study explored normality using both the Kolmogorov–Smirnov and the Shapiro–Wilk tests, with results revealing that the data demonstrate a non-normal distribution with statistical significance ($p < 0.001$). PLS-SEM is justifiable to be selected, as both composite and common factor data types employed in this study can be estimated with small bias (Sarstedt et al., 2016). To further explain, the nature of PLS-SEM is a component-based analysis, and bias can occur when analyzing models that include common factor models (Leruksa et al., 2023). In other words, adopting a component-based SEM for parameter estimates in the case that latent variables are designated as factor models results in potential bias (Leruksa et al., 2023). However, the bias tends to be small when PLS-SEM is adopted to estimate common-factor data types (Sarstedt et al., 2016).

Table 1 Demographic Profile of the Respondents ($n = 254$)

Characteristics	Frequency	Percent (%)	Characteristics	Frequency	Percent (%)
Age			Occupation		
18-24	38	15.0%	Public Sector	37	14.6%
25-34	165	65.0%	Private Sector	87	34.3%
35-44	48	18.9%	Student	22	8.7%
45-54	1	0.4%	Unemployed	10	3.9%
55-65	2	0.8%	Entrepreneur	98	38.6%
Gender			Monthly income (Thai Baht)		
Male	125	49.2%	Not over ฿15,000	41	16.1%
Female	129	50.8%	฿15,001 - 25,000	86	33.9%
			฿25,001 - 35,000	44	17.3%
Nationality			฿35,001 - 45,000	20	7.9%
Thai	242	95.3%	฿45,001 - 55,000	29	11.4%
International	12	4.7%	More than ฿55,000	34	13.4%
Education			Beer Consumption per week		
Associate degree	1	0.4%	Less than 1 bottle	97	38.2%
Bachelor's degree	168	66.1%	1 - 4 bottles	112	44.1%
Post-graduate degree	85	33.5%	5 - 10 bottles	29	11.4%
			More than 10 bottles	16	6.3%

Note. $n = 254$

Table 2 Mean, Standard Deviation, and Measurement Loading

Type	Antecedent	Measurement Items	Mean	S.D.	Loading	Kurtosis	Skewness
<i>Component</i>	<i>Quality of Craft Beer Selections (CB)</i>	Craft beer is of good quality.	5.87	0.90	0.66	0.239	-0.641
		Craft beer items have variety.	5.88	1.02	0.69	0.921	-0.960
		The prices of craft beer are reasonable.	5.37	1.19	0.67	0.103	-0.556
		Various craft beer booths are available in the event.	5.55	1.07	0.88	0.325	-0.698
		Local craft beer brands are available in the event.	5.66	1.15	0.80	0.503	-0.816
<i>Component</i>	<i>Quality of Food Selections (Fd)</i>	The food in the craft beer event is of good quality.	5.50	1.15	0.89	1.410	-0.908
		The food in the craft beer event has variety.	5.11	1.25	0.89	0.703	-0.636
		The prices of food are reasonable.	5.14	1.15	0.88	1.280	-0.594
		The food sold in the event is well paired with craft beer.	5.37	1.11	0.88	0.282	-0.527
<i>Component</i>	<i>Quality of Staff (St)</i>	Staff have a good attitude to service.	5.89	1.06	0.94	2.651	-1.158
		Staff are responsive.	5.94	1.04	0.93	2.747	-1.195
		Staff are friendly.	6.02	1.08	0.88	2.963	-1.368
		Staff have a good knowledge of craft beer products.	5.46	1.11	0.75	0.062	-0.469
<i>Component</i>	<i>Quality of Admission Management (MGMT)</i>	Waiting time is acceptable to visitors.	5.72	1.11	0.93	-0.363	-0.515
		Waiting time is well controlled by the organizer.	5.63	1.14	0.94	0.187	-0.697
		Ticket price is reasonable.	5.15	1.34	0.93	-0.021	-0.611
		The ticket reservation system is acceptable to visitors.	5.44	1.15	0.94	-0.247	-0.471
<i>Component</i>	<i>Quality of Entertainment Activities (En)</i>	Entertainment events are well organized (e.g. concerts, games).	5.83	1.01	0.93	1.317	-1.019
		Entertainment events are fun.	5.74	1.07	0.93	0.655	-0.888

Table 2 (Continued)

