

Print ISSN: 1738-3110 / Online ISSN 2093-7717
http://dx.doi.org/10.15722/jds.14.8.201608.77

The Impact of Reputation of Culture & Tourism Oriented Markets on Revisit and WOM Intention in Traditional Markets

Jong-Ho Park*, Lak-Chae Chung**

Received: July 23, 2016. Revised: July 25, 2016. Accepted: August 15, 2016.

Abstract

Purpose - The purpose of this study is to measure the effect of reputation in culture oriented market on revisit intention and word of mouth(WOM) effects for Traditional Market.

Research design, data, and methodology – 5 point Likert-scale has been adopted for this study designed based on previous study. Used SPSS ver.23, factor analysis & Cronbach's alpha, correlation, regression test were made. 277 samples were used for analysis.

Results - Tourist satisfaction as an element that affects on revisit intention and word of mouth effects for traditional Market. Their goods images and impressions from experience of traveling and purchasing keep in mind and be another place and story to talk others. Culture is an important factor that maintains and regenerates cities and cities should be perceived as cultural places instead of simple physical places. Culture was associated with higher revisit and word of mouse intentions for traditional market. The tourists can select a new places and visit the market if it has a special culture and special food which people can like and enjoy even they do not have regional brand image.

Conclusions - Tourist satisfaction of users in traditional markets and their revisit intentions and the results indicated that higher customer satisfaction was associated with higher revisit and word of mouse intentions. Culture factors will be the motive to find out peoples a hometown in heart.

Keywords: Tourist Satisfaction, Regional Brand Image, Culture Factor, Reputation of Culture Oriented Market. Traditional Market Revisit Intension, Word of Mouth Intension.

JEL Classifications: K23, L52, L81, O25, P47.

1. Introduction

Traditional markets lose competitiveness and gradually disappear due to many reasons. Previous researchers cited insufficient parking spaces and the inferiority of physical environments as the reasons (Yoo et al., 2009; Hong, 2008; Hur & Song, 2009). Other reasons mentioned include the

lack of management mind and health problems of market merchants due to aging and decreases in rural populations due to urbanization (Chung, 2009; Park, 2015). Although government authorities and local governments strive for reactivation of traditional markets by pouring large amounts of money and effort, the numbers of markets and merchants and sales throughout the country have been decreasing rapidly every year. At first, effort was concentrated on the modernization of market facilities such as parking lot facility expansion and improvement of rest-rooms and physical environments. Thereafter, much effort has been made for cultivation of merchants' management mind and for marketing education to secure competitiveness.

The government became to implement policies for protection of not only traditional markets but also small merchants by making the "Special Act on the Activation of

* First Author, Affiliate Professor, Department of Distribution Channels & Marketing Lab. of Industry Science College of Kong-Ju National University, Korea. Tel: +82-41-330-1420, E-mail: jonghopark99@gmail.com

** Corresponding Author, Professor, Department of Distribution Channels & Marketing Lab. of Industry Science College of Kong-Ju National University, Korea. Tel: +82-41-330-1425, E-mail: chungrc@kongju.ac.kr

Traditional Markets” in October, 2004 and establishing the “Special Act on the Development of Traditional Markets and Shopping Districts” in 2006 (Cho et al., 2014). In addition, to protect small merchants, the Small and Medium Business Administration established and began to operate the Market Management Service in 2005 and reorganized it into the Small Enterprise and Market Service later to operate it as an organization that supports small merchants and traditional markets.

Most people and politicians thought that large supermarkets were ruining traditional markets and small merchants and concentrated on laws regulating large supermarkets. However, due to the regulations on large supermarkets, not only large supermarkets stopped growth and situations where increases in employment could not be expected came but also the losses due to the regulations on large supermarkets led to poor conditions of cooperative companies and resultant benefits to traditional market and small merchants in terms of sales were shown to be extremely insignificant. A recent announcement by the Statistics Korea indicated that the sales of home shopping malls and internet shopping malls rapidly increased to exceed the sales of large supermarkets. The government seems to have overlooked the power of Internet and failed to recognize changes in people’s life patterns. The times in which people’s consumption emotions were changed by the government’s regulations have already gone and only those policies that move and attract consumers with things to see, enjoy, or eat are thought to be ways for regional traditional markets and small merchants to survive.

2. Theoretical Background

2.1. Traditional Market

Traditional markets are normally located on the center of cities and perform not only the functions of markets but also regional economic, cultural, and social functions. Traditional markets are heartwarming places where people can encounter neighbors and agricultural products of regional farmers. For small merchants, traditional markets are places where all kinds of products are sold or bartered (Kim, 2013).

Meanwhile, many scholars define traditional markets as markets with old facilities established before the 1960s including both periodic markets and non-periodic markets. Therefore, scholars define traditional markets as those markets that must be remodeled or reconstructed so that customers can feel convenient and have revisit intentions (Kim et al., 2009). In one of his studies, Park (2015) stated that traditional markets were not just places that perform distribution functions but also places of life where people hear news about their married daughters and feel and breathe regional residents’ emotions. In addition, ‘article 2 of

the enforcement ordinance of the Special Act on the Development of Traditional Markets and Shopping Districts(2006)’ defines that ‘traditional markets are places that require remodeling or reorganization because commercial infrastructures have been deteriorated or require management improvement and the promotion of modernization of commercial transactions because distribution functions are vulnerable.’

