Event motivation, subjective well-being, and revisit intentions during second wave of the pandemic: Moderating effect of affective risk about covid-19 and perceived trust

Abstract

This study examines the moderating effects of trust and perceived affective risk on the relationship between event motivations (namely, socializing, novelty, nostalgia, emotion regulation, and loneliness), subjective-wellbeing and revisit intentions. We tested the proposed conceptual model via a convenient sample of 287 participants visiting an exhibition at the international contemporary art gallery in Istanbul, Turkey. Conducting the partial least squares technique, the findings revealed that event motivations have positive effects on subjective well-being and revisit intention. Also, subjective well-being has a significant effect on revisit intention. Furthermore, the increasing perceived trust strengthens the relationship between subjective well-being and revisit intentions. The significant and positive relationship between event motivation and subjective well-being became significantly weaker when the visitor's perceived affective risk about Covid-19 was higher. In addition, affective risk about Covid-19 weakened the relationship between event motivation and revisit intentions.

Keywords: event motivation; subjective well-being; revisit intentions; affective risk; perceived trust; Covid-19.

1. Introduction

The COVID-19 pandemic has provided a unique opportunity to examine interrelationships of event motivations, affective risk, perceived trust, and their associations to subjective well-being and behavioral intentions, for several reasons. Events are a social phenomenon (Davies, 2021) and attending events means immersion in social interactions. In this respect, the viral outbreak led many governments to impose restrictive measures to prevent human-to-human contact within social situations (Arslan & Allen, 2021; Huang et al., 2020). Hence, many events were cancelled or postponed, in addition to most leisure activities (Li, Nguyen, & Coca-Stefaniak, 2020). However, with time, many governments eased restrictive measures, allowing various leisure and hospitality centers to open back up to the public, including allowing events to resume in certain capacities (Davies, 2021). As such, events were organized, held, and attended under strict health and safety guidelines, a novel protocol to event attendees and hosts, alike (Ludvigsen & Hayton, 2020). In this respect, the new protocol merits research to understand the motives behind people's decisions to attend and revisit events under these unprecedented circumstances.

On one hand, despite the protocol in place, situations involving social interactions outside of one's household and regarded as a health threat, may sustain individuals determined to avoid them (Blasco-Belled et al., 2020). Individuals' beliefs that they are at risk for getting infected with the illness or their worry about certain health consequences associated with COVID-19 (i.e., affective risk) are highly likely to mitigate their intentions to attend events (Chi, Cai, Han, 2021) even if social distancing is enforced. On the other hand, even in midst of an ongoing public health crisis, the fact remains that people are inherently social and engage in public hospitality services and travel despite the ongoing pandemic (Maddock & Suess, 2021; Suess et. al, 2022) and it has been evidenced that an expectation of zero social contact is unrealistic (Young, 2008). Moreover, fears about public health and

safety and isolation affects subjective well-being (Lau et al., 2008; Gardner & Moallef, 2015; Blasco-Belled et al., 2020). For example, subjective well-being of individuals was shown to be negatively affected when governments' restrictive measures related to COVID-19 were in place (Arslan & Allen, 2021; Blasco-Belled et al., 2020; Cheng, Kim, & Koh, 2020; Huang et al., 2020). This implies people need to socialize, but at the same time, further spread of illness needs to be prevented. "Social distancing", "stay at home", "avoid crowds", "physically distance" are a few phrases that have dominated headlines worldwide since March 2020, related to the measures taken to ensure public health safety, even as activities began to resume. As a result, people's degree of confidence (i.e., perceived trust) in such messaging significantly affects their decisions of whether or how to engage in events (Blasco-Belled et al., 2020; Kye & Hwang, 2020).

Therefore, the overall focus of the present study is on the factors influencing events attended during the second wave of the COVID-19 pandemic in Turkey, specifically during a major exhibition taking place with imposed public safety protocol in Spring, 2021. The study employs an analysis using data from visitors to one of the most highly attended events in Istanbul (i.e., the Refik Anadols' Machine Memories: Space exhibition) and captures the motivations and behavior related to attending the event despite pandemic restrictions across the country and the venues' restrictions. The results of the study on attending events during the pandemic extends extant research employing a process model framework that provides important information about the interrelationship between people's motivations, affective risk, perceived trust, subjective well-being, and behavior, especially in the context of pandemic-related public health protocols.