Type	Antecedent	Measurement Items	Mean	S.D.	Loading	Kurtosis	Skewness
<i>Component</i>	<i>Quality of Facilities (Fac)</i>	Entertainment events are participatory.	5.66	0.92	0.85	-0.826	-0.132
		Entertainment events have variety.	5.28	1.11	0.79	0.975	-0.731
		Parking facilities are easily accessible.	4.83	1.53	0.76	-0.446	-0.519
		Public toilets are clean.	3.93	1.65	0.53	-0.771	0.007
		Craft beer event venues are spacious enough to accommodate visitors.	5.22	1.29	0.88	0.251	-0.620
		The event venue is convenient to reach by various kinds of public transport.	4.87	1.45	0.79	-0.628	-0.257
<i>Component</i>	<i>Quality of Venue Environment (Ven)</i>	The craft beer event site is safe.	5.32	1.19	0.84	0.104	-0.462
		The surrounding environment of the craft beer event is pleasant.	5.09	1.18	0.84	-0.551	-0.155
		The atmosphere of the craft beer event is enjoyable.	5.67	1.08	0.88	1.140	-0.847
<i>Factor</i>	<i>Attitude toward the Craft Beer Event (AttEV)</i>	I am very satisfied with the overall experience of this craft beer event.	5.67	1.11	0.94	1.717	-1.007
		I believe I did the right thing to visit this craft beer event.	5.85	1.18	0.96	3.267	-1.513
		As a whole, I am happy with the craft beer event.	5.87	1.04	0.95	0.439	-0.933
<i>Component</i>	<i>Behavioral toward the Craft Beer Event (Int)</i>	I intend to visit a craft beer event again.	5.93	1.09	0.93	0.871	-1.083
		I'll recommend a craft beer event to others.	5.97	1.12	0.94	1.520	-1.250
		I'll encourage friends and relatives to attend a craft beer event.	5.83	1.24	0.93	1.732	-1.275
		I am interested in attending a craft beer event in the future.	6.04	1.00	0.94	1.153	-1.067
		I want to attend a craft beer event sometime in the future.	6.01	1.07	0.93	1.702	-1.243

Note. SD: Standard Deviation; All factor loadings are significant at $p < 0.001$.

Prior to the data analysis process, a descriptive data analysis was employed to explore the respondents' profiles. Table 1 reveals the profiles of the respondents in the study. The majority of the respondents were between the ages of 25 and 34 (65%), while the number of males and females was equal. Respondents with a bachelor's degree were most common (66.1%), while 38.6% were entrepreneurs and 34.3% worked in the private sector. Most of the respondents who had attended the craft beer event earned 15,001 - 25,000 Baht monthly (33.9%), and 44.1% consumed craft beer at the amount of one to four bottles weekly. Further data analysis employing PLS-SEM is explained in the next section.

4. FINDINGS

Podsakoff et al. (2012) suggested that, referring to the Harman Single Factor procedure, the control method bias should be performed prior to the analysis, while the results of the total variance for a single factor in the current study was 45.092%, which is below the cutoff value of 50%. The proposed conceptual model in this study is considered as a combination of reflectively and formatively measured constructs. The model consists of seven reflective constructs and two formative constructs. The confirmatory factor analysis displayed in Table 2 was conducted to evaluate the measurement items, presenting each item's mean and standard deviation. The mean scores reveal that among the seven variables, the items that received the highest score related to staff friendliness. All items in the reflective constructs passed the recommended cut-off point at 0.5 (Hair et al., 2019), while Hermann et al. (2015) indicated a recommended cut-off point at 0.7. The factor loadings ranged from 0.53 (public toilet cleanliness) to 0.96, while none of the items were removed as the loading scores were all relatively high. Additionally, in order to ensure a normal distribution, kurtosis and skewness were analyzed. The results revealed that the kurtosis values for all factors ranged from -0.826 to 3.267, while skewness values ranged from -1.513 to 0.007, confirming a normal distribution as the recommended values of kurtosis and skewness are ± 7 and ± 2 respectively (Curran et al., 1996; Hair et al., 2010).

As shown in Table 3, the reliability of the scale items was examined using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) to ensure internal consistency. Hair et al. (2013) suggested that the minimum value of Cronbach's alpha should

Table 3 Testing Composite Reliability, Convergent Validity, and Discriminant Validity

	<i>Att</i>	<i>Cb</i>	<i>Ent</i>	<i>Fd</i>	<i>Fac</i>	<i>Int</i>	<i>Mgmt</i>	<i>St</i>	<i>Ven</i>
<i>Att</i>	1								
<i>CB</i>	0.67(0.45)	1							
<i>Ent</i>	0.72(0.52)	0.64(0.41)	1						
<i>FB</i>	0.60(0.35)	0.77(0.59)	0.68(0.47)	1					
<i>Fac</i>	0.60(0.36)	0.71(0.51)	0.66(0.44)	0.78(0.61)	1				
<i>Int</i>	0.88(0.78)	0.58(0.33)	0.65(0.42)	0.51(0.26)	0.52(0.27)	1			
<i>Mgmt</i>	0.65(0.42)	0.73(0.53)	0.67(0.45)	0.63(0.40)	0.61(0.37)	0.65(0.43)	1		
<i>St</i>	0.54(0.30)	0.67(0.45)	0.58(0.34)	0.70(0.48)	0.61(0.37)	0.51(0.26)	0.66(0.43)	1	
<i>Ven</i>	0.73(0.53)	0.71(0.50)	0.76(0.57)	0.69(0.48)	0.88(0.77)	0.70(0.49)	0.72(0.52)	0.63(0.4)	1
Chron-bach's α	0.94	0.79	0.88	0.91	0.75	0.96	0.89	0.90	0.82
CR	0.94	0.81	0.90	0.91	0.85	0.96	0.90	0.92	0.86
AVE	0.90	0.55	0.74	0.78	0.56	0.87	0.76	0.77	0.73
Mean	5.8	5.67	5.63	5.28	4.72	5.96	5.48	5.83	5.36
Std. Dev.	3.15	3.94	3.53	4.11	4.43	5.16	4.12	3.76	2.96

