

**EMOTION AND PLACE: A CONSUMER PERSPECTIVE IN THE CONTEXT OF
HALLMARK EVENTS**

David Gration

University of the Sunshine Coast

E-Mail: Dgration@usc.edu.au

David Foster

Program Leader, Tourism

University of the Sunshine Coast

E-Mail: dfoster@usc.edu.au

Maria Raciti

Lecturer in Marketing

University of the Sunshine Coast

E-Mail: mracit@usc.edu.au

ABSTRACT

The role of events as generators of tourism activity and their advantages in terms of destination branding is well acknowledged. Much research has been undertaken into the impacts of such events on the destination areas that generate them, mainly in the context of economic effects and to a lesser extent social and environmental effects. However, little research has been undertaken into what role *place* plays in motivating event tourists to come back year after year to attend the same event in the same location. This paper examines the role of *place* in the context of Hallmark events. *Place* is seen as a defining characteristic of Hallmark events and, as such, is part of what attracts and retains attendees. However, *place* itself is a difficult concept to understand and involves the creation of meaning about a particular space. This meaning is created through some form of emotional attachment. The existence of this relationship establishes the need for a clear understanding of how Hallmark event consumers define *place* and for the creation of a context specific consumption emotion set of descriptive words that can be used to identify this attachment. The paper outlines the outcomes of the first stage of an extended study into three Hallmark events in Queensland (Woodford Folk Festival, Gympie Country Music Muster and Noosa Long Weekend). It identifies a list of *place-based* emotions that can be used to measure the role of *place* in this consumptive experience. Events are often emotional experiences and those emotions relating to *place* may potentially be stronger than cognitive factors when assessing whether or not to re-purchase*.

Key Words: Consumer behaviour; emotion; hallmark event; marketing; *place*; tourism

INTRODUCTION

This paper examines the role of *place-based* emotions in the context of a Hallmark event. In particular, it explores the potential of the place in which a Hallmark event is held to act as a driver of emotions that can affect re-purchase intentions. While there is a growing body of knowledge regarding consumer emotions in a service context (Richins, 1997; Rosenbaum, 2006), there is little research into the role of emotions in the specific context of the marketing of Hallmark events and their hosts regions. Positive emotions about the *place* a Hallmark event is held can lead to higher levels of tourist satisfaction and hence increased destination loyalty. Previously experienced positive emotions can lead to a desire to repeat these emotional states

* It should be noted that the focus is on re-purchase intentions as we are concerned with the effect of the experience of place, not the perception of place derived from advertising.

while negative emotions can act as a deterrent, in line with Oliver's expectation-disconfirmation model (Oliver, 1980). Emotions can help form a psychological commitment to or preference for something and therefore a consumer's strength of emotions toward a *place* may be an indicator of their level of loyalty (Backman & Crompton, 1991).

Most researchers agree that Hallmark events can be viewed as limited duration events that provide significant destination branding and subsequent economic benefits to the host region (Ritchie, 1984; Getz, 1997; Hall, 1997). A Hallmark event can also receive positive benefits through its association with the regional location. This synergistic relationship between the immediate setting (venue) in which an event is staged and the tourist destination in which the event as a whole is located is a defining factor of a Hallmark event.

If we accept that "Place = Space + Meaning" (Harrison & Dourish, 1996, p.1) then marketers of Hallmark events need to know how consumers of these events define the concept of *place*, or in other words what meaning they bring to the space. Once a consumer definition of *place* is established there is a further need to assess what *place-based* emotions may be in evidence and whether or not they are of sufficient intensity to affect re-purchase intentions. If a systematic relationship between consumption emotions and the situational conditions in which they are experienced can be established our understanding of such emotions and their effects in marketing could be substantially advanced and strategic leveraging of those consumption emotions could be obtained (Ruth, Brunel, & Otnes, 2002; Laros & Steenkamp, 2005).

This paper reports on the first stage of research into this relationship. It starts by locating the research question in the context of the services marketing, consumer behaviour, tourism and event management literature. This suggests that Hallmark events are by definition, intimately associated with the *place* where they are held. In the light of this, the paper then explores the concept of *place*, revealing that emotions play a significant role in determining how people create meaning around a particular location. As the ultimate focus of the research is to understand the affect of place on the re-purchase decisions of attendees at Hallmark events the paper then explores the role of emotions in the consumptive experience of services in general. This reveals a range of questions about the nature and structure of emotions that need to be addressed in order to understand how they interact in the context of *place*. The outcome is a conceptual framework that we believe is useful for addressing the role that *place* plays in decisions about attending a Hallmark event.