Kim et al. (2009) stated, “Markets refer to concrete facilities or places where product transactions mediated by money are conducted and the concept of traditional markets embraces indigenous traditional markets spontaneously formed or permanent markets or periodic markets that must be redeveloped because the facilities have been deteriorated.” and Ju (2010) said that, from two viewpoints; “certain places where sellers and buyers meet with each other to transact goods” and “abstract ranges in which goods and services are exchanged or sold as commodities”, traditional markets have historicity comparable to the birth of humans and play pivot roles in the development of regional economy.

Traditional markets have repeated downfalls due to decreases in rural populations and changes in consumption life patterns leading to decreases in spaces that can be enjoyed by ordinary people. In large cities, rapid development of new towns has brought about imbalance to the extent that traditional markets can be hardly found out in the vicinity and the government realized the seriousness of the situation and began to support traditional markets by establish policies to support traditional markets and small merchants.

With the support policies, facility modernizing projects have been carried out and merchants’ will and mind were cultivated through management education based on the ‘Special Act on the Development of Traditional Markets and Shopping Districts.’ In addition, the Special Act on Regulations on Large Retailers to regulate business hours of large supermarkets and stipulate and manage obligatory holidays. Thereafter, the government has been planning and supporting the fostering of culture tourism oriented market so that customers can do shopping while enjoying culture and things to see by taking the advantage of the characteristics of regions and markets.

2.2. Tourist Satisfaction

Satisfaction is defined as comprehensive mental states resulted from complex actions of unsatisfied expectations and consumers’ emotions formed in advance through experience in consumption (Oliver, 1996) and user satisfaction is understood as a process of users’ evaluation of the perceived discrepancies between expectations before use and the performance felt after use (Oliver, 1997). Westbrook and Reilly (1983) defined satisfaction as consumers’ subjective and overall evaluating reactions to

experiences in the purchase or consumption of a certain product or service indicating that such evaluating reactions include not only feeling and emotions but also beliefs and that the basis of such evaluation may be diversified among individual consumers, criteria for comparison expected by consumers, product attributes, and the results of consumption. Chunchi and Suprenant (1982) defined satisfaction as the state of whether prices and compensations are appropriately paid and provided or not' in purchase situations as recognized by consumer thereby considering that satisfaction indicates the results of comparison of the relationships between sacrifices and compensations. Customer satisfaction is a concept important in enterprise management that affects consumption related behaviors such customers' repurchase intentions, revisit intentions, loyalty to products, and word of mouth intentions as well as enterprises' profitability and growth.

Tourist satisfaction can be said to be a feeling of satisfaction felt by tourists in comparison with sacrifices while the tourists are enjoying purchases of products and culture when they have visited culture tourism oriented markets.

Attractiveness factors of tourism destinations were found to have significant effects on tourism satisfaction and attitude after tourism (Yan et al., 2012). According to the attitude theory, tourism destinations' attractiveness becomes to reflect tourists' belief, feelings that certain places can satisfy them by responding to their desire for holidays and the tourists' behavioral tendency. Therefore, when a certain tourism destination gives potential tourists a stronger belief that it will satisfy their desire for traveling, the tourism destination can be said to become more attractive (Kim, 2009). Tourist satisfaction with culture tourism oriented markets can be said to be felt in those markets where tourists' revisit intentions are formed because tourist can enjoy tourism while buying traditional and indigenous products.

2.3. Regional Brand Image

An important function of brands is playing multi-functional roles for reliability to consumers such product identification, source indication, quality assurance, advertisement, maintenance and control of market shares, and assets (Aaker, 1996; Keller, 2003). When favorable attitudes toward brand attributes have been formed, higher purchase intentions will be formed and the possibility for actions to be taken will increase. Purchase intentions are the results of complex actions of social influence and direct and indirect experience in purchases of brands and can be said to be affected by individual consumers' situational factors and dispositional factors (Zao, Lim, & Chui, 2011). Whereas geographical indications indicate 'geographical sources' instead of business sources, brands are 'packaging used by those who practice producing, processing, certifying, or selling goods as business to distinguish products related to their business

from others' products' and are a comprehensive concept that gives meanings and value to commodities, creates trust, purchases, and asset values as well as forming and dominating markets (Chun, 2008). Brand loyalty is defined as commitment to consistently buy preferred products and value products that is held deep in mind and buying the same brand or brand group repeatedly despite marketing effort or situational influences against the purchase (Oliver, 1993).

Store images can be defined as the affect or impression felt from various marketing activities while consumers visit stores (Mazursky & Jacoby, 1986). Consumers' selection of stores is affected by consumers' perceived store images as these images affect consumers' shopping behavior intentions and shopping propensities (Lee et al., 2006). Good store images positively affect product sales in stores. When consumers obtain good images when they buy goods, they become to show good attitudes toward the relevant stores.