Note. CR: composite reliability; AVE: average variance extracted; Std. Dev.: Standard Deviation

be at least 0.7, while each construct was shown to satisfy this requirement. The composite reliability (CR) of all constructs was calculated, with scores ranging from 0.81 to 0.96, which passed the recommended cut-off point at 0.70 (Hair et al., 2013; Nunnally, 1978) and fell into the ideal range of between 0.70 and 0.95 (Hwang et al., 2023). The AVE of each variable was assessed to inspect the discriminant validity and the recommended estimate should be higher than the squared correlation estimate (Fornell & Larcker, 1981) or ≥ 0.50 (Hair et al., 2013). All constructs passed the recommended threshold and indicated that all constructs in the proposed model were valid. Lastly, the heterotrait–monotrait ratio (HTMT) was assessed and all correlation scores were smaller than 0.9, indicating discriminant validity among the constructs (Fakfare & Wattanacharoensil, 2020; Hair et al., 2019). All measurement items remained for further analysis.

The structural model was subsequently tested. According to previous studies, the standard error for the path coefficient estimate was computed through bootstrapping, the most common resampling technique (Kock, 2018). Following the rule of thumb, Hair et al. (2011) put forward that the minimum bootstrapping replications should be at least 5,000. The results of the hypothesis testing using PLS-SEM is shown in Figure 2, revealing that several hypotheses were statistically significant. The reflective constructs, including quality of craft beer selection, quality of food selection, quality of staff, quality of admission management, quality of venue environment, quality of entertainment activities, and quality of facilities, were borrowed from previous research. The antecedent which had the highest influence on the attendees' attitudes toward attending the craft beer event related to Hypothesis 6, which clearly showed a statistical significance, rejecting the null hypothesis, and strongly indicating that the quality of entertainment activities has a positive influence on attendees' attitudes ($\beta = .302$, $t = 3.908$, $p < 0.001$). Supporting H5, the quality of venue environment was also shown to have a significant influence on attendees' attitudes toward attending the craft beer event ($\beta = .281$, $t = 4.238$, $p < 0.001$). The final factor positively influencing attendees' attitudes was the quality of craft beer selection ($\beta = .153$, $t = 1.796$, $p < 0.1$), supporting H1.

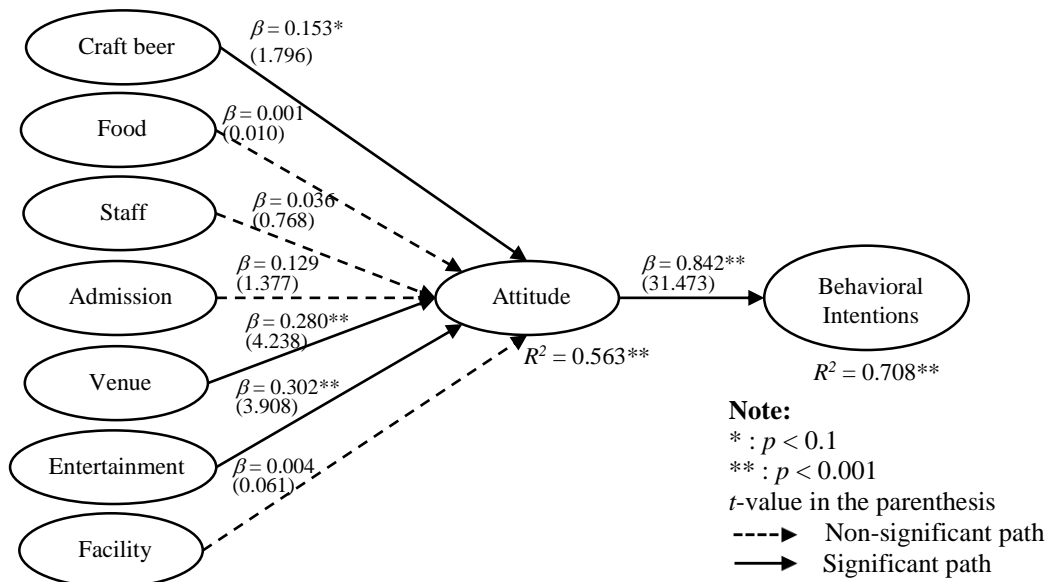


Figure 2 Results of Craft Beer Event Quality

Other antecedents demonstrated barely visible effects with no statistically significant impact, including quality of admission management (H4: $\beta = .129$, $t = 1.377$), quality of staff (H3: $\beta = .036$, $t = 0.768$), quality of food selection (H2: $\beta = .01$, $t = 0.010$), and quality of