UNDERSTANDING HALLMARK EVENTS

Hallmark events can be looked at from a number of different perspectives. This section attempts to locate them in the context of the services marketing, tourism and event management literature. It then looks at their general characteristics, including the role of *place*.

Hallmark events are a significant contributor to the social and economic well-being of this country. They are part of the broader services sector which has a substantial impact on the Australian economy. Services are traditionally considered by researchers to be non-tangible products whose major characteristics are intangibility, inseparability and perishability (Kotler & Keller, 2006). Hallmark, if not all, events certainly have these characteristics (Allen, O'Toole, McDonnell, & Harris, 2005) and their consideration must be placed in the context of our understanding of services in general. Given the special focus of the research, the role that emotions play in the consumption of services is highly relevant and will be reviewed below.

Likewise, Hallmark events can be regarded as being a tourism phenomenon and understood in the context of tourism theories and concepts. Of particular relevance is the sub-area of Special Interest Tourism, defined as "the provision of customised leisure and recreational experiences

driven by the specific interests of individuals and groups” (Douglas, Douglas, & Derrett, 2001, p.3). Understanding what drives people to pursue these special interests is therefore particularly relevant. Again, given its focus, the current research hones in on the role of emotions, particularly place-based emotions in this. They also suggest that a Hallmark event is a major festival or event designed to promote awareness and appeal of particular aspects of a destination. People are seen as attending such events to satisfy their needs for leisure, relaxation, socialisation and as an escape from their normal lives. These benefits are at least partly derived from the *place* where the event is held. As will be noted below, socialisation and escape are emotive concepts that can be affected by a person’s attachment to *place*.

Looking more broadly, destination branding is an important component in tourism strategies and can be closely linked to event tourism and Hallmark events (Allen et al., 2005). Destination branding relies on a strong understanding of the concept of *place* in the consumer’s mind. *Place* attachment is again emotionally based and has been shown to play a significant role in tourists’ purchase intentions (Gross, Brien, & Brown, 2006).

The event management literature has also provided useful input to this research, particularly with regards to definitional questions. Hallmark events have been defined as major events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term (Ritchie 1984). Unlike most events, Hallmark events have an intrinsic connection to the *place* where they are held. They are not capable of being transferred to another location without significantly changing the nature of the event itself. *Place* is an integral aspect of the event rather than a mere backdrop that can be changed at will.

A number of researchers (Hall 1997; Douglas et al., 2001; Allen et al., 2005) question the validity of Ritchie’s definition, not in terms of the importance of *place*, but whether the original motivation to create the event was based on factors associated with tourism. For example, the Woodford Folk Festival was created to meet the needs of members of the Queensland Folk Federation, not to attract people to Woodford. While this may be true in some cases (e.g. Woodford), the fact that it is located in the Woodford region is now an integral part of that event’s character and success.

It is important to note that size is not seen as the solely defining characteristic of Hallmark events. Unlike Mega events, Hallmark events do not rely on magnitude alone to justify their significance. Even a smaller town can host a Hallmark event and gain a competitive advantage from this synergistic relationship (Getz, 1983; Hall, 1987). It is the significance of the event relative to the particular destination that is more important than its absolute size. The Birdsville Races is a very small event when compared with the Melbourne Spring Racing Carnival. However, in the context of Birdsville the Races have become a significant Hallmark event that helps to define the town in the minds of many.

For the purposes of this discussion Hallmark events are defined by the authors as:

major recurring events of limited duration that possess such significance and status, in terms of tradition, attractiveness, image, or publicity, that the event provides the host venue, host community, or destination with a competitive advantage. They are so identified with the spirit or ethos of a town, city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness in national and international tourist markets

One-off events have been excluded from this definition to tighten the research focus.

Hallmark events are seen as major players in tourist destination branding and their ability to attract prominence in the tourism market environment (Getz, 1983; Hall, 1997). Their potential promotional and economic value has been recognised in a number of studies (Ritchie, 1984; Faulkner, 1993; KPMG Peat Marwick, 1993; Getz, 1997; Ingerson & Westerbeek, 1999; Brown, Chalip, Jago, & Mules, 2002).