Store images consist of stores' atmospheres, service, product mix, sales promotion, and reputation and these store images affect brand recognition, brand and product preference, and purchase behaviors (Chun et al., 2014).

In addition, store images are a factor that importantly affects store loyalty and good store images enhance store loyalty (Hirschman, 1981).

Tourists that travel strange places become to first visit traditional markets or flea markets in the regions because such markets are places where the history and culture of the relevant regions remain, the fragrance of the relevant region can be tasted, and images of the relevant regions can be felt.

2.4. Cultural Factor

Cities contain humans' holistic lives and are social phenomena that are moved by the frames of time and space (Lim et al., 2014). Cities should be understood as normal places where general people live and their cultural aspect should be considered. Therefore, culture is an important factor that maintains and regenerates cities and cities should be perceived as cultural places instead of simple physical places so that cities can become places that play public roles for customers and citizens. Therefore, citizens should initiatively make spaces and enhance the quality of life (Lee et al., 2014). As an improving method following the decline of existing cities, along with original residents' residing in the regions and preservation of cultural resources that have been formed in the regions for long periods of time, the cities should be regenerated utilizing regional cultural resources (Park, 2012). Although many markets have been equipped with modern shapes through facility modernization pursuant to traditional market support policies, they were remodeled uniformly ignoring their distinct features and individuality.

Park (2000) defined attractiveness as the power to attract

the minds of those who pursue pleasure or satisfaction with certain things or experiences with conscious impulse or preference and stated that tourism attractiveness is one of the elements of tourism phenomena, which is the power to attract the minds of those who have the desire to watch and look the scenery or things and culture of other regions or countries.

Tourist pull factors include natural landscapes, histories, traditional architecture, traditional arts, sport and recreation facilities, entertainment facilities, and shopping. Although market modernization has been realized considerably thus far as it has been led by the government, the provision of cultural content that can bring about people's cultural value and mental satisfaction has been quite insufficient. Local governments' establishment of policies that can attract tourists and consumers that fit actual regional circumstances to individual markets can be said to be more important than anything else.

2.5. Reputation of Culture Tourism Oriented Markets

Culture tourism oriented market fostering project is intended to link traditional markets with regional history, culture, and tourism resources and specialties and develop unique characteristics of markets thereby fostering traditional markets into spaces where domestic and foreign tourists can enjoy shopping as well as tourism with a view to promoting the activation of regional economy and the stabilization of ordinary people's economy (Small Enterprise and Market Service, 2014). The culture tourism oriented market fostering project that began with the selection of model markets in 2008 focused on not only the economic value of those markets but also the value of those markets as tourism resources. This project has been implemented with a view to fostering 150 markets by 2017 by supporting the formation of cultural spaces in traditional markets, the development of tourism products, and cultural performances and supporting diverse other projects in order to cultivate market and regional community spirits and activate traditional markets through voluntary participation by merchants. In addition, to maximize the outcome of the culture tourism oriented market fostering project, a vision that reads 'Fostering of smart culture tourism oriented markets that are favorite places of customers' was established. As concrete strategies, the project is being implemented by implementing sub projects divided according to the contents of the projects; CIT fusion, autogenous power strengthening, infrastructure facilities, public relations, and events separately. In addition, markets were divided into three types; culture grafted type, tourism grafted type, and international attraction type based on the characteristics of markets and projects and three fostering strategies were characterized for individual market types to implement the projects. In 2013, culture tourism oriented markets were reorganized into culture grafted markets, tourism grafted

markets, and international attraction type markets.

Thanks to this policy, many traditional markets have become famous such as Jeongseon Arirang market and Suwon Palsalmun market as culture grafted markets, Seoguipo Maeilolae market, and Danyang Googyeong market as tourism grafted markets, and Busan Jagalchi market and Pyeongtaek Gukjejungang market as international attraction type markets. These markets are intent on advertising our markets through pamphlets and the press and have been changed into attractions that people want to visit while receiving attention from all the people. In particular, when a famous restaurant introduction program has been broadcasted through the press, situations where the relevant restaurants can be entered only after waiting in a several ten meter long line occur without exception. The success of these markets is achieved not through any one person's effort but through the efforts and interest of the government, the merchants, and the people. The secret for continuous growth of these markets is practicing customer satisfaction to enhance their revisit intentions. Customers feel satisfaction depending on the level of the quality of services or products received after paying the seller through experiences in purchases or use. The fact that the basis of customer satisfaction is trust should not be forgotten and the original intention should be maintained to accelerate the activation of traditional markets.

2.6. Traditional Market Revisit Intention

Service quality and customer satisfaction related studies recognized the concept of satisfaction as evaluations appearing in relation to transactions and some studies indicate that such evaluations are accumulated to form attitudes leading to service quality (Bolton & Drew, 1991; Carman, 1990) while other studies were conducted with a perspective that service quality is a leading variable of customer satisfaction (Cronin & Taylo, 1992; Woodside & Daily, 1989).