facilities (H7: $\beta = .004$, $t = 0.061$). From the reflective constructs, three constructs significantly affected the attendees' attitudes toward attending the craft beer event to a large extent ($R^2 = 0.563$). Furthermore, the results also supported H8, indicating that attendees' attitudes toward attending the craft beer event had a positive influence on their behavioral intentions toward the craft beer event ($\beta = .842$, $p < 0.001$), while the R^2 value indicated that the model can explain 70.8% of the variance in behavioral intentions. The following discussion provides extensive explanation regarding the findings derived from testing the proposed research model.

5. DISCUSSION

The supportive role of craft beer selection quality as one of significant influential factors is in line with Tong (2022) who states that price rationality, beer flavor diversity, and brand image, all influence the satisfaction of craft beer consumers. In a similar vein, Gomez-Corona et al. (2016) argued that craft beer product attributes, including different beer styles, intense flavors, dense texture and premium packaging, serve as essential factors relating to craft beer consumption. However, in this study, it is argued that the quality of craft beer selection does not play the most important role in drawing the attendees' positive attitudes toward attending the craft beer event. Instead, it is ranked third, being less important than the quality of entertainment activities and the quality of the venue environment. This result is in contrast to the fact that craft beer is the core product of the event promoted by the event organizer (My BEER Friend, 2018b), and in general, beer functions as the main motive stimulating brewery visits (Duan et al., 2018). Correspondingly, given that consumers perceive craft beer to be associated with special and ritualized moments, regardless of consuming it alone or for socialization (Gomez-Corona et al., 2016), it is assumed that in a special event such as a craft beer festival, attendees should primarily seek craft beer experiences. Likewise, in the context of food and wine events, food and beverage quality surpasses fun and comfort, when contributing to festivalscape (Mason & Paggiaro, 2012).

This unexpected ranking of the quality of craft beer selection could stem from the immature craft beer consumption in Thailand, where the research setting was located, and from which most attendees (local Thais) come. Craft beer has recently been introduced to Thailand only in 2012 (Chirakranont & Sunanta, 2021), a much shorter duration than in the U.S. where the first microbrewing movement began in 1965 (Callahan, 2023; The Washington Post, 2023). Furthermore, unlike in other countries, limited types of craft-beer-related activities are employed to promote craft beer consumption in Thailand, as seen in the fact that craft beer tourism in Thailand has been confined to specific festivals and brewery visits (Chirakranont & Sunanta, 2021). Another possible explanation is that the craft beer event attendees participating in this research are assumed to be novices, a type of craft beer consumer at the extreme end of having the least experience in craft beer consumption (Koch & Sauerbronn, 2019). To further explain, most items measuring the quality of craft beer comprise the aspects related to beer characteristics (i.e., craft beer quality, variety of craft beer, and availability of local craft beer brands), that are not emphasized by the novices who consume craft beer for socialization and social approval purposes (Koch & Sauerbronn, 2019). Having this market segment as the most common among the respondents rating the items, the importance of the craft beer selection quality was naturally not highly ranked as a priority as promoted and expected by the event organizer (My BEER Friend, 2018b) and as suggested in the literature.

The highest ranked factor impacting attendees' attitudes was the quality of entertainment activities. This result corresponds to the notion that event attendees' satisfaction and behavioral intentions to recommend the event to others are mainly stimulated by entertainment, as distinct from event quality (Pegg & Patterson, 2010). Moreover, according to Eventbrite (n.d.) (as cited in Manis et al., 2020, p. 314) when attendees decide to join a beer