2. Literature review and hypotheses development

There is no doubt that tourist motivations can be complex and difficult to understand because of the many potential motivations influencing a person when they decide to travel and choose a destination or even when they plan for other arrangements (Wall and Mathieson, 2006). Moreover, it is difficult to find two individuals with the exact same motivation because there are no two entirely identical individuals (Cooper, 2008). Motivation was defined by numerous academics and in different ways, including Dann (1981) defined motivation as the driving factor toward goals, and explains why individuals behave in a certain manner, Iso-Aloha (1982) defined motivation as a psychological need that arouses, directs, and integrates a person's conduct and activities, and Lee et al. (2013, p 642) who defined motivation as "an internal desire and drive that affects the selection of tourism products and services". Therefore, we can conclude that motivation is a key factor and a driving force for all human behavior (Crompton, 1979; Pearce and Lee, 2005) and is the first step that individuals would take towards the decision-making process (Gavcar & Gursoy, 2002). Analyzing and understanding tourist motivation should be taken into consideration by field practitioners and academics due to its importance as a key to satisfied visitors, attracting more visitors, predicting future demand, and developing products and services that meet the tourists' needs (Albayrak & Caber, 2018; Getz (2010); Wolfe and Hsu, 2004). The growing research agenda focusing on the motivations of event participation has led many scholars to confirm that understanding motivations or the internal factors that arouse, direct, and integrate an individual's behavior could result in a better planning and marketing of festivals and events, and better segmentation of participants (Petrick & Li, 2006). Furthermore, the analysis of motivation factors is very crucial for effective planning, advancement, marketing, marketing segmentation, promotion, positioning, and long-term sustainability (Krajíčková & Šauer, 2018) and plays a great role in the decision-making process (Park et al., 2008; Yolal et al.,

2015) besides the fact that identifying the motivations of the festival's visitors is considered as an essential element for the organizers because it allows them to better predict visitors' future behavior (Borges et al., 2020). Specifically, Scott (1995) mentioned three justifications for understanding visitors' motives for attending festivals and events which can be summarized as the following: (1) people do not buy unless products or services justify their needs, (2) identifying motives is closely related to satisfaction, and (3) identifying motives facilitates segmentation of target markets and development of elective promotion for segments. Moreover, Crompton and McKay (1997) affirmed that there are three main reasons why researchers should understand the motives of festival and event visitors and summarized them as follows: (1) effective development of festival elements and marketing them are solely based on the identification of visitor's needs, (2) motives and expectations boost satisfaction and (3) Identifying and prioritizing motives is very critical in understanding visitors' decision-making processes.

Motivations to travel are dynamic and influenced by myriad factors including human behavior and experiences (Esichaikul, 2012; Van Vuuren and Slabbert, 2011) and the motivations can vary by the type of festival and market segment (Smith et al., 2010). Many studies in the literature explore the factors that motivate people to attending event. Visitors' motivations to attend an event, in general, include learning and education, entertainment and recreation, novelty, special events and special exhibitions, escape, aesthetic enjoyment, reverential experiences, comfort, general interest, social experiences, family, precious experiences, recommendations, learning, cultural enlightenment, and self-actualization (Axelsen, 2007; Borges et al., 2020; Peter and Anandkumar, 2016; Thompson and Schofied, 2009; Thrane, 2002; Negrusa and Yolal, 2012; Yolal et al., 2015).

Maeng et al. (2016) proposed that socialization, family togetherness, escape, novelty, cultural exploration, excitement, festival attraction, entertainment, learning and relaxation

have been mentioned frequently by previous research on festival and event motivations, but they also added that some of these factors are not exclusive to festivals but apply to tourism, in general. Similarly, Yolal et al. (2019) mentioned five motivational factors that were identified by Uysal et al. (1993) who carried out one of the first studies on motivation dimensions into: escape, excitement/thrills, event novelty, socialization, and family togetherness. Uysal et al. (1993) also determined some other factors that they believed to be the most frequent which include the desire to escape, novelty seeking, family togetherness, socializing, curiosity and the particular interest of the festival theme itself. Among these motivations, the current study examined five of them namely novelty, socializing, nostalgia, emotion regulation and loneliness.

Socialization refers to an individual's desire to interact with other people (Argan and Yüncü, 2015). A dimension thought to impact motivations is the socialization and signifies the important role that events may play to individuals who are affected by the interaction. In effect, socialization contains human and interactional components within physical and experiential settings service environments (Dong and Siu, 2013; Durna, Dedeoglu and Balikçioglu, 2015). Novelty is related to a curiosity, sensation seeking, and an exploratory drive (Kitouna &Kim, 2017) and particularly, an event experience to the special setting of outside the everyday routine of visitors (De Geus et al., 2016). Nostalgia is a concept that intersects with the idea of an imaginary journey, which suggests that searching for a connection with something that is almost by definition no longer in the past (Ramshaw & Gammon, 2020). Ambler et al. (2000) highlights the areas of the brain that are responsible for the registration and processing of emotional experiences which are also involved in the pathways to and from long-term memory; thus, nostalgic stimuli are more likely to be remembered and lead to subsequent immersion in physical spaces, activities, or events that are appraised as achieving evoking memory. Nostalgia may exist among the various dimensions

comprising motivations to attend an event. Thus, given the use of nostalgia in hospitality and tourism experience domains (Hanefors & Mossberg, 2003; Hosany & Gilbert, 2010; Voss et al., 2008), the present study considers nostalgia as a motivational domain.