Diverse studies have been conducted on the relationship between customer satisfaction and revisit intentions and among them, Dorsh et al.(2000) argued that the most important element in enhancing customers' revisits was maintaining the relationships with existing customers well (Jones & Sasser, 1995). Sung and Han (2007) stated that service quality had significant effects on transaction relationships and the quality of transaction relationships had important effects on customers' revisits. In a study on the relationships between the levels of satisfaction with individual products preferred for purchases in the cultural spaces of traditional markets and revisit intentions, Shim (2013) analyzed the customer satisfaction of users of traditional markets and their revisit intentions and the results indicated that higher customer satisfaction was associated with higher revisit intentions.

2.7. Word of Mouth Intention

Word of mouth(WOM) was defined as a process through which information on certain products, services, or enterprises is exchanged or delivered between organizations and customers or between different customers (Litvin, & Goldsmith, & Pan, 2008). Therefore, from the viewpoint of networks, the strength of ties is an important element of word of mouth and is regarded to affect customers' consumption behaviors (Bansal & Boyer, 2000; Gilly & Graham, & Wilfinbarger & Yale, 1998; Godes & Mayzlin, 2004). Buttle (1999) defined word of mouth as informal face to face communication between the sender of non-commercially perceived information formed on products or services and the receiver of the information. The strength of ties is human relations determined based on the length of time shared among members, the intensity of emotions, the degree of intimacy, and the degree of favor (Frenzen & Davis, 1990; Ryu & Han, 2007).

Gelb and Sundran (2002) stated that potential buyers of today collect information through Internet information sources such as chatting, personal bulletin boards and Internet consumer forums instead of friends or colleagues as with previous word of mouth and named information exchanges between existing word of mouth and other consumers as 'Word of Mouse.'

Voyer(2000) argued that word of mouth would become effective based on tie strength, credibility, and vividness.

Vengesai(2008) stated that the attractiveness of tourism such as tourism attractions, facilities, tourism expenses, accessibility, and social environments play important roles in the process of decision making by medical tourists. Another element that affects word of mouth effects is the reliability of word of mouth information(Brown & Reingen, 1987; Price, Feick, & Higie, 1989). The reliability is based on the subjects' expertise and trustworthy and affects consumers' purchase intentions (Aronson, Tuner, & Carlsmith, 1963).

Therefore, the following study began under the assumption that tourist satisfaction, regional brand image, and cultural elements have significant positive effects on the reputation of culture tourism oriented markets and that the reputation of culture tourism oriented market has significant positive effects on traditional market revisit intentions and word of mouth intentions.

3. Research Method

3.1. Research Model and Hypothesis

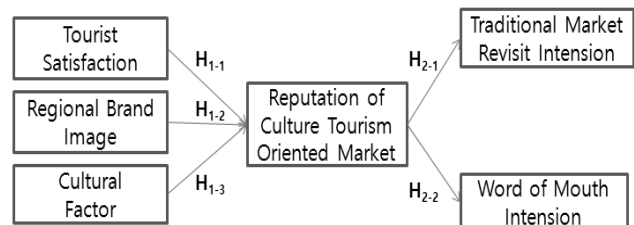
The present study was designed to examine the effects of the reputation of culture tourism oriented markets based on tourism attractiveness on traditional market revisit intentions and word of mouth intentions. Tourist satisfaction,

regional brand images, and cultural factors should have positive effects on the reputation of culture tourism oriented markets and enhance tourists' revisit intentions and word of mouth intentions. In studies conducted by Kim and Hur(2012), and Ryu and Byeon (2013), it was identified that the attractiveness of tourism destination had significant effects on tourism satisfaction. Based on previous studies indicating that when the attractiveness of tourism destinations is evaluated to be higher, tourists' satisfaction should be higher, the following hypotheses were established.

- <H1-1> Tourist satisfaction will have significant positive(+) effects on the reputation of culture tourism oriented markets.
- <H1-2> Regional brand images will have significant positive(+) effects on the reputation of culture tourism oriented markets.
- <H1-3> Cultural factors will have significant positive(+) effects on the reputation of culture tourism oriented markets.
- <H2-1> The reputation of culture tourism oriented markets will have significant positive(+) effects on traditional market revisit intentions.
- <H2-2> The reputation of culture tourism oriented markets will have significant positive(+) effects on word of mouth intentions.

3.2. Data Collection

Tourism Attraction



<Figure 1> Research Model

We collected the data for this study using a survey questionnaire from tourists that visited Gwangmyeong market, Jeongseon Arirang market, Andong old market, Onyang hot spring market, and Yeonghae tourism market between December 2015 and April 2016 by explaining them the reason for the questionnaire survey, having them complete questionnaires on the spot, and collecting the questionnaires. To induce the respondents' faithful completion, the completion of questionnaires was requested to those that were sitting to take a rest for a while after providing beverages. Out of a total of 300 copies of questionnaires, 277 copies excluding those questionnaires with missing answers were used in the analysis.

3.3. Measurement of Variables and Analysis Method

We adopted 36 items relevant to the six constructs of the research model from the literature and refined them based on the specific topic of this study.