The term 'Boosterism' refers to the situation where civic pride and economic competitiveness often combined to give cities labels (nicknames or epithets, such as country music capital) that claim to capture their unique distinction (Tuan, 1974, p.204). The nature of Hallmark events is closely linked to the ability of the event's uniqueness to raise the profile and enhance the attractiveness of the tourism destination to potential visitors, and vice versa (Allen et al., 2005).

Many Australian researchers (e.g. Shone & Parry, 2004; Allen et al., 2005) use as an example the Australasian Country Music Festival in Tamworth to illustrate event-driven destination branding. This event is seen as having been extensively leveraged to create a brand for the town of Tamworth where, arguably, none existed before. They go on to stress that this doesn't just appear by accident. A strategic and coordinated approach is required when developing event tourism plans. Hall (1997, p.175) identified the recurring theme of 'authenticity' and that Hallmark events should reflect the community in which they take place.

At the Events Beyond 2000 conference in Sydney, Joe Goldblatt (2000) identified the increasing emphasis being placed on Hallmark and Mega-events within the tourism industry. This increasing emphasis was seen as primarily resulting from the beneficial effects and outcomes of Hallmark events (Hall, 1997; Shone and Parry, 2004; Allen et al., 2005). The growth of Hallmark events and the investment in these activities by all tiers of government should warrant more research into how to achieve these outcomes. One aspect of this is to improve our knowledge of consumer behaviour and how factors such as *place-based* emotions can affect this. No evidence was found of research in these areas.

The current research focuses on three examples of Hallmark events that display the characteristics outlined above. These are the Woodford Folk Festival, the Gympie Muster and the Noosa Long Weekend. As this paper reports on only the first stage of a long-term project involving these events, it is not necessary to describe them at length. It is sufficient to state that although they are all located in southeast Queensland, they are different enough to develop a clear understanding of the role of *place-based* emotions in events of this type. What is more important at this stage (and the focus of this paper) is to clarify the concept of *place* and the role of emotions in the consumption experience. It is to this which we now turn.

THE CONCEPT OF PLACE

Place has been addressed in the literature from a number of perspectives. These include the anthropological, the services marketing and the event management perspectives. *Place* is a multi-dimensional concept (Canter, 1997) that has arrangements of physical, geographical, architectural, historical, religious, social and psychological connotations.

Firstly, from an anthropological viewpoint, our current understanding of the role of *place* has its genesis in the works of Yi-Fu Tuan (1974, 1977) and Edward Relph (1976). These researchers produced a number of seminal works on the meaning of *place* and a person's *sense of place*. Tuan (1974) and later Relph (1976) addressed the affective (emotional) bond between people and *place* drawing attention to the differing relationship of locals and visitors towards the same physical environment. *Place* conjures up memories and emotions which can influence behaviour (Relph, 1976; Tuan, 1977). These, however, are not derived on the basis of a cognitive response to an undifferentiated space which reflects simple geographic/physical

reality. In order to become a *place* we need to endow space with meaning through either direct or indirect experience. These experiences create an emotional relationship to that space.

Later works on place have built upon the understanding of these two earlier researchers. Harrison & Dourish (1996) provide a concise equation to explain *place* in *place* = space + meaning. Similarly Cresswell (2004) perceived place as being both what is seen and the way it is seen. Understanding of the concept of *place* has therefore evolved from a cognitive construct to an affective one.

Secondly *place* has been examined from a marketing perspective. Since the 1960's, *place* has been mainly seen to be a marketing mix tool that an organisation undertakes to make its products easily accessible and available to target customers. In this sense, *place* is seen as being almost synonymous with distribution (Kotler & Keller, 2006). It is seen as a cognitive construct devoid of emotional content.

However, within the marketing literature there have been developments that provide an opportunity to introduce the emotional components of *place*. Bitner's (1992) *servicescapes* provides a conceptual framework for such an examination. The concept of servicescapes came from the early 1970's work of Kotler (1973), Belk (1975) and Lutz & Kakkar (1975) and was further developed by Bitner (1992). Servicescape looks at the situational variables (atmospherics) at a sales premises that may influence consumer behaviour. Instead of the focus being placed on the location or distribution side of the marketing mix, this concept looks at the nature of the environment in which the service is delivered. The servicescape concept is seen as an increasingly important means of improving consumer satisfaction in all service contexts, including events (Ritchie, 1984; Getz, 1997; Hightower, Brady, & Baker, 2002; Allen et al., 2005; Lin, 2004; Goldblatt, 2005). While this model has been perceived by researchers (e.g. Lovelock & Gummesson, 2004) to have application in internal situations (built, designed and/or controlled elements), its application to open-air events in which organisers cannot control all environmental factors is problematic.