Emotion regulation reflects a person's tendency to choose specific food or events in response to the negative mood s/he is in (Dedeoglu & Bogan, 2021). Emotion has also been defined in terms of regulation by Gao and Kerstetter (2018) as a psychological intervention that tourists utilize to strengthen the positive outcomes of their travel experiences. In festivals, it was argued by Diener and Emmons (1984) that festival attendees are more likely to experience strong positive emotions than negative emotions through which, as suggested by Fredrickson (2004) as cited in Rodriguez-Campo et al. (2019), event participants can become more creative, resilient, socially integrated, healthier, and well informed.

For the reasons discussed above, affect regulation is thought to be a dimension of event motivation. As well as considering affect regulation and nostalgia, the present study examines how motivation includes domains of loneliness. Wright, Burt, and Strongman (2006) define loneliness as the psychological experience of being isolated from others and society. Tomaka, Thompson, and Palacios (2006) indicate loneliness as "subjective feeling state of being alone, separated, or apart from others" (p. 360), while Hole-Lungstad et al. (2015) describe it as the "dissatisfaction with the discrepancy between desired and actual social relationships" (p. 228). Although scholars have different perspectives and opinions about loneliness, they share a belief that the symptoms of loneliness may have serious physical and mental consequences. In the context of COVID-19, loneliness has occurred at a population level with the social distancing and restrictions leading to emotional and physical disconnectedness from other people and communities. With the lifting of restrictions and resumption of activities, attending an event represents a means of breaking isolation and re-

introducing oneself to society and enjoyable activities. Therefore, loneliness may underlie motivations.

3. Theoretical Framework

3.1 Subjective wellbeing

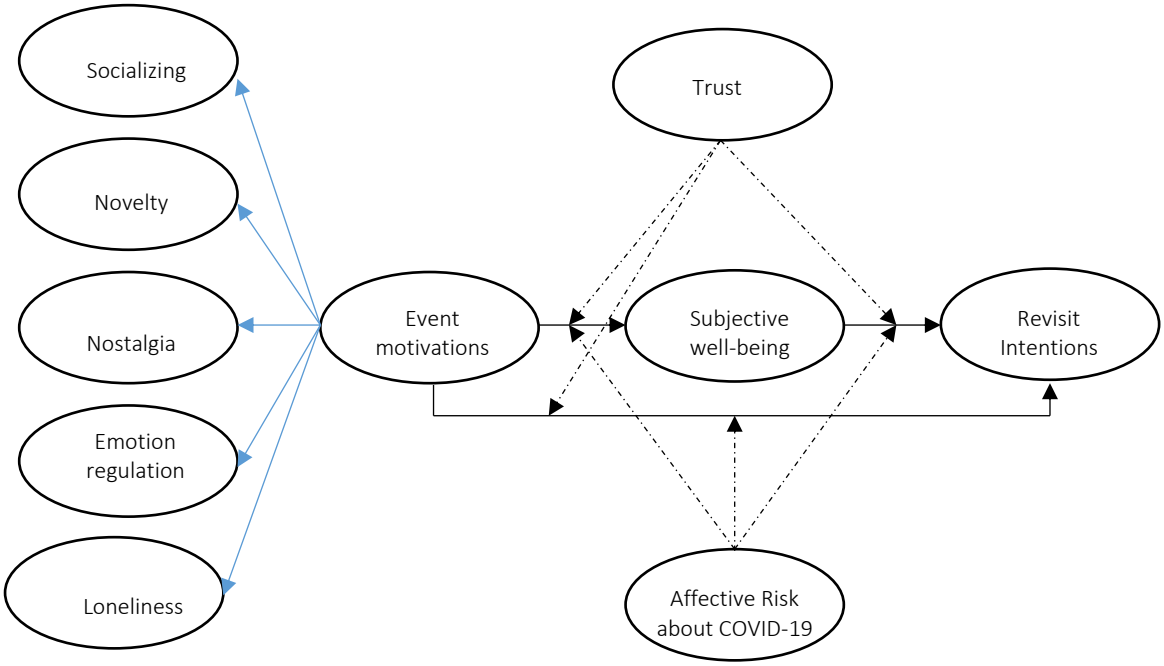
Diener (1984) defined subjective well-being as "the feelings individuals have about their lives or individuals' perceptions of achieving what they want in life". The definition has been widely adopted in the field of tourism because both feelings and perceptions are considered appropriate antecedents and outcomes in consumer behavior (Tien et al., 2021). Although Iso-Ahola (1989) argued that motivation largerly determines tourist behavior and that the motivational behavior influences the well-being of the tourists, very limited empirical research has studied subjective well-being as the outcome of tourism motivations and personal values (Kim et al., 2015). Existing research has largely failed to address the possibility that subjective well-being can influence tourists' intention to revisit a destination (Song et al., 2020). Kim et al.'s (2015) research findings concluded that subjective well-being and motivation influenced revisit intention. Therefore, this study will consider subjective well-being as a possible dimension affecting visitors' motivation to attend an event or festival based on the previous research findings in addition to the suggestions of many, including Sirgy et al. (2011) and Uysal et al. (2012), that tourism can improve the level of subjective well-being. Moreover, a study conducted by Gilbert and Abduallah (2004), using the model of subjective well-being developed by (Diener, 1984), suggested that tourists' happiness is enhanced significantly after their holidays. Based on constructs suggested in previous literature 19 supporting a second order framework of event motivations and in the context of COVID-19 highlighting wellbeing and visit intentions as a result of inherently social activities, the study puts forth the following hypotheses:

H1: *Event motivations positively affect visitors' subjective well-being.*

H2: *Event motivations positively affect visitors' revisit intentions.*

H3: *Visitors' subjective well-being positively affects their revisit intentions.*

Figure 1. Conceptual Model



3.2 Perceived Trust

In the context of attending events and other social gatherings during COVID-19, individuals must appraise the safety measures in place relative to the risks of contracting the virus, spreading it to others and dealing with its severity – some measures may be highly effective or ineffective depending on the organization and their standards (Song et al, 2021) in addition to the protocol put forth and level of regulation by government agencies and other local authorities. Studies have found that trust in the information provided to the general population in terms of public health strongly influences perceived risk, benefits, and subsequent travel decisions (Suess et. al, 2021). The importance of perceived trust in terms of susceptibility and severity to COVID-19 lies within the association of one's threat to health and its utility in motivating preventative behavior, which was evidenced by Janz and Becker (1984), Further, Manika, Dickert and Golden (2021) identified that perceived threat

influences disease prevention behaviors strongly, thus it is reasonable to consider that trust in the public safety measures and information provided by authorities influences approach or avoidance behaviors to social events, attendance to which presents inherent health risk. Thus, the following hypotheses are postulated:

H4: *Perceived trust moderates the relationship between event motivations and visitor's subjective well-being.*

H5: *Perceived trust moderates the relationship between event motivations and visitor's revisit intention.*

H6: *Perceived trust moderates the relationship between visitor's subjective well-being and their revisit intention.*

3.3 Affective Risk

The perceived affective risks associated with a disease have been found to be a significant factor influencing behavior (Shahrabani et al. 2009; Maddock & Suess, 2021). Namely, scientists have broadly criticized efforts by municipalities to manage COVID-19 effectively and enhanced perceptions of risks of spreading the virus, support for regulation, closures of the commercial industries, and isolation of vulnerable populations implicating that governments should strengthen regulatory actions and restrictions for public safety. Factors of risk have been found to impact self-efficacy, and mental health (Yildirim and Guler, 2020). Namely, adverse health consequences and sense of social responsibility would increase the likelihood that individuals take preventive health actions such as avoidance (Park et al., 2019). In terms of attending events, benefits (e.g. subjective wellbeing benefits) may be moderated by the affective risk, in addition to further influence the likelihood of return to events. That is, affective risk would be expected to negatively influence behavior when individuals perceive affective risk following preventive measures (Carico, Sheppard, &

Thomas, 2020). Perception of the risk has been significantly associated with the preventive measures recommended by the health authorities such as maintaining a social distancing and frequent handwashing (Wise et al., 2020). Therefore, we propose the following hypotheses:

H7: *Affective risk about COVID-19 moderates the relationship between event motivations and visitor's subjective well-being.*

H8: *Affective risk about COVID-19 moderates the relationship between event motivations and visitor's revisit intention.*

H9: *Affective risk about COVID-19 moderates the relationship between visitor's subjective well-being and their revisit intention.*

4. Methodology

4.1 Measurement Instrument

All the measurement scales of the variables in this study have been adapted from previous studies to the context of visiting an exhibition. The items to measure socializing via four items (Yolal et al., 2009), novelty via three items (Yolal et al., 2009), nostalgia via five items (Jian et al., 2021), emotion regulation via five items (Dedeoglu & Bogan, 2021), loneliness via four items (Hughes et al., 2004), subjective well-being via four items (Kim et al., 2015), revisit intentions via three items (Kim et al., 2015) were adapted from previous studies. Also, seven items were adapted from Watson et al. (1988) to assess people's perceptions of affective risk in under risk and uncertainty. Although the marketing and tourism literature encompasses various measurement items concerning perceived trust, the items were related to service organizations. However, in current study, the perceived trust items were adapted in the context of both the organization (exhibition gallery) and other visitors, considering the need for social distance. Finally, perceived trust was measured with four items adapted from Dedeoğlu and Bogan (2021) and Sparks & Browning (2011). The

employed thirty-nine items using a seven-point Likert-type scale (1= strongly disagree, and 7 = strongly agree) and the added option of N/A, meaning no opinion for those visitors that had difficulty in responding. Also, the second part of the questionnaire gathered demographic information such as age, gender, and education.

Since the original version of the questionnaire items was in English, the items were first translated into Turkish. To guarantee the meaning of items, two professionals checked all items and compared English and Turkish items. At this stage, three affective risk items were removed from the scale as they were not appropriate in terms of meaning in Turkish. After that, we conducted a pilot test with thirty visitors to control the reliability of measurement items. The values of Cronbach's alpha for all the constructs were above .70, which was acceptable. Next, the main survey was carried out.