festival, entertainment is given the highest importance, compared to other aspects. It is also argued that entertainment features are adopted as a tool to increase the number of attendees at diverse beer festivals (Chirakranont & Sunanta, 2021). In the same vein, fun is raised as one of the important elements of increasing the emotional experiences of food and wine event's attendees (Mason & Paggiaro, 2012). One possible reason for this strong impact of entertainment activities quality on attitudes comes from Hermann et al.'s (2021) suggestion that the communicated messages and information in marketing materials (e.g., posters, social media's posts) could readily attract the types of attendees already looking for entertainment offerings at craft beer events, even giving them higher priority than tasting the craft beer itself. In the initial version of the posters promoting Chiang Mai Craft Fest 2018 posted on Facebook, there were photos and names of the music bands and artists who would perform live at the event, followed by the details of the ticket purchase process and the QR code, without any pictures or symbols related to craft beer (My BEER Friend, 2018a). In a later version of the posters, a picture of a cup of craft beer is added with a considerable number of texts related to live music performances (My BEER Friend, 2018b). Considering the written contents posted together with these posters, although a variety of craft beer and craft beer experiences are explicitly added, the poster mainly displayed sentences promoting how rare and special the live music performances would be (My BEER Friend, 2017, 2018a; 2018b). Hence, it is not surprising that not only craft beer customers, but also attendees who primarily look for entertainment offerings, especially live music performances, can be attracted to attend the craft beer event. This notion is also consistent with the situation that when the communication used to promote the craft beer event emphasizes other elements together with or rather than the craft beer element, this could attract a large group of general attendees seeking 'something to do for a fun weekend', rather than beer enthusiasts (Hermann et al., 2021). Another possible reason lies in the notion that beer festival attendees tend to have a higher degree of variety-seeking behavior than other festival attendees (Manis et al., 2020). The various entertainment offerings and activities provided at the beer festival are recommended to satisfy the beer festival attendees, who are variety seekers (Manis et al., 2020), and thus, the quality of entertainment activities is likely to be highly ranked in the context of craft beer events.

The result that supports the significant role of venue environment quality (i.e., safe, pleasant, and enjoyable venue) as the second-ranked predictor of attendees' attitudes echoes the literature, suggesting that venue quality, environment, atmosphere, or ambience, contributes to certain forms of outcomes at various types of events such as festival quality (Crompton & Love, 1995), satisfaction (Choo et al., 2016; Choo et al., 2017; Lee et al., 2007; Song et al., 2014), and emotion (Grappi & Montanari, 2011; Lee et al., 2007). As asserted by Manis et al. (2020), the elements comprising ambient environment existing at festivals, being comparable to the quality of venue environment in this research, are varied based on each festival's context (e.g., festival itself, location, site attractiveness, and being indoor or outdoor). In the current research context, the live music performances highly promoted as the must-see activity and provided at the craft beer event are considered the main contributor of a pleasant and enjoyable atmosphere, adopted to measure venue quality. The reason is that the positive emotional state of attendees, especially the younger generation, can be enhanced by loud music of a preferred genre (Manis et al., 2020). By providing experiences of their preferred live music performances which attendees could look-forward-to, embellished the venue's atmosphere at the craft beer events, significantly augmenting the emotional state of young attendees, whose number comprised the majority (80%) of all respondents (being 18-34 years old). Furthermore, the venue decoration, being consistent with a rustic theme considered as the craft beer's event theme, is clearly one of the surrounding elements stimulating a positive response from craft beer event attendees, which in turn, leads to their perceived esthetic experiences (Chirakranont & Sunanta, 2021), and possibly results in their positive attitude toward attending the craft beer

event. In the two craft beer events selected for this research, the rustic theme, well thought-out and presented through the venue selection of the old warehouse, served as the perfect foundation for the creation of the rustic-theme; this venue was embellished with wooden materials at the stage, audience seats, and craft beer booths (My BEER Friend, 2017; 2018c).

According to the findings, four factors did not seem to pose a significant influence on attendees' attitudes, namely, quality of admission management, quality of staff, quality of facilities, and quality of food selections. This insignificant impact of the quality of admission management is in contrast with the work of Lee and Min (2016) which indicates that admission experience, including ticket reservation, ticket price, and waiting time function as an important predictor of attendees' satisfaction as well as visitor experience. Likewise, in Thailand's context, an easy and speedy registration procedure offered at trade shows heightens the level of attendees' participation (Khongsawatkiat & Agmapisarn, 2023). A plausible explanation lies in the policy of limiting the number of attendees, which was implemented at the selected two craft beer events. As shown in the Facebook posts provided with the event posters, it was announced that "To ensure the worry-free, relaxing experiences of immersing yourself into craft beer taste, and of enjoying the concert, we limit the number of attendees at 600 persons per day only." (My BEER Friend, 2018b). Therefore, it is assumed that the problem of too many attendees was predicted to be a potential issue and could be expected by attendees before joining the event. In terms of reservation system, the event organizer implemented a pre-purchase system via onsite sales in another special event preceding the Chaing Mai Craft Fest 2018 and via the Line app, as well as one onsite system for walk-ins (My BEER Friend, 2018b). Despite the multiple ticketing channels provided, all ticketing channels were considered simple and did not employ any advanced technologies to ensure smooth ticketing operations and a short waiting time for buying tickets. The onsite system provided as the pre-purchase ticketing channel at another special event preceding the craft beer event and the onsite channel for the walk-ins did not enable attendees to anticipate their possible waiting time and to avoid the peak time of purchasing a ticket. For the online pre-purchase ticketing channel, the event organizer's Official Line ID required staff members as key persons to chat with attendees and perform business transactions. Therefore, the staff members could not totally be replaced by certain technologies provided by the Line App (e.g., 24/7-serviced Chat Bot, automatic quick replies, and chat tags used to categorize customers) (Line for business, n.d.). This channel, mainly dependent on staff members could be less guaranteed in terms of waiting time and the system's stability. Due to the anticipated problem of too many attendees and little possibility of guaranteeing smooth operations and low waiting time for all available ticketing channels, attendees may not expect high quality in terms of admission management.

