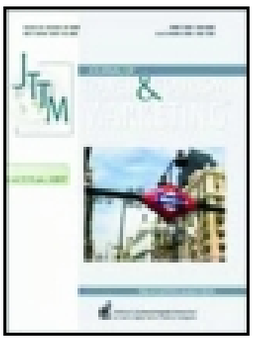

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Investigating key innovation capabilities fostering visitors' mindfulness and its consequences in the food exposition environment

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ABSTRACT

This study investigated the crucial innovation capability factors of an exposition in creating visitors' mindfulness, and examined the effect of visitors' mindfulness on memory formation and patronage intentions in the food exposition context. To test a conceptual model, a survey was conducted targeting participants in an international food exposition held in Busan, South Korea. The data from a total of 371 visitors were analyzed using structural equation modeling analysis. The results reveal that product-, environment-, and promotion-related subdimensions of innovation capability in a food exposition enhance visitors' mindfulness. In addition, visitors' mindfulness builds strong memories and patronage intentions with regard to food expositions. The study findings enrich our understanding of the innovation experience of exposition visitors and the role of mindfulness in the food exposition context. Practical implications are explored in the Discussion section.

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Introduction

Expositions, exhibitions, and trade shows have become a fast-growing global market in recent decades (Jin & Weber, 2016), and contribute to job creation and economic growth of the host city (Ahn, Hyun, & Kim, 2016). Successful expositions and exhibitions feature continuous innovation, which creates new experiences for participants (Dawson, Young, Tu, & Chongyi, 2014). In essence, the definition of innovation focuses on the concept of newness (Johannessen, Olsen, & Lumpkin, 2001). Innovation has become a major consideration for participants attending an exposition (Jin & Weber, 2016). Accordingly, exposition managers now consider it important to develop innovation capabilities in various areas. However, their efforts at innovation do not always ensure success in the marketplace. Innovation failures may result from a mismatch between providers and consumers, in the way and extent to which visitors evaluate the innovative capability of suppliers (Kunz, Schmitt, & Meyer, 2011). It is therefore necessary to examine perceived innovative capability from a consumer-centric perspective in order to promote more effectiveness of innovation.

Perceived innovative capability is defined as the consumer perceptions of the ability of suppliers to offer new products, novel service, a new environment, or creative promotion (Lin, 2015). A sizable body of research has explored the types, drivers, and benefits of innovation in tourism contexts (Camisón & Monfort-Mir, 2012; Hjalager, 2010). Previous studies regarding tourism innovation have focused on examining the relationship between knowledge transfer and innovation in organizational networks (Aarstad, Ness, & Haugland, 2015; Novelli, Schmitz, & Spencer, 2006; Weidenfeld, 2013). Nevertheless, there is limited understanding of visitors' internal responses to innovation capability in exposition settings.

It is well acknowledged that visitors highly value new experience in exposition settings (Whitfield & Webber, 2011). Considering the notion that experiences could be understood as a state of mind being influenced by external stimuli (Volo, 2009), new experience could be considered as visitors' state of mind affected by new stimuli at expositions. Mindfulness is defined as the state of mind with attention to, and awareness of, present experience (Brown, Ryan, & Creswell, 2007). Choe, Lee, and Kim (2014) noted the importance of mindfulness in visitors' experience at the expositions. More importantly, Moscardo (1996, p. 382) argued that "people tend to be mindful when there is variety, novelty or rarity in a situation". In line with Moscardo's (1996) research, it could be assumed that visitors might respond mindfully

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to various types of new stimuli offered at expositions. In this context, the present study argues that perceived innovation capability could induce visitors' mindfulness in exposition settings.