4.2 Data Collection

The research was undertaken at the Machine Memories: Space exhibition by Refik Anadol at an international contemporary art gallery called The Pilevneli Gallery in Istanbul, Turkey. Despite all the pandemic restrictions across the country and the gallery's visit restrictions (maximum 10 visitors accepted at a time), the exhibition date has been extended due to excessive interest. The exhibition has been visited by approximately 30.000 visitors on 14 March-26 April under the restrictions of the Covid-19 pandemic in Turkey.

The data was gathered at the exit of the gallery during the 19-25 March 2021, with the assistance of two professional researchers. Due to the need for social distancing, we used QR code to collect data. Two researchers approached visitors who finished their visit to the exhibition and invited them to fill out the questionnaire in electronic form through the QR code. Then, visitors who volunteered to participate in the survey filled out the electronic form by scanning the QR code. A total of 287 people participated in the survey.

The results of the demographic data analysis showed that 57.3% of the participants were female and 42.4% were male. The ages of the visitors are concentrated in the groups of 20-29 (51%), 30-39 (37.2%), 40-49 (10.1%) and 50-59 (1.4%). The main level of education was undergraduate (66.3%), followed by postgraduate (25.3%) and high school and below (8.0%). Table 1 shows the visitor's sociodemographic profile in more detail.

Table 1. Demographic profile of visitors (n=287)

		n	%
Gender	Female	165	57.3
	Male	122	42.4
Age	20-29	147	51.0
	30-39	107	37.2
	40-49	29	10.1
	50-59	4	1.4
Education	High school and below	23	8.0
	Undergraduate	191	66.3
	Postgraduate	73	25.3
Origin	Istanbul	226	78.8
	From outside Istanbul	61	21.2

4.3 Data Analysis

We used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to analyze the measurement model and relationships on the structural model. Before analyzing the data, we followed a data scanning process. Firstly, we used the mean substitution method to replace missing data. Secondly, the values of skewness and kurtosis was examined. The skewness value (8.589) of one item from the novelty construct exceed the recommended values (±3) (Curran et al., 1996)). However, Hair et al. (2017) reported that using PLS-SEM yields more robust results, especially when the data are skewed. Thirdly, to check the Common Method Variance (CMV), the single factor-test method, the full collinearity variance inflation factor (VIF) (Kock, 2015), and the correlation matrix procedure were

applied. Test results yielded the value of interpretation coefficient of the first factor at 37.2%, which was lower than the benchmark of 50% for an acceptable range of common method variance. Also, outer VIF values for items ranged from 1.910-4.464, and correlation between constructs was less than 0.5, indicating the model free of CMV.

SmartPLS 3.3.3 software was used to evaluate factor loads and path coefficients, through the application of the bootstrapping technique (500 resample). In the study, a two-stage analysis approach was applied, as proposed by Anderson and Gerbing (1988). First, the measurement model was tested by performing validity and reliability analyses on each of the measures of the model, and then the structural model was tested by estimating the paths between the constructs in the model. To analyze the moderation effect of flow we only used PLS-SEM instead of a tandem use of PLS-SEM and PROCESS. Sarstedt et al. (2020, 295) state that factor-based analyzes ignore the effect of measurement error, and treat structural model relationships as separate processes rather than as a whole. Furthermore, factor-based methods use the sum or average of the indicators as input, thereby neglecting the antecedent constructs. Therefore, due to these limitations of factor-based models, we used PLS-SEM in the moderation effect analysis.

5. Findings

5.1 The Measurement Model

The measurement model was assessed through internal consistency reliability (composite reliability and Cronbach Alpha), convergent reliability (indicator reliability and average variance extracted-AVE), and discriminant validity (heteroit-monotrait). As shown in Table 2, all factor loading have values more than 0.70 and are significant, all composite reliability (CR) values, rho_A, and the Cronbach Alpha have values of more than 0.70, and the average variance extracted (AVE) values are more than 0.50.

Table 2. The measurement model

Construct/Items	Loadings	α	CR	rho_A	AVE
Novelty (NO)		.833	.900	.853	.751
To experience new and different things	.911				
Because I like to see different and new things	.903				
To see and enjoy a unique work of art	.780				
Nostalgia (NOST)		.970	.977	.971	.893
As I miss the old good days before COVID-19	.900				
To remember my life before COVID-19	.955				
To remember the precious times before COVID-19	.958				
Because I want to go back to the good old days before COVID-19	.958				
Because I long for my life before COVID-19	.953				
Emotion Regulation (ER)		.951	.962	.954	.835
I visit the exhibition to feel…					
happy	.933				
cheerful	.934				
excited	.901				
alive	.899				
pleasure	.900				
Loneliness (LON)		.906	.934	.908	.781
For feeling lonely during COVID-19	.892				
For feeling isolated from my friends and social life during the COVID-19	.908				
For feeling deprived of my friends during the COVID-19	.884				
For feeling sad during the COVID-19	.850				
Socializing (SOS)		.837	.891	.842	.672
To be with people who enjoy the same things as me	.865				
To be with people who have fun	.769				
To be with my friends	.814				
To socialize	.828				
Subjective Well-being (SWB)		.857	.904	.899	.706
I am satisfied with life in general	.882				