Regarding the quality of staff, although it is suggested that the staff component influences attendees' satisfaction and revisit intentions (Beckman et al., 2020), attendees' emotion (Lee et al., 2008; Selmi et al., 2021), and hedonic value (Grappi & Montanari, 2011), the insignificant effect shown in this research could lie in the self-service serving style of the two craft beer events. As shown in the events' video clips posted on the organizer's Facebook, the self-service serving style was adopted at all booths selling craft beer and food and beverages (My BEER Friend, 2017; 2018c). Thus, the chances that attendees would need the services of staff members were reduced and possibly limited only for ticketing services. However, given that attendees were encouraged to purchase the ticket in advance via another special event, or via the Line app to gain a lower price, compared to buying from the onsite system (My BEER Friend, 2018a), the interaction between onsite staff members and attendees regarding ticketing services was bypassed by the pre-purchase system. The insignificant impact upon staff quality was likely revealed due to the low level of contact required with onsite staff members. Moreover, craft beer events are seen as venues in which close communication and connection between attendees and craft beer entrepreneurs can be established (Beckman et al., 2020;

Chirakranont & Sunanta, 2021). This notion could cause attendees to shift their attention from receiving services, products and information from event staff members to craft beer entrepreneurs, thus, the quality of staff may not be a primary emphasis.

The results also demonstrate that the quality of facilities (i.e., parking facilities, restrooms, spacious venue, and being accessible with public transportation) does not play a significant role in creating attendees' attitude. This finding differs from those of several previous studies conducted in the context of craft beer consumption and events which state that attendees consider facilities as a factor driving their event experience outcomes (Geus et al., 2016), such as their attitude toward attending the festival (Beckman & Shu, 2021), and satisfaction (Beckman et al., 2020). A plausible reason is that most research participants are of domestic origin (95.3% of all research participants) which corresponds to the reality in which domestic attendees were primarily targeted. Due to the presence of Facebook posts of audience asking if there was any available English information related to the event promotion and the associated event organizer replies to the audience to further contact the organizer via the Line app, it is assumed that international attendees were not primarily targeted due to the absence of English marketing materials (Pilkington, 2018). Since most attendees were domestic, their knowledge related to the facilities provided at the venue tended to be easily acquired or previously known. The venue of the events, Bob Space, an old warehouse with substantial parking space and sufficient functional indoor and outdoor spaces (Afibosaf Stories, 2019), was not equipped with an onsite parking lot. Rather, parking was provided on the other side of the three-lane road in front of the venue. Thus, attendees were required to cross the road and walk through a small alley to reach the venue, according to the researchers' onsite observations. It is assumed that the information related to the rather faraway parking location and sufficient functional spaces could be easily searched for or previously known to domestic attendees, especially repeat attendees who joined the events in both 2017 and 2018. Regarding the restroom element, clues can be found on social media that it is relatively small (Sang, 2019), while the researchers' onsite observations revealed that a mobile toilet trailer was added to lessen the problem of an insufficient number of restrooms. With the clue of having the mobile toilet trailer, attendees could anticipate that the restroom quality and quantity might not be up to par, and thus, might not set high expectations for this facility. In terms of public transportation accessibility, it is generally known that in Chiang Mai city, public transportation is not sufficiently organized and available. Therefore, it is quite common that rented motorcycles and chartered pick-up trucks are recommended to visitors, and that red-covered pickup trucks, considered the backbone of urban transportation, do not offer fixed routes (Bindloss, 2022). This is even more crucial as the event venue was far away from other places (Afibosaf Stories, 2019). These conditions readily caused attendees to be prepared to travel to the event venue via their own private transport.