We considered the 33 items included in the final questionnaire to be highly reliable because the individual Cronbach's alpha coefficients of all 6 constructs reached the recommended level of 0.6. These items were measured using a five-point Likert scale ranging from (1) strongly disagree to (5) strongly agree.

Factors used in Kim(2013), Anna(2001), and Wakefield and Baker(1998) were organized and used to measure tourism destinations' attractiveness, factors used in Johnson and Grayson(2005), and Echtner and Ritchie(1991) were organized and used to examine the reputation of culture oriented markets, and the contents used by Ryu(2013) and Fornell(1992) were organized and used to measure revisit intentions and word of mouth intentions. The data were analyzed using SPSS 23.0. Factor analyses and reliability tests of individual constituting items were conducted and regression analyses were conducted to verify the hypotheses.

4. Analysis Result and Discussion

4.1. General Characteristics of Samples

A total of 300 questionnaires were distributed and 277 questionnaires excluding 23 questionnaires with unfaithful answers were used as final analysis data and all questionnaire items except for nominal scales were measured using Likert 5-point scales.

The collected data were analyzed using SPSS 23.0 by conducting frequency analyses to analyze personal characteristics of the survey subjects and conducting exploratory factor analyses and reliability analyses to analyze store selection attributes, consumption emotion, and traditional market visit intention factors.

In addition, Pearson correlation analyses were conducted to examine the correlations between individual factors.

Regression analyses were conducted to analyze the relationships among store selection attributes, consumption emotion, and traditional market visit intentions. Stepwise moderated regression analyses were conducted to analyze the moderating effects of store selection attributes, consumption emotion, traditional market visit intentions, and retail regulation preference.

The personal characteristics of the survey subjects are shown in <Table 1>. Of the entire 277 respondents, 32.9% were males and 67.1% were females and the ratios of age groups were as follows; 30s 26.2% 40s 23.8%, 50s 24.8%, and 60s or older 12.6%. Among education levels, the ratio

<Table 1> Demographic Factors

	Category	Frequency	Percentage
Gender	Female	186	67.1
	Male	91	32.9
Job	professions	35	12.2
	white color	36	12.6
	sales	54	18.9
	manufacturing	34	11.9
	farming	40	14.0
	homemakers	50	17.5
	college	19	6.6
Age	others	9	3.2
	20 yrs	27	9.4
	30 yrs	75	26.2
	40 yrs	68	23.8
	50 yrs	71	24.8
Education	60 yrs	36	12.6
	elementary	25	8.7
	middle sch	54	18.9
	high sch	170	59.4
Income	college	28	9.8
	< 2million won	54	18.9
	4million won	77	26.9
	6million won	84	29.4
	8million won	45	15.7
Intention	> 8million won	17	5.9
	shopping	46	16.1
	tour	67	23.4
	outing & shopping with family	124	43.4
	play	40	14.0

of high school graduation was the highest at 59.4%. Among occupations, the ratio of full-time homemakers was 17.5% and among monthly incomes, the ratio of 6 million won was shown to be 29.4%.

4.2. Analysis of Reliability and Validity

Before the empirical analyses, the reliability and validity of those variables that were composed of composite indexes were analyzed. The principal component analysis of exploratory factor analysis was used and as for the rotation method, the orthogonal rotation method according to the Verimax method that improves the value while maintaining independence between factors. Factors were extracted based on 1 or higher eigenvalues indicating that each factor can explain at least one variance and as for a criterion for evaluation of factors, factors with 0.4 or higher factor loading

<Table 2> Factor Analysis and Reliability

	Factor loading	Mean	Cronbach's α
Tourist satisfaction(eigenvalue=1.187, % of variance = 5.159%)			
tour_sat2	0.777	3.682	0.731
tour_sat3	0.410	3.747	
tour_sat4	0.784	3.776	
tour_sat5	0.638	3.881	
Cultural factor(eigenvalue= 1.739, % of variance = 7.560%)			
cultural_fac1	0.734	4.19	0.896
cultural_fac2	0.880	4.18	
cultural_fac4	0.884	4.24	
cultural_fac5	0.836	4.09	
Reputation of CTOM(eigenvalue=3.476, % of variance= 15.114%)			
repu_CTOM1	0.809	3.69	0.925
repu_CTOM2	0.816	3.805	
repu_CTOM3	0.899	3.733	
repu_CTOM4	0.703	3.903	
repu_CTOM5	0.637	3.986	
Traditional market revisit intention(eigenvalue=2.406, % of variance = 10.459%)			
trad_MRI1	0.796	4.24	0.829
trad_MRI2	0.696	4.23	
trad_MRI3	0.463	4.23	
trad_MRI4	0.680	4.18	
trad_MRI5	0.787	3.89	
Word of mouth intention(eigenvalue=8.526, % of variance = 36.469%)			
WOM_int1	0.816	3.9	0.913
WOM_int2	0.862	3.96	
WOM_int3	0.740	3.99	
WOM_int4	0.845	4.06	
WOM_int5	0.734	3.71	
Regional brand image(eigenvalue=1.081, % of variance = 4.866%)			
brand_img1	0.688	4.14	0.694
brand_img2	0.584	3.94	
brand_img4	0.669	4.12	
brand_img5	0.783	4.06	
Cumulative % = 79.628			

values were judged as significant variables and those with factor loading values below 0.4 were excluded from factors. Personal characteristics were excluded from factor analyses because they are nominal scales and store selection attributes, consumption emotion, and traditional market revisit intentions were analyzed as factors.