The concept of *place* in services marketing has recently focused on the concept of *third place*. This line of thought focuses on *place* as a social context that is neither home nor work. The term *third places* can be used to describe semi-public *places* that host gatherings of individual consumers in a social setting (Oldenburg, 2001; Lewis & Bridger, 2001). Both traditional and new consumers may be attracted to *third places* provided they have an authentic reason for being there (Oldenburg, 2001; Lewis & Bridger, 2001). Of particular importance in this line of research is the role of emotional attachment to that *third place*.

Rosenbaum (2006) has taken the research on *place* to its latest form by developing a framework that examines how and why third places become meaningful in consumer's lives. Rosenbaum's *Relational Third-Place Theory* conceptualises the meanings that consumers attribute to *third-places*, links meanings to social support, and offers a relationship between *place* meanings and *place* loyalty. Rosenbaum's concept of consumer emotional needs being fulfilled in a *place-as-home* setting and therefore inspiring ultimate consumer loyalty provides a potential framework to assess consumer emotions in a Hallmark event context.

Finally, *place* may be addressed from an event management perspective. Goldblatt (2005) argues that *place* is more than the physical location where the event is held. It affects the taste or style of the event and, in large part, defines the type of person that will be persuaded to invest in the event. Place is therefore an integral part of the event, rather than simply an inert backdrop to it. The correlation that Goldblatt identified between the consumer and event place is crucial to the understanding of the factors in play in consumer decision-making regarding events.

The *third place* concept is further expanded in the event context in Jackson's (1984) conception of *third landscape* where creation of *third places* such as amphitheatres and piazzas are often intrinsic to the Hallmark event environment. While no empirical research into this area was identified, a Hallmark event site might be perceived as a *third place* with a range of emotions being generated that may influence re-purchase behaviour.

It is therefore clear that the concept of *place* cannot be understood from any of these perspectives without reference to emotions. It is far more than simply a cognitive concept involving questions such as where, how far and how big. We need to investigate the more subtle emotional aspects of place if we are to understand the way that consumers relate to *place* in the context of Hallmark events. It is therefore necessary to now look more closely at the role that emotions play in any consumption experience. This has been the recent focus of an increasing number of researchers in the services marketing field.

EMOTIONS IN THE CONSUMPTION OF HALLMARK EVENTS

The study of emotions is based in the field of psychology where the theoretical gulf between the concepts of cognition and emotion has been closing. As stated by Keith Oatley in his forward to the Handbook of Cognition and Emotion (Oatley, 2000, p. xviii) "...because of mediation by emotions, some aspects of our lives are given meaningful urgency, some people we know become uniquely important, and our many goals are prioritised". Emotions can often signal a potential outcome to consumers, positive emotions signifying positive outcomes and negative emotions signifying negative outcomes (Baumeister, Vohs, & Tice, 2006). High levels of emotions recalled from memory can reduce a consumer's reliance on cognitive evaluations of a product (Baumgarten & Sujan, 1992). Emotions, unlike temporary moods, are a response to a particular environment and lead more directly to actions (Hollensen, 2003; Schiffman, Bednall, Paladino, & Kanuk, 2005).

In a marketing context the study of emotions was originally focused on consumer responses to advertising (Edell, & Burke, 1987). By the 1990's the focus had moved to services marketing and the consumption process (Richins, 1997). More recently researchers are contributing new perspectives about the balance between cognitive and affective impacts on consumer behaviour by emphasising an integrated research approach that reflects the view that both these factors help form a consumers' understanding of reality and ultimately behaviour (Dube, & Menon, 2000; Chaudhuri, 2006).

Consumers look for product features that provide benefits through positive emotion arousal and tend to avoid those products that they perceive may engender negative emotions (Sheth, Mittal, & Newman, 1999). In terms of place the emotions generated for attendees are often remembered long after specific cognitive drivers are forgotten. Cognitive appraisals can lead to emotional states and emotional states can impact on cognitive appraisals. There is a clear symbiotic relationship between these two drivers of consumer behaviour.