Understanding consumer perceptions of the innovation capability of expositions is important because of the growing evidence that more and more expositions have invested in innovation (Whitfield & Webber, 2011). It is also crucial to understand the concepts of mindfulness as visitors' internal response to innovation because these expected findings will contribute to the goals of visitors and the industry. Visitors highly value innovation and seek to experience novelty at expositions (Ahn, Hyun, & Kim, 2017; Rittichainuwat & Mair, 2012). In mindful situations, visitors enjoy learning and satisfaction with a more focused mind by becoming involved in the venues (Kang & Gretzel, 2012). Moreover, exposition success depends on attendees' perception of innovation at various touch points (Rittichainuwat & Mair, 2012). Given the fact that similar types of expositions have emerged, exposition managers are required to understand visitors' internal response to diverse forms of innovation for achieving sustainable growth of the industry (Tafesse & Skallerud, 2017). While it has been established that mindfulness results in various positive benefits for people (Brown & Ryan, 2003), empirical research examining how mindfulness is triggered in exposition settings and how it affects marketing outcomes is limited.

The purpose of this study is (1) to examine how visitors' perceived innovative capability could have a significant influence on mindfulness; and (2) to examine whether mindfulness affects their memories and patronage intentions in expositions. Beginning with a brief literature review on perceived innovation capability and mindfulness, this paper investigates four hypotheses (Hs) involving the links between product, service, experience, promotion-related innovation capability, and mindfulness. Two hypotheses involve the relationship between mindfulness, memory, and patronage intention. These have implications for the literature of both innovation and mindfulness in the exposition industry. This study provides insights into how exposition marketers strategically leverage their innovative capabilities, ultimately demonstrating that mindfulness-oriented innovation capability has the potential for achieving mutual benefits for visitors and suppliers of expositions.

Literature review

Innovation and perceived innovation capability

With the growing importance of innovation for firms, research and interest in this topic has increased across disciplines. Research studies have discussed divergent perspectives on innovation, including incremental versus radical innovation, market-pull versus technology-push innovation, and process versus outcome innovation (Camisón & Monfort-Mir, 2012; Schumpeter, 1934; Witell, Snyder, Gustafsson, Fombelle, & Kristensson, 2016). Schumpeter (1939) categorized the five types of innovation: products, methods of production, sources of supply, new markets, and new ways to organize business. The Oslo Manual (OECD, 1997) similarly categorizes four types of innovation: product innovation, process innovation, marketing innovation, and organizational innovation. According to the European Commission's Green Paper (European Commission, 1996) on Innovation, innovation includes new products, services, and markets; new methods of production, supply, and distribution; and changes in organizational management and practice. In the fields of tourism, Camisón and Monfort-Mir (2012) have highlighted the need to expand the perception of the dynamic innovation capability of tourism firms, which has not been fully measured compared with the innovation scoreboard of the manufacturing industry. Along the lines of Schumpeter's (1939) approach, Hjalager (2010) categorized tourism innovation as product, process, marketing, managerial, and institutional.

Although the range of innovation is broad and loosely defined, the newness to markets or firms has been the focus of innovation definition (Kriazj, Brodnik, & Bukovec, 2014). The concept of perceived innovation capability has been recognized because of the evidence that innovation must be new not only to its developers, but in a broader context (Kunz, Schmitt, & Meyer, 2011). This insight reflects the necessity of perceived innovation capability research from the point of view of consumers because this research will contribute in to broadening the perspective on what constitutes an innovation. For instance, exposition visitors cannot see innovation within firms' systems. Visitors may have a different view regarding evaluating innovation capability. In this context, perceived innovation capability enriches our understanding of the appearance of innovation outside firms' system boundaries.

Lin (2015) has conceptualized consumer perception of firms' innovation capability involving four dimensions: product-related, service-related, promotion-related, and experience-related innovation capabilities in retail settings. This theoretical framework is based on the four basic pillars of marketing: (1) the offerings provided by exhibitors (what); (2) the services that exhibitors and all service providers deliver to visitors (how); (3) the settings that venues and exhibitors use to display offerings to visitors (where); and (4) the marketing

Table 1. Definition of perceived innovation capability.