Through the analysis, in the case of tourist satisfaction, questions 1 among initial questions was removed and in the case of regional brand image, questions 3 was removed. In the case of cultural factor, questions 3 was removed. All the factors had 1 or higher eigenvalues and 0.4 or higher factor loading values.

The values of Cronbach's α reliability coefficients were shown to be 0.6 or higher for all factors. Cronbach's α coefficients in a range of 0.694~0.925, internal consistency can be regarded to have been secured. The foregoing

<Table 3> Inter-correlations among variables

	1	2	3	4	5
1. Tourist satisfaction	1				
2. Regional brand image	.093	1			
3. Cultural factor	.081	.930**	1		
4. Reputation of culture tourism oriented markets	.403**	.263**	.299**	1	
5. Traditional market revisit intention	.271**	.372**	.391**	.600**	1
6. Word of mouth intention	.157**	.289**	.320**	.532**	.596**

Notes: **, P < 0.05 (two tailed)

details are summarized in the <Table 2>.

Pearson correlation analyses were conducted to examine the correlations among the extracted factors and according to the results, except for the correlation coefficients between administrative supervision and participation in interaction and between listening to interactions and practice related factors, all factors were shown to have positive (+) correlations as is shown in <Table 3>.

4.3. Analysis of the effect of tourism attraction on reputation of culture tourism oriented market <H1-1>, <H1-2>, and <H1-3>

To examine whether tourism attraction affects on the reputation of culture tourism oriented markets, multiple regression analyses were conducted with sub factors in tourist satisfaction, regional brand image, and cultural factor.

According to the results of multiple regression analyses conducted in tourist satisfaction and cultural factor (<H1-1> and <H1-3>) showed significant results at a significance level of 0.05 as shown in <Table 4>. The F value was 41.849 and the significance probability was 0.000 indicating that the regression equation is significant and the R2 value was 0.234 indicating that the regression equation was explaining approximately 23.4% of all variations. However,

<Table 4> Effect of tourism attraction on reputation of culture tourism oriented market

	non-standardized coefficients		standardized coefficients	t-value	P	R ²	F-value
	B	S.E.	β				P
constant	1.327	.280		4.734	.000	0.23	41.849
tourist satisfaction	.388	.054	.381	7.187	.000		
brand image	-.208	.181	-.165	-1.149	.252		
cultural factor	.254	.050	.268	5.059	.000		

the regional brand image(<H1-2>) did not show any significant result($t=-1.149, p=0.252$).

4.4. Analysis of effect of reputation of culture tourism oriented markets on traditional market revisit intention <H2-1> and <H2-2>

To examine whether tourism attraction affects on the reputation of culture tourism oriented markets, regression analysis was conducted.

The results of regression analysis was shown to be significant at a significance level of 0.05 as shown in <Table 5>. The F value was 154.919 and the significance probability was 0.000 indicating that the regression equation is significant(<H2-1>) and the R^2 value was 0.360 indicating that the regression equation was explaining approximately 36% of all variations.

To examine whether tourism attraction affects on word of mouth intention, regression analysis was conducted.

The results of regression analysis was shown to be significant at a significance level of 0.05 as shown in <Table 6>. The F value was 108.484 and the significance probability was 0.000 indicating that the regression equation is significant(<H2-2>) and the R^2 value was 0.238 indicating that the regression equation was explaining approximately 23.8% of all variations.

4.4. The Results of Hypotheses Tests

The hypotheses test are summarized in <Table 7> based on the research analysis.

<Table 5> Effect of reputation of CTOM on traditional market revisit intention

	non-standardized coefficients		standardized coefficients	t-value	P	R^2	F-value
	B	S.E.	β				P
constant	1.682	.193		8.696	.000	0.360	154.919
cultural factor	.621	.050	.600	12.447	.000		0.000

<Table 6> Effect of reputation of CTOM on word of mouth intention

	non-standardized coefficients		standardized coefficients	t-value	P	R^2	F-value
	B	S.E.	β				P
constant	1.633	.211		7.757	.000	0.238	108.484
reputation of CTOM	.566	.054	.532	10.416	.000		0.000

<Table 7> Results of hypotheses test

Hypotheses	Description	t-value	P	Results
H1-1	Tourist satisfaction → Reputation of CTOM	7.187	0.000	Supported
H1-2	Regional brand image → Reputation of CTOM	-1.149	0.252	Unsupported
H1-3	Cultural factor → Reputation of CTOM	5.059	0.000	Supported
H2-1	Reputation of CTOM → Traditional market revisit intention	12.447	0.000	Supported
H2-2	Reputation of CTOM → WOM intention	10.416	0.000	Supported