It was noted in the introduction that this paper is reporting on the first stage of a long-term investigation into the role of place-based emotions in the purchase decision of those attending a Hallmark event. The outcome of this stage has been the production of a set of emotions that are appropriate and relevant in the context of Hallmark events. This has involved the analysis of numerous sets of emotional descriptors, taking into account the issues of structure and content referred to below. This analysis has resulted in the identification of one set that we believe is relevant to the role of place in the consumption of Hallmark events.

The selection was made on the basis of their *prima-facie* relevance to place rather than to other more general marketing situations, such as a consumer's response to advertisements. An

extensive search of the literature was undertaken and the final selection made following discussions with a number of people associated with staging events or managing tourism destinations.

It must be acknowledged, however, that although consumption-related emotions have been studied with increasing regularity in consumer behaviour, issues concerning the appropriate way to measure these emotions are still unresolved. Moreover, progress on the use of emotions in consumer behaviour has been hampered by ambiguity between the two interrelated issues of the structure and content of emotions. A wide divergence in the emotional content descriptors used in consumer research can be identified. Studies used different scales to measure emotions (e.g. PAD Model of Affect used by Havlena & Holbrook (1986) and the Consumption Emotions Set (Table 1) created by Richins (1997) and focused on different settings (e.g. advertising for a specific product or attending a specific restaurant service). Richins (1997) examines a range of empirical studies concerned with consumption-related emotions and identifies a descriptor set of consumption emotions (CES). Richins believes that the importance of emotions in consumer behaviour has been established but existing measures of emotions have important shortcomings in different consumption contexts. Richins' definition of consumption-related emotions includes all directly experienced emotions that result from the consumption of products at pre-purchase, purchase and post-purchase stages. This creates a very extensive set that could create confusion in the minds of both respondents and researchers alike.

The idea of limiting the number in the descriptor set to a manageable level to avoid respondents being overwhelmed is supported by other studies (Bagozzi, Gobinath, & Nyer, 1999; Laros & Steenkamp, 2005). The critical issue addressed by many researchers in this field (Westbrook, 1987; Richins, 1997; Laros & Steenkamp, 2005) is which consumption emotion descriptors to include in any given circumstances taking into account the need to produce a practical research instrument which would need to be much more manageable than Shaver, Schwartz, Kirson and O'Conner's (1987) list of 285 emotion descriptors.

This research has identified two emotions descriptor sets, Richins (1997) Consumption Emotions Set (CES) and the Laros & Steenkamp (2005) Hierarchy of Consumer Emotions (HCE) more structured framework (Table 2), as those which, subject to further investigation with event attendees, are most appropriate to use in establishing an initial set of descriptors for a Hallmark event research context. They are both appropriate in terms of being focused on emotions generated through consumer experience rather than advertising materials aimed at attracting consumers who may never have experienced the event *place* before. Emotion sets which were specific to a consumer's reaction to advertising, rather than direct experience, were also rejected. Examples of this include Edell & Burke's *Ad Feeling Dimensions* (1987) and Batra & Holbrook's *Affective Responses to Ad Categories* (1990)

Richins' CES (Table 1) has the advantage of a wider set of emotion descriptors and sub-descriptors giving greater depth of understanding of the nuances and levels of emotions experienced. The HCE framework (Table 2) also avoids the use of a bi-polar framework such as PAD (Havlena & Holbrook, 1986) which asserts that the presence of one emotion excludes its opposite. In the context of Hallmark events, mixed emotions are a common occurrence.

Table 1: Consumption Emotions Set (CES)

Anger	frustrated	Contentment	contented
	angry		fulfilled
	irritated		Optimism
Discontent	unfulfilled	encouraged	
	discontented	hopeful	
Worry	nervous	Joy	happy
	worried		pleased
	tense		joyful
Sadness	depressed	Excitement	excited
	sad		thrilled
	miserable		enthusiastic
Fear	scared	Surprise	surprised
	afraid		amazed
	panicky		astonished
Shame	embarrassed	Guilty	
	ashamed	Proud	
	humiliated	Eager	
Envy	envious	Relieved	
	jealous	Awed	
Romantic love	sexy	Carefree	
	romantic	Comforted	
	passionate	Helpless	
Love	loving	Impatient	
	sentimental	Longing	
	warm hearted	Nostalgic	
Peacefulness	calm	Protective	
	peaceful	Wishful	

Source: Richins, 1997, pp.144:145

According to Laros and Steenkamp (2005), progress on the use of consumer emotions has been hampered by ambiguity about its structure (hierarchy) and content (which emotions to include). Their research led to the creation of the Hierarchy of Consumer Emotions Model that builds on Richins CES Model through the creation of an emotions scale hierarchy that recognises the overall negative and positive affects as independent factors rather than having a bi-polar relationship. This hierarchy provides a reference point for developing a Hallmark event set of emotion descriptors.