Overall, I felt happy upon my return from that event	.901				
I felt better physically and mentally after this event	.914				
Although I have my ups and downs, in general, I feel good about my life	.632				
Revisit Intentions (RI)		.867	.918	.884	.789
I am planning to visit such events in my leisure time	.907				
I planning to participate in various activities in my leisure time	.905				
I will encourage my friends and relatives to participate in such events	.852				
Trust (TRUST)		.875	.913	.902	724
I think that the exhibition area is organized in accordance with social distance and the precautions are sufficient	.895				
I think hygiene practices are sufficient in the exhibition area	.887				
I think other exhibitors are acting in accordance with social distancing rules	.821				
I believe that the other exhibitors acted in accordance with the use of masks and hygiene rules	.797				
Affective Risk (AR)		.880	.915	.976	.732
I feel anxious because of Covid-19	.702				
I feel nervous because of Covid-19	.917				
I feel scared because of covid-19	.860				
I feel stressed because of Covid-19	.925				

To evaluate the discriminant validity of the measurement model, the heterotrait-monotrait ratio of correlations (HTMT) approach has been applied. (Henseler, Ringle & Sarstedt, 2015). Table 3 shows that none of the values are higher than the cut-off value of 0.90, showing that imply the existence of discriminant validity in the model (Henseler et al., 2015).

Table 3. HTMT Ratio

	AR	ER	RI	LON	NOST	NO	SWB	SOS	TRUST
AR									
ER	.149								
RI	.181	.395							
LON	.192	.060	.046						
NOST	.102	.147	.251	.671					
NO	.205	.406	.385	.083	.151				
SWB	.224	.768	.632	.093	.172	.436			
SOS	.130	.237	.271	.400	.501	.187	.290		
TRUST	.135	.379	.430	.075	.056	.210	.482	.178	

Table 4 shows the weights of first-order constructs on the designated second-order construct. All five first-order constructs were significantly associated with motivation. Notably, nostalgia construct had the largest and highest positive beta value (0.714). Further, the second-order measurement model was assessed for multi-collinearity. The results showed minimal collinearity among five constituents of event motivation, with the variance inflation factors (VIF) of all constructs ranging from 1.000 to 1.326, which is far below the common cut-off threshold of 5.0 (Hair et al., 2013). This denoted that the five constituents of event motivation were independent of one another.

Table 4. Weights of the first-order constructs on the designated second-order construct

Second-order construct	**First-order construct**	**Weights**	**t-value**	**VIF**
Motivation to visit	Nostalgia	.845	20.861	1.000
	Socializing	.676	15.425	1.000
	Loneliness	.671	10.485	1.000
	Emotion regulation	.509	3.721	1.042
	Novelty	.398	3.726	1.326

*Note: VIF=Variance Inflation Factors. * $p < 0.05$ (based on one-tailed test).*

5.2 The Structural Model

The structural model was analyzed through bootstrapping using 500 iterations. An examination of the standardized root mean square residual (SRMR) of the current study is

0.076 which indicates an adequate model fit. As shown in Table 5, the Stone-Geisser's Q^2 value (cross-validated redundancy approach) for endogenous constructs is above zero (Hair et al., 2017), which provides validation of the predictive relevance of the model. In addition, the R^2 values of all of the latent variables in the model are above 0.10, as suggested Hair et al. (2017). The results of the R^2 and Q^2 values indicate that the path model has reliable predictive power and predictive relevance. The Cohen f^2 values for effect size are found to be acceptable (Table 4), such as 0.02 (low), 0.15 (moderate), and 0.35 (high) (Cohen, 1988).

Event motivations has a statistically significant effect on subjective well-being (β=.437, t value=3.997, p<.05) and revisit intention (β=.139, t value=2.563, p<.05). Also, subjective well-being (β=.504, t value=9.227, p<.05) has significant effect on revisit intention. When effect sizes are analyzed, medium effects are observed in the relationships between event motivations and subjective well-being (f^2=.236) and subjective well-being and revisit intention (f^2=.308). In addition, low effect is observed in the relationship between event motivations and revisit intentions (f^2=.023). In the light of these results, H1, H2, and H3 are accepted.

To test the moderation effect, trust and affective risk of COVID-19 were used as continuous variables. In order to test the moderation effects of perceived trust and affective risk, we multiplied predictors and moderator variables to generate an interaction term. For example, to test possibility of moderation effect, event motivations (predictors) and perceived trust (moderator) were reproduced in this study to create an interaction term (event motivations*perceived trust) to predict subjective well-being. Having examined the interaction terms' effect, we observed that the effect of event motivations*perceived trust on subjective well-being, and subjective well-being * perceived trust on revisit intention were significant. The significant and positive relationship between event motivation and subjective well-being became significantly stronger when perceived trust higher. The increasing

perceived trust strengthens the relationship between subjective well-being and revisit intentions.