5. Conclusion and Implication

5.1. Summary of the Study and Implications.

This study was designed to investigate to measure the effect of reputation of culture & Tourism oriented market on revisit intention and word of mouth effects for Traditional Market. Consumers and Tourists have continued interest in certain places or services and have revisit and word of mouse intentions through their satisfaction while traveling or purchasing goods. Their goods images and impressions from experience of traveling and purchasing keep in mind and be another place and story to talk others. Researchers defined tourist satisfaction as an element that affects on revisit intention and word of mouth effects for Traditional Market. Customer satisfaction is a concept important in enterprise management that affects consumption related behaviors such customers' repurchase intentions, revisit intentions, loyalty to products, and word of mouth intentions as well as enterprises' profitability and growth. Tourist satisfaction can be said to be a feeling of satisfaction felt by tourists in comparison with sacrifices while the tourists are enjoying purchases of products and culture when they have visited culture tourism oriented markets compare to spent time & expenses. So tourist satisfaction of users of traditional markets and their revisit intentions and the results indicated that higher customer satisfaction was associated with higher revisit and word of mouse intentions.

Culture is an important factor that maintains and regenerates cities and cities should be perceived as cultural places instead of simple physical places so that cities can become places that play public roles for customers and citizens. Tourist pull factors include natural landscapes, histories, traditional architecture, traditional arts, sport and recreation facilities, entertainment facilities, and shopping. Although many markets have been equipped with modern shapes through facility modernization pursuant to traditional market support policies, they were remodeled uniformly

ignoring their distinct features and individuality. Modern peoples are losing not only a hometown but also a hometown in heart. To find out a lost hometown in heart, peoples are looking for the past and the roots. So culture factors will be the motive to find out peoples a hometown in heart. So culture was associated with higher revisit and word of mouse intentions for traditional market.

This study began under the assumption that tourist satisfaction, regional brand image, and culture elements have a significant positive effects on the reputation of culture & tourism oriented markets and that the reputation of culture & tourism oriented market has significant positive effects on traditional market revisit intentions and word of mouse intentions. But regional brand image was not supported. Brand image is a important point to select purchasing goods, like food, clothes, and electronic products but not for culture & tourism oriented traditional market. It seems that many people want feeling their own emotions with their own way and method. So the tourist can select a new places and visit the market if it has a special culture and special foods which people can like and enjoy even they do not have regional brand image.

If the tourists and customers are satisfied by the culture & tourism oriented market compare to their expenses and time spent, they will have a good image for the market and remember it in their heart. These kinds of good impression will have a positive effect for traditional market revisit intension.

Potential customers of today collect information through Internet information sources such as chatting, personal

bulletin boards and Internet consumer forums instead of friends or colleagues as with previous word of mouth and named information exchanges between existing word of mouth and other consumers as 'Word of Mouse.' People who had good experience during their trip will keep good impression a long time and talk to others by face to face or SNS.

5.2. Limitations of the Study and Future Direction

To measure the effect of reputation of culture & tourism oriented market on revisit intention and word of mouth effects for Traditional Market, this study conducted questionnaire surveys with tourist & consumers who visited culture & tourism oriented market at 5 markets in 4 provinces. So this small research sample size and limited coverage area have certain limitation to present national wide opinions. It was difficult to get the questionnaire from the tourist was not easy since they were busy to enjoy and move quickly. So, their response were not so accurate or sincere sometimes. So it need to think over strong reward for them in the future. Also coverage are should be national wide, at least one market in each province of the country.

We collect these questionnaires on Weekend and holidays which means most peoples were tourist from other cities. Probably, peoples' mind and opinion will be different who visit during week days since they will be more consumer side than tourist.

So we need more q'ty of sample from various parts of peoples.

References

- Argan, M. (2012). Word-of-Mouth(WOM) as a tool of health communication: A case study of Turkey. *Journal of Society for Development in New Environment in B & H*, 6(1), 216-221.
- Bolton, Ruth N., & Drew, James H. (1991). A Longitudinal Analysis of the Impact of Service Change on Customer Attitude. *Journal of marketing*, 55(1), 1-9.
- Carman, James M. (1990). Consumer Perceptions of Service Quality; An Assessment of the SERVQUAL Dimensions. *Journal of Retailing*, 66(1) 33-55.
- Cho, Mee-Hee, Mark, A. Bonn, & Kang, So-Ra (2015). The Moderating Effects of Retailers' Green Practices upon Customer Environmental Values and Organic Food Purchasing Intension. *Journal of Distribution Science*, 13(11), 5-13.
- Choo, Myeong-Jo, & Jung, Yeon-Sung (2015). Effects of Traditional Market Service Quality Factors on Consumer Value, Relational Quality, and Behavioral Intension. *Journal of Distribution Science*, 13(11), 79-92.
- Cronin, J., & Taylor, S. (1992). Measuring Service Quality; Re-examination and Extension. *Journal of Marketing*, 56(3), 55-68.
- Dorsch, M. J., Grove, S. J., & Darden, W. R. (2000). Consumer Intension to use a Service Category. *Journal of Service Marketing*, 14(2), 37-48.
- Gartner, W. C., & Ruzzier, M. K. (2011). Tourism Destination brand equity dimensions: Renewal Versus Repeat Market. *Journal of Travel Research*, 50(5), 471-481.
- Gelb, B. D., & Sundaram, S., (2002). Adapting to Word of Mouse. *Business Horizon*, 7(9), 21-25.
- Hunter, W. C. (2007). A Medical Tourism: Global Niche. *International Journal of Tourism Science*, 7(1), 129-140.
- Jones, T. O., & Sasser, W. E. Jr. (1995). Why Satisfied Customers Defect. *Harvard Business Review*, 73(6), 88-99.
- Kim, Heung-Ryul, & Her, Chung-Uk (2012). The Relationship among Tourist Attractiveness, Satisfaction, and