HCE (Table 2) has the advantage of a tighter hierarchical structure which would provide ease when completing surveys, but this would be at the expense of the greater depth provided by the larger number of descriptors in CES (Table 1).

Table 2: Hierarchy of Consumer Emotions (HCE)

Negative affect				Positive Affect			
Anger	Fear	Sadness	Shame	Contentment	Happiness	Love	Pride
Angry	Scared	Depressed	Embarrassed	Contented	Optimistic	Sexy	Pride
Frustrated	Afraid	Sad	Ashamed	Fulfilled	Encouraged	Romantic	
Irritated	Panicky	Miserable	Humiliated	Peaceful	Hopeful	Passionate	
Unfulfilled	Nervous	Helpless			Happy	Loving	
Discontented	Worried	Nostalgia			Pleased	Sentimental	
Envious	Tense	Guilty			Joyful	Warm-hearted	
Jealous					Relieved		
					Thrilled		
					Enthusiastic		

Source: Laros & Steenkamp 2005, p. 1441

The context based used of both CES and HCE provides a practical set of research tools for Hallmark events while leaving open enough flexibility to include and/or remove specific descriptors that further research findings may establish. The proposed new framework utilises all the descriptors in CES but incorporates them into the HCE framework.

Given the particular context of this research a number of new emotion descriptors have been added. This includes a new positive emotion category of Challenge incorporating the emotions of *surprised*, *amazed*, *astonished* and *awed* (from CES) and *inspired* and *challenged* (new). Additional new emotional descriptors of *disappointed*, *disillusioned* and *community-spirited* were also added. This new context specific framework is shown in Table 3.

Table 3: Hallmark Event Place-Based Emotions (HEPBE)

Negative affect				Positive affect				
Anger	Fear	Sadness	Shame	Contentment	Happiness	Love	Pride	Challenge
Angry	Scared	Depressed	Embarrassed	Contented	Optimistic	Sexy	Pride	Surprised
Frustrated	Afraid	Afraid	Ashamed	Fulfilled	Encouraged	Romantic		Amazed
Irritated	Panicky	Panicky	Humiliated	Peaceful	Hopeful	Passionate		Astonished
Unfulfilled	Nervous	Nervous		Calm	Happy	Loving		Awed
Discontented	Worried	Worried		Comforted	Pleased	Sentimental		Inspired
Envious	Tense	Tense		Carefree	Joyful	Warm-hearted		Challenged
Jealous	Protective	Wishful			Relieved	Community spirited		
Impatience		Longing			Thrilled			
		Disappointed			Enthusiastic			
		Disillusioned			Excited			
					Eager			

Source: adapted from Tables 1 and 2 above

CONCLUSION

As presented above, emotions are a driver of consumer buyer behaviour and the place in which the service takes place can have an impact on consumer perceptions and therefore on re-

purchase intentions. Although there is general agreement that consumption emotions are context specific, there is no empirical research in the place-based context of Hallmark events.

This paper establishes a more thorough understanding of what Hallmark events are and how they distinguish themselves from other events in terms of *place*. While research has been undertaken on Hallmark events in terms of impacts, very little research on consumer behaviour is available and even less relating to place and consumers' emotional responses.

Given the increasing emphasis on event-related destination branding and the need to better understand what is driving consumers to both attend and re-attend events, the completion of the proposed extended research will be a welcome addition to knowledge in this area. The research reported in this paper has established a base level understanding of the key concepts relating to the role of *place-based* emotions in Hallmark event re-purchase intentions.

A further quantitative research project encompassing a larger sample and covering a wider-range of Hallmark events is about to commence. This study will use the framework established here to assess the type and relative impact of *place-based* emotions on Hallmark event re-purchase decisions. The outcomes would be of great value to major Hallmark event stakeholders, both from the marketing/presenter side and the event consumer side.

If a systematic relationship between consumption emotions and the situational conditions in which they are experienced can be established our understanding of such emotions and their effects in marketing could be substantially advanced. The strategic leveraging of the place-related emotions felt by attendees can become a significant part of the promotional activities of event managers. Moreover, it can become the first step in understanding how the attendees' perceptions of *place* can be affected to obtain positive emotional outcomes that will enhance the likelihood of consumer re-purchase.