In previous studies, food offered at events positively influenced attendees' emotions (Lee et al., 2008), satisfaction (Beckmann et al., 2021; Choo et al., 2016; Lee et al., 2008; Manis et al., 2020; Mason & Paggiaro, 2012), attitudes toward revisiting a local festival (Vesci & Botti, 2019), event value (Yoon et al., 2010), event quality (Crompton & Love, 1995), and emotional experiences (Mason & Paggiaro, 2012). Despite the considerably large number of research studies supporting the positive influence of food on various forms of attendee outcome propositions, in this research, the quality of food selection was not found to be a significant predictor of attendees' attitudes. These two craft beer events were highly promoted with live music performances and craft beer as the must-try experiences. Hence, it is possible that food is perceived as a side dish of their craft beer consumption. Being a side dish could result in the fact that food must be provided at the event for the sake of having it with the craft beer, but it not being perceived as highly important. This idea is supported by the notion that the sampling of craft beer and food performed by attendees was the only activity scheduled throughout the

craft beer event, compared to the fixed schedules of live music and other activities (Manis et al., 2020). Furthermore, large-scale festivals build a festive, playful consumption environment through the mixture of food, drinks and music provided (Lee et al., 2008). Additionally, Eventbrite (as cited in Manis et al., 2020, p. 314) argues that the preference for visiting a craft beer event can be created by pairing the craft beer with some type of food. As shown above, a quality food selection is required for completing the package provided at a craft beer event. However, once the food is provided at the event, the level of expectation toward the food does not seem to be high.

The final supported hypothesis confirms the positive causal relationship between attendees' attitudes toward attending the craft beer festival and their behavioral intentions toward the craft beer event (i.e., to visit future craft beer events, and giving recommendations and word of mouth to others). This confirmation could be explained through the following mechanism taking place in attendees'/customers' minds during their consumption of craft beer or during their time at craft beer events. When customers and attendees are influenced by certain influential factors stimulating them during their consumption, their attitudes or judgement (e.g., attitude toward products/services/events, satisfaction, emotional commitment, value) are impacted, which in turn affects their behavioral intentions related to their future consumption or their word of mouth, as suggested in the literature related to craft beer consumption and events. To expand on the topic, Festivalscape factors (i.e., food and beverages, quality, facilities, and staff) influence attitudes toward attending the craft beer event, then leading to the likelihood of spreading positive word of mouth (Beckmann & Shu, 2021). Furthermore, factors related to perceived value and Servicescape have been proposed to impact satisfaction and in turn, intentions to purchase from vendors and intentions to visit a brewery, which are stimulated by satisfaction in the craft beer event context (Manis et al., 2020). In the same vein, satisfaction is enhanced by Eventscape factors (i.e., food quality, staff, and facility), positively affecting revisit intentions and word of mouth (Beckman et al., 2020). Satisfaction, when being stimulated by affective engagement, also increases intentions to revisit and intentions to recommend (Hermann et al., 2021). Furthermore, Tong (2022) asserts that perceived service quality combined with certain factors related to craft beer (i.e., beer flavor diversity, price rationality, and brand image), influence customer satisfaction and sequentially impact repurchase intentions.

6. CONCLUSION

The research findings were analyzed and adopted to address the following two research objectives: Firstly, it is confirmed that there are three factors, namely, quality of entertainment activities, quality of venue environment, and quality of craft beer selection, that significantly pose a positive impact on attitudes toward attending the craft beer event. Considering the magnitudes of impact, the factors yielding significant effects on attendees' attitudes are respectively ranked: quality of entertainment activities, quality of venue environment, and quality of craft beer selection. Secondly, the positive causal relationship from attitude toward attending the craft beer event to behavioral intentions toward the craft beer event is also confirmed. Thus, attendees' intentions to visit future craft beer events, and to give recommendations and positive word of mouth to others, are supported as valid outcomes of providing the aforementioned factors in the craft beer event, having been created through the attendees' positive attitudes toward attending the craft beer event.

The theoretical implications drawn from this study relate to the addition of empirical studies in the understudied area of craft beer events (Beckman & Shu, 2021; Manis et al., 2020, Thurnell-Read, 2017), suggesting a set of influential factors enhancing craft beer event attendees' attitudes, and eventually increasing their behavioral intentions. Furthermore, this

research is considered one of a rare number of studies combining the factors derived from the three conceptual frameworks, namely, event service quality, Eventscape, and craft beer consumption, to better predict the attitudes and behavioral intentions of attendees joining this understudied type of craft beer event. Hence, these three conceptual frameworks could be tested in the sense that their proposed influential factors become valid in the recent phenomenon of craft beer events, arranged in the context of the infancy stage of craft beer consumption. Moreover, a more holistic and more relevant set of influential factors has been proposed and validated in the body of knowledge related to craft beer events.