- Behavioral Intension of Culture Tourism Oriented Traditional Markets. *Korean Journal of Tourism Research*, 26(6), 141-155.
- Kim, Sung-Jin (2009). The Study of Promotion Method for Traditional Market. *Korean Culture Policy Research Institute*, 2009(12), 124-134.
- Lee, Kyu-Hyun, & Kim, Yong-Jae (2015). The Policy Effects on Traditional Retail Markets Supported by the Korean Government. *Journal of Distribution Science*, 13(11), 101-109.
- Lee, Young-Il, & Kim, Young-Shin (2015). A Study on CSV of Social Economy and Consumer Perspective. *Journal of Distribution Science*, 13(12), 53-63.
- Lee, Young-Ju (2015). Direction of Revitalization for Gang-Won Traditional Market based on Several Case. Research Institute for Gang-Won, Policy Memo, 445(20),
- Lim, Jeanny, & Lee, Jeong-Min (2014). A Study on the Visual Merchandising of Traditional Markets in Urban Regeneration. *Journal of Distribution Science*, 12(12), 55-63.
- Oliver, L. R. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decision. *Journal of Marketing Research*, 17(9), 46-49.
- Ryu, Tae-Chang, & Byun, Chung-Gyui (2013). The Effect of Attraction of Cultural Tourism Market on Tourists' Satisfaction and Revisiting Intension. *Journal of the Korea Planning Association*, 48(3), 149-164.
- Se, Jung-Suk, Yang, Jae-Jung, & Lee, Yong-Ki (2014). Effects of Perceived Benefits and Costs of Traditional Market Support on relationship Quality and Support. *Journal of Distribution Science*, 12(12), 43-54.
- Shim, W. S. (2013). The Study of Relations Between customer Satisfaction by Purchasing Favored Products and Revisit Intension at Traditional Markets Space. *Journal of Culture Industry*, 13(4), 97-104.
- Small Enterprise and Market Service (2012). *Research on Actual Condition of Traditional Market & Store Management of 2012*. Seoul, Korea; Small Enterprise and Market Service.
- Small Enterprise and Market Service (2013). An Outcome Report of the Traditional Market Revitalization Support Business. Seoul, Korea; *Small Enterprise & Market Service Management*, 2(4), 65-85.
- Sung, H. S., & Han, S. L. (2007). A Study on Service Quality, and Revisiting Intension in the Korean Traditional Market -Focusing on the moderate effects of experience and variety seeking. *Journal of Channel and Retailing*, 12(1), 85-104.
- Yan, Guang-Hao, & Na, Seung-Hwa (2012). A Study of the Environment Consciousness Influences on the Psychological Reaction of Forest Ecotourists. *Journal of Distribution Science*, 10(1), 43-52.
- Yang, Hoe-Chang, Cho, Hee-Young, & Lee, Won-Dong (2015). Multi-dimensional Emotional Intelligence Effects on Intrinsic/Extrinsic Motivation and Job Satisfaction: Analysis Using Laborer Perceived Organizational Support. *East Asian Journal of Business Management*, 5(4), 13-18.
- Yoon, Byung-Sup, Lee, Young-An, & Lee, Hong-Jae (2010). The Effect of Justice Perception with regard to Performance Pay System on Job Satisfaction and Organizational Commitment; With Focus on th Police Official's Perceptions. *Korea Social Police Institute*, 10(3), 219-238.
- Yoon, Se-Hwan, & Park, Jin-Young (2009). The Impact of Tourist Attractiveness of Traditional Markets on their Evaluation. *Korean Journal of Tourism Research*, 24(1), 57-73.
- Zao, Yang, Lim, Dalbo, & Cui, Xibin (2011). Empirical Study on the Chinese Customer' Global Brand Preference and Purchase. *Journal of International Trade and Industry Studies*, 16(2), 79-114.
- Zhang, Jun, & Lee, Hoon-Young (2015). Factors Influencing Chinese Customer' Selection of Health Care Service Countries: Focusing on Word-of-Mouth Moderating Effects. *Journal of Distribution Science*, 13(12), 41-52.
- Zhou, Feng (2016). The Effect of the Products' Review on Consumers' Response. *International Journal of Industrial Distribution & Business*, 7(2), 13-20.