REFERENCES

- Allen, J., O'Toole, W., McDonnell, I., & Harris, R. (2005). *Festival and Special Event Management* (3rd ed.). Brisbane: Wiley.
- Backman, S.J., & Crompton, J.L. (1991). The usefulness of selected variables for predicting activity loyalty. *Leisure Science*, 13, 205-220.
- Bagozzi, R., Gopinath, M., & Nyer, P. (1999). The Role of Emotions in Marketing. *Journal of the Academy of Marketing Science*, 13(2), 184-206.
- Batra, R., & Holbrook, M. (1990). Developing a typology of affective responses to advertising. *Psychology and Marketing*, 7, 11-25.
- Baumeister, R., Vohs, K., & Tice, D. (2006). Emotional Influences on Decision Making. In J. Forgas (Ed.), *Affect in Social Thinking and Behaviour*. Frontiers of Social Psychology, New York: Psychology Press, Taylor and Francis Group.
- Baumgarten, H., & Sujon, M. (1992). Autobiographical Memories, Affect, and Consumer Information Processing. *Journal of Consumer Psychology*, 1, 53-82.
- Belk, R.W. (1975). Situational Variables and Consumer Behaviour. *Journal of Consumer Behaviour*, 2, 157-164.
- Bitner, M-J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56(April), 57-71.
- Brown, G., Chalip, L., Jago, L., & Mules, T. (2002). The Sydney Olympics and Brand Australia. In N. Morgan, A. Pritchard & R. Pride (Eds.), *Destination Branding, Creating the unique destination proposition* (pp.162-185). Melbourne: Butterworth Heinemann.
- Canter, D. (1997). The facets of place. In G.T. Moore & R.W. Marams (Eds.), *Advances in environment, behavior, and design* (pp. 109-147). New York: Plenum Press.

- Chaudhuri, A. (2006). *Emotion and Reason in Consumer Behaviour*. Oxford: Elsevier.
- Cresswell, T. (2004). *Place – a short introduction*. Malden: Blackwell Publishing.
- Douglas, No., Douglas, Ng., & Derrett, R. (2001). *Special Interest Tourism*. Brisbane: Wiley.
- Dube, O.L., & Menon, K. (2000). Multiple roles of consumption emotions in post-purchase satisfaction with extended service transactions. *International Journal of Service Industry Management*, 11(3), 287-304.
- Edell, J., & Burke, M. (1987). The Power of Feelings in Understanding Advertising Effects. *The Journal of Consumer Research*, 14(3), 421-433.
- Faulkner, B. (1993). *Evaluating the Tourism Impact of Hallmark Events*. Occasional Paper No. 16, Canberra: Bureau of Tourism Research.
- Getz, D. (1983). Capacity to absorb tourism: concepts and implications for strategic planning. *Annals of Tourism Research*, 10, 239-263.
- Getz, D. (1997). *Event Management and Event Tourism*. New York: Cognizant Communication.
- Goldblatt, J. (2000). A Future for Event Management: the Analysis of Major Trends Impacting the Profession. In J. Allen, R. Harris, L. Jago & A. Veal (Eds.), *Events Beyond 2000: Setting the Agenda – proceedings of the Conference on Event Evaluation, Research and Education* (pp. 2-9). Sydney: Australian Centre for Event Management, University of Technology, Sydney.
- Goldblatt, J. (2005). *Special Events: event leadership for a new world* (4th ed.). New Jersey: Wiley.
- Gross, M.J., Brien, C., & Brown, G. (2006). Examining the relationship between tourism involvement and place attachment. Paper presented at the 2006 Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference, Melbourne, 6-9 February 2006.
- Hair, J.F., Bush, R.P., & Ortinau, D.J. (2003). *Marketing Research: Within a changing information environment* (2nd ed.). New York: McGraw-Hill/Irwin.
- Hall, C. (1987). The effects of Hallmark events on cities. *Journal of Travel Research*, Fall, 44-45.
- Hall, C. (1997). *Hallmark Tourist Events – impacts, management and planning*. Chichester: Wiley.
- Harrison, S., & Dourish, R. (1996). Re-place-ing space: the roles of place and space in collaborative systems. *1996 ACM conference papers*. New York: ACM Press.
- Havlena, W., & Holbrook, M. (1986). The varieties of consumption experience: comparing two typologies of emotion in consumer behaviour. *Journal of Consumer Research*, 13, 394-404.
- Hightower, R., Brady, M., & Baker, T. (2002). Investigating the role of the physical environment in hedonistic service consumption: an exploratory study of sporting event. *Journal of Business Research*, 55, 697-707.
- Hollensen, S. (2003). *Marketing Management – A Relationship Approach*. Essex: Pearson Education.
- Huang, Ming-Hu. (2001). The Theory of Emotions in Marketing. *Journal of Business and Psychology*, 16(2), 239-247.
- Ingerson, I., & Westerbeek, M. (1999). Determining Key Success Criteria for attracting Hallmark Sporting Events. *Pacific Tourism Review*, 3, 239-253.
- Jackson, J.B. (1984). *Discovering the vernacular landscape*. New Haven: Yale University Press.
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retail Marketing*, 49, 48-64.
- Kotler, P., & Keller, K. (2006). *Marketing Management 12e*. New Jersey: Pearson Prentice Hall.
- KPMG Peat Marwick. (1993). *Sydney Olympics 2000: Economic impact study volume 1*. KPMG Peat Marwick in association with the Centre for South Australian Economic Studies.