In terms of practical implications, the event organizers of craft beer events and festivals, especially those in the private sector such as local breweries or related businesses, aiming to organize their events in Thailand and in other countries where craft beer consumption is still in its early stages, can benefit from the guidelines related to the multiple factors which should be offered at their events, and knowledge of the priority level which should be given to each factor. First, the group of factors significantly contributing to attendees' attitudes and comprising quality of entertainment activities, quality of venue environment, and quality of craft beer selection, should be highly focused on and ensured to be forthcoming, with the greatest emphasis on entertainment activities (e.g., live music performances and other shows on stage) and the quality of the venue environment, which should be safe, pleasant, and enjoyable. The quality of craft beer selections can be a second priority. This raises the challenge that in the immature stage of craft beer consumption in which novices (craft beer consumers with the least experiences) (Koch & Sauerbronn, 2019) may hold the greatest proportion of craft beer event attendees, factors stimulating their fun, such as entertainment and the supportive atmosphere found at the venue, should be highly prioritized even to a higher degree than the core product of the event, which is the quality of the craft beer selection. However, the strategy of focusing on the entertainment and supportive venue atmosphere is required to be continually evaluated if this focal point should be prolonged in future craft beer events. The reason is that at the beginning phase of organizing craft beer events during the immature stage of consumption found in the country, attracting sufficient attendees to ensure the event's survival and financial success, regardless of the attendees' levels of interest in craft beer, may be an effective strategy. However, as time passes by and the craft beer consumption pattern matures within the country, the attention and emphasis should be shifted to the quality of the craft beer selection, i.e., quality, variety, reasonable price, and availability of local brands. Relying on too many attendees who are not highly interested in craft beer could pose certain challenges to those who are more experienced in craft beer consumption as their expectation for mingling with people with the same interest and receiving event offerings matching their genuine preferences, cannot be met at such craft beer events. In addition, participating craft beer breweries and vendors may suffer from the insufficient business deals obtained from the low proportion of attendees who are highly interested in craft beer because most attendees pay greater attention to entertainment activities and the venue environment. Thus, the strategy primarily emphasizing entertainment activities and venue environment should be carefully implemented and constantly revised. This suggestion also corresponds to the notion that first-time visitors and repeat visitors experience the same attractions differently (Alonso et al., 2007; Tanford et al., 2012), thus, the same logic could be applied to the different experiences perceived by first-time, inexperienced and highly experienced attendees coming to the craft beer events repeatedly organized at the same location or by the same organizers.

Considering the insignificant predictors of attendees' attitudes (i.e., quality of admission management, quality of staff, quality of facilities, and quality of food selections), craft beer event organizers should ensure the existence of these four factors but may place less emphasis on them if their available resources are limited. For example, if technology is adopted to facilitate the ticketing activities (e.g., ticketing kiosks, online ticketing reservation systems)

and admission screening process (e.g., automatic gates used for screening attendees' tickets and scanning attendees' belongings for the safety and security reasons), a smaller number of staff members may be hired and provided at the event. The current provision of certain facilities (i.e., parking space, toilets, and public transportation) can be retained at the same level despite the below-par quality perceived by attendees, as long as their quality is clearly communicated to prospective attendees. Hence, marketers can shape the correct expectations toward these facilities before attendees decide to join the event. In the case that space is limited or it is not safe to arrange live food stalls, event organizers may consider providing pre-cooked food or the menu requiring less onsite cooking processes. Less emphasis on these factors and, thus, less investment could enable craft beer event organizers to better allocate their limited resources to enhance the quality of the factors yielding the most significant impacts on attendees' attitudes.

One limitation of this research is obviously caused by its context-based nature. Thus, the generalization of findings could be questionable across various contexts. However, as craft beer events are employed as one of the common promotion activities for craft beer tourism in various countries (Chirakranont & Sunanta, 2021), the research implications could still serve as initial guidelines for event organizers intending to organize craft beer events in other countries, especially in countries in which craft beer consumption is at an immature stage such as in Thailand. In future research studies aiming to investigate the influential factors positively driving desirable outcomes from craft beer event attendees, researchers may consider revising currently available sets of influential factors to be more relevant to their specific conditions (e.g., maturity of craft beer consumption in their countries, profiles and interests of craft beer attendees, and limitations of the capabilities in organizing craft beer events). Thus, the revised and validated influential factors may become suitable to the unique context of the requirements of craft beer events and festivals. Even though PLS is considered as a promising method for this research, the analysis method can also be improved by employing the emerging tools, i.e., PLSc, IGSCA, etc., in order to provide more robust and accurate results for similar complex models that include both common factor and composite models (Hwang et al., 2023; Sarstedt et al., 2016). Moreover, in this study, although average variance extracted (AVE) was reported during the assessment of composite reliability and factor convergent validity, the recent suggestion put forth by some scholars is acknowledged, regarding the adoption of proportion of variance explained (PVE) rather than AVE. The reason for this is that PVE is suggested to be more practical as it indicates how much a component explains the total variance of composite indicators, while the AVE reveals how much of the total variance in a composite model indicator is explained by its respective components (Hwang et al., 2023). Therefore, in future studies, it is recommended to employ PVE when attempting to evaluate the measurement models for components.

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