Also, we found that the effect of event motivations*affective risk on subjective well-being, and event motivations*affective risk on revisit were statistically significant. The significant and positive relationship between event motivation and subjective well-being became significantly weaker when the visitor's perceived affective risk about Covid-19 was higher. In addition, affective risk about Covid-19 weakened the relationship between event motivation and revisit intentions. However, the moderating effect of perceived trust on the relationship between event motivations and revisit intentions (β = 0.101, t-value= 1.846), and the moderating effect of affective risk on the relationship between subjective well-being and revisit intention (β = -0.060, t-value= 1.116) were not statistically significant. Therefore, H4, H6, H7 and H8 are accepted; however, H5 and H9 are rejected.

Table 5. Structural model results

Hypothesis	**Relationships**	**β**	**t-value**	f^2	**Decision**
H1	Motivations→ SWB	.437	3.997	.236	Supported
H2	Motivations→ Revisit Intentions	.139	2.563	.023	Supported
H3	Subjective well-being→Revisit Intentions	.504	9.227	.308	Supported
H4	Motivations*Trust → Subjective well-being	.248	2.325		Supported
H5	Motivations*Trust →Revisit Intention	.101	1.846		Rejected
H6	Subjective well-being*Trust→ Revisit Intention	.123	2.854		Supported
H7	Motivations*Affective Risk →SWB	-.224	4.994		Supported
H8	Motivations*Affective Risk →Revisit Intention	-.141	2.009		Supported
H9	Subjective well-being*Affective Risk→ Revisit Intention	-.060	1.116		Rejected

SWB R^2=.191, Q^2=.126; Revisit Intentions R^2=.334, Q^2=.250

6. Conclusion

Research related to revisit intentions and events has received less attention among tourism researchers who study motivational drivers of behavior. In particular, this study filled the research gap and established a process-model framework of motivations and subjective wellbeing related to events and the moderating affective risk and trust factors associated with attending them during the COVID-19 pandemic. This study highlights that subjective wellbeing had a stronger effect on revisit intention, followed by motivations, which is consistent with the findings of previous studies (Kim et al., 2015; Park et al., 2008; Yolal et al., 2015). In addition, motivations also influenced revisit intentions which support findings of Getz and Cheyne (2002). During a public health crisis, especially long-term such as COVID-19, motivations for attendance of events, associated with experiential factors and a peer-support system, are influential in shaping approach behavior. Moreover, affective risk and perceived trust appraisal in the midst of COVID-19, related to the health threats, interact with motivations and behavior of the individuals, implying that individuals who are cautious about public health and make decisions to attend events and prioritize their wellbeing, consider doing so when they perceive less risk and have a sense that more safety protocol is in place. This is a clear indication that both trust and affective risks are crucial in the motivational and behavioral process of the individuals, specifically, attending events during the pandemic.

6.1 Practical and Theoretical Implications

The COVID-19 crisis caused many festivals in 2020 around the world to get canceled or postponed (Davies, 2021). For example, some of the planned electronic music festivals in Croatia in 2020 with almost 400,000 people attending were cancelled as a precaution procedure to stop the spread of COVID-19 (Ahmad et al., 2021) and future cancellations and restrictions are imminent in the case that new variants of viral diseased emerge and increase severity of health consequences. Therefore, affective risk should be the most important factor

included in and behavioral models in the context of a pandemic situation (McCloskey et al., 2020); understanding the risk perceptions and how they interact with behavioral variables can help researchers, governments, private businesses, and other organization understand consumer patterns. Related to consumer behavior and events, in a study conducted by Yang et al. (2020), 89% of participants believed that COVID-19 is more likely to be responsible for a public health crisis and only 65% of the participants had concerns about contracting COVID-19 from event attendance.

The “new normal” shaped by COVID-19, puts the consumer at the center of the research agenda in terms of the customer-centric approach. The current research findings provide insights for managers of event and tourism businesses in times of crisis and pandemic. First, this study reveals that the positive relationship among people's event motivations, well-being, and revisit intentions during the pandemic period. Moreover, the research findings suggest that the significant impact of affective risk perceptions and trust in the event participation. Accordingly, event and tourism businesses have responsibilities in service production/presentation, promotion activities, and visitor management during the crisis and including the pandemics. Furthermore, it is possible to make several suggestions to the event managers and marketers. With the new variants of COVID-19, health and safety should be one of the chief concerns of managers and marketers, as health and safety is a major concern during and after the pandemic when participating in events and leisure activities. Strategies and programs that focus on reducing the customers’ concerns and perceived risks should be prepared to reduce the risk perceptions and ensure their participation in events. These programs and strategies should be of a quality that will help create a "safe activity image" in the minds of consumers. For example, accommodation establishments that received the "Safe Tourism Certificate" applied in Turkey use the safe tourism certificate logo and customers can access all information about the facility thanks to the QR code on the

document. Similarly, Accor has implemented ALLSAFE, the safety and hygiene label in all its hotels. Event managers can develop a similar implementation by used a logo to develop a safe and healthy event image and facilitate event participation.