- Laros, F., & Steenkamp J.B. (2005). Emotions in consumer behaviour: a hierarchical approach. *Journal of Business Research*, 58, 1437 – 1445.
- Lewis, D., & Bridger, D. (2001). *The Soul of the New Consumer*. London: Nicholas Brealey.
- Lin, I. Y. (2004). Evaluating a Servicescape. *International Journal of Hospitality Management*, 23.
- Lovelock, C., Patterson, P., & Walker, R. (2004). *Services Marketing, An Asia-Pacific and Australian perspective*. Sydney: Pearson Education.
- Lovelock, C., & Gummesson, E. (2004). Whither Services Marketing, in Search of a New Paradigm and Fresh Perspectives. *Journal of Services Research*, 7(1), 20-41.
- Lutz, R., & Kakkar, P. (1975). The Psychological Situation as a Determinant of Consumer Behaviour. *Advances in Consumer Behaviour*, 2, 439-453.
- Oldenburg, R. (2001). *Celebrating the third place*. New York: Marlow.
- Oatley, K., (2000). (Foreward). In T. Dagleish & M.K. Power (Eds.), *Handbook of Cognition and Emotion* (p. xvii). West Sussex: Wiley.
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 46-49.
- Parasuraman, A., Zeithami, A., & Berry, L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49, 41-50.
- Relph, E. (1976). *Place and Placelessness*. London: Pion.
- Richins, M.L. (1997). Measuring Emotions in the Consumption Experience. *Journal of Consumer Research*, 24, 127-146.
- Ritchie, B. (1984). Assessing the Impact of Hallmark Events: Conceptual and Research Issues. *Journal of Travel Research*, 23, 2-11.
- Rosenbaum, M. (2006). Exploring the Social Supportive Role of Third Place in Consumer's Lives. *Journal of Service Research*, 9(1), 59-72.
- Ruth, J., Brunel, F., & Otnes, C. (2002). Linking thoughts to feelings: investigating cognitive appraisals and consumption emotions in a mixed-emotions context. *Journal of the Academy of Marketing Science*, 30(1), 44-58.
- Schiffman, L., Bednall, D., Paladino, A., & Kanuk, L. (2005). *Consumer Behaviour* (3rd ed.). Sydney: Pearson Education.
- Shaver, P., Schwartz, J., Kirson D. and O'Conner C. (1987). Emotion knowledge: further exploration of a prototype approach. *Journal of Personal. Social. Psychology*, 52, 1061–1086.
- Sheth, J., Mittal, B., & Newman, B. (1999). *Customer Behaviour – consumer behaviour and beyond*. Fort Worth: Dryden Press.
- Shone, A., & Parry, B. (2004). *Successful Event Management – a practical handbook* (2nd ed.). London: Thompson Learning.
- Tuan, Y. (1974). *Topophilia, a study of environmental perception, attitudes and values*. New Jersey: Prentice-Hall.
- Tuan, Y. (1977). *Space and Place - The Perspective of Experience*. Minneapolis: University of Minnesota Press.
- Westbrook, R. (1987). Product-consumption-based affective responses and post-purchase process. *Journal of Market Research*, 24, 258-270.