In the same vein, event managers can do several activities to reduce the concerns of consumers and build trust during the event. They can provide event visits and participation for closed groups with pre-arranged schedules. Besides, event organizations may limit the visit time of attendees during the event. For instance, during the exhibition in which the research was conducted, Pilevneli Gallery determined the maximum number of visitors for each visitor group in proportion to the gallery capacity, and in case of exceeding this, it kept other visitors waiting in front of the gallery.

Furthermore, this study contributes to the existing literature in that it is one of the first to operationalize motivations associated with attending event behavior during the pandemic, except the study of Templeton, Smith, Dang, Guay, Barker, Whitehouse, & Smith (2020), which focused on motivations to return to attending sporting events and emotions experienced during pandemic. This study attempted to measure motivations through factors including nostalgia, socializing, loneliness, emotion regulation, and novelty. This peripheral motivation framework can be applied in global pandemic and other localized public health crises and has utility in research seeking to test relationships among other outcomes and behavioral variables. Namely, the study confirmed that motivation to attend events was a driver of subjective wellbeing, which was the strongest factor in the overall model predicting revisit intentions of event attendees.

6.2 Limitations and recommendations for future research

The present study was conducted during the 2nd wave of pandemic which may have influenced subjective wellbeing and intentions of the event attendees, as well as their specific motivations. Thus, it is recommended that future research operationalize process models in a

longitudinal study throughout a pandemic period and measure the dynamic influence of motivations as impacted by changes in regulations, wellbeing declining over time, and other time-based factors on subsequent event attendance and revisit intention. The present study was collected from a convenience sample at The Pilevneli Gallery in Istanbul, Turkey and are not representative of the general event attendee population in Turkey. The nature of the art gallery even limits the generalizability of this study A cross-cultural study of the event attendees in other countries and different types of events might give clear picture about the magnitude of motivations for certain types of events and various psychological variables and cultural variables affecting the motivation and risk associated with attending those events. Further research can integrate models of integrated behavior theory or theory of 3rd-party social support to underly emotional decision-making processes by including positive and negative emotions induced by a longer span of a pandemic, which likely strongly affects an increased desire to socialize and take health/COVID-19 related risks. Thus, future research should consider integrating situational factors including isolation and mental health state. Including constructs from a more established framework (i.e., Health Belief Model or Protection Motivation Theory) my help to better explain how perceived trust, susceptibility/severity and affective health risks associated with attending events, self-efficacy, and preventative health behavior changes (Susess et al., 2021).

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Appendix 1

Construct/Items	**Loadings**	**α**	**CR**	**rho_A**	**AVE**
Novelty (NO)		.833	.900	.853	.751
To experience new and different things	.911				
Because I like to see different and new things	.903				
To see and enjoy a unique work of art	.780				
Nostalgia (NOST)		.970	.977	.971	.893
As I miss the old good days before COVID-19	.900				
To remember my life before COVID-19	.955				
To remember the precious times before COVID-19	.958				
Because I want to go back to the good old days before COVID-19	.958				
Because I long for my life before COVID-19	.953				
Emotion Regulation (ER)		.951	.962	.954	.835
I visit the exhibition to feel…					
happy	.933				
cheerful	.934				
excited	.901				
alive	.899				
pleasure	.900				

Loneliness (LON)		.906	.934	.908	.781
For feeling lonely during COVID-19	.892				
For feeling isolated from my friends and social life during the COVID-19	.908				
For feeling deprived of my friends during the COVID-19	.884				
For feeling sad during the COVID-19	.850				
Socializing (SOS)		.837	.891	.842	.672
To be with people who enjoy the same things as me	.865				
To be with people who have fun	.769				
To be with my friends	.814				
To socialize	.828				
Subjective Well-being (SWB)		.857	.904	.899	.706
I am satisfied with life in general	.882				
Overall, I felt happy upon my return from that event	.901				
I felt better physically and mentally after this event	.914				
Although I have my ups and downs, in general, I feel good about my life	.632				
Revisit Intentions (RI)		.867	.918	.884	.789
I am planning to visit such events in my leisure time	.907				
I planning to participate in various activities in my leisure time	.905				
I will encourage my friends and relatives to participate in such events	.852				
Trust (TRUST)		.875	.913	.902	724
I think that the exhibition area is organized in accordance with social distance and the precautions are sufficient	.895				
I think hygiene practices are sufficient in the exhibition area	.887				
I think other exhibitors are acting in accordance with social distancing rules	.821				
I believe that the other exhibitors acted in accordance with the use of masks and hygiene rules	.797				
Affective Risk (AR)		.880	.915	.976	.732
I feel anxious because of Covid-19	.702				
I feel nervous because of Covid-19	.917				
I feel scared because of covid-19	.860				
I feel stressed because of Covid-19	.925				