Dimensions	Definitions	Related elements	Reference
Perceived product-related innovation capability	Consumers' perceptions related to the ability of suppliers to offer new products and novel brands.	New products (i.e. changes in intrinsic attributes and external appearance of products); new private brands.	Lin (2015); Talke et al. (2009)
Perceived service-related innovation capability	Consumers' perceptions related to the ability of suppliers to offer the new service which creatively differs from expectations or alternatives.	New service delivery process; new modes of interaction; technological newness.	Lin, 2015; Zolfagharian & Paswan (2009)
Perceived experience-related innovation capability	Consumers' perceptions related to the ability of suppliers to offer new experiences in the surrounding environment.	Newness in tangible aspects of environment (i.e. facilities, spatial layout, interior decoration); newness in intangible aspects of environment (i.e. ambient conditions).	Lin (2015)
Perceived promotion-related innovative capability	Consumers' perceptions related to the ability of suppliers to offer new promotion activities.	Newness in promotional designs, price discounts, and advertising character, and the distribution of products.	Lin (2015); Slotegraaf & Pauwels (2008);

activities that exhibitors conduct in order to connect with consumers (how). Based on previous research, each dimension of perceived innovation capability was defined as presented in Table 1. In this research, perceived innovative capability could be described as the visitors' perceptions relating to the ability of exhibition organizers and exhibitors to offer new products, service, environment, or promotion in the context of expositions.

It is important to identify key innovation capabilities of the exposition for the sustainable growth of the industry in the regions. In the pursuit of innovation, exposition organizers and exhibitors face a rigid innovation capability paradox: investing in one component makes it impossible to renew other components, given time and financial constraints (Atuahene-Gima, 2005). In food exposition settings, many food-related firms also have a mandate to innovate themselves by responding to changing consumer preferences and concurrently to decrease the risk and uncertainty of innovation investment. Furthermore, exhibitions/expositions are an important channel that drives innovation in the local regions (Camisón & Monfort-Mir, 2012). In particular, food expositions and exhibition play a pivotal role in developing the regional hospitality industry by promoting new food products and services, and creating innovation value chains (Horng, Su, & So, 2013).

Mindfulness

Mindfulness is defined as the state of mind with attention to, and awareness of, present experience (Brown et al., 2007). Bishop et al. (2004) similarly describe mindfulness as self-regulated attention and an awareness of the moment-to-moment change in thoughts and emotions in present experiences. In other words, a receptive attention and non-judgmental awareness of present experiences are key components of mindfulness (Bishop et al., 2004; Brown et al., 2007). Attention indicates a reactive state of mind to external stimuli, while awareness indicates noticing of such stimuli (Choe et al., 2014). Mindfulness literature has demonstrated that mindfulness is characterized by alertness to distinctions, awareness of multiple perspectives, sensitivity to different contexts, and openness to novel experiences (Sternberg, 2000). Consistent with the concept of mindfulness in Choe et al. (2014), the current study defines mindfulness as the mental state of showing attention to and awareness of the present moment in a non-judgmental way.

It is believed that mindfulness could be an essential element for the success of innovation at expositions. In exposition/exhibition settings, visitors are motivated to maintain awareness of new trends (Nayak & Bhalla, 2016), while exhibitors compete to draw visitors' attention to newly launched products and services. Mindfulness facilitates acceptance of new products through increased consumer attention and adoption of sustainability-oriented innovation (Barber & Deale, 2014; Bayraktar, Uslay, & Ndubisi, 2015). Mindfulness intensifies the positive qualities of customer experiences (Owusu-Frimpong & Nwankwo, 2012) and increases loyalty (Ndubisi, 2012). Recent mindfulness research has gained visibility in exposition literature as a useful lens for evaluating attendees' experiences (Choe et al., 2014). In this vein, mindfulness could be an important element in the successful showcasing of innovations through expositions, thereby contributing to the realization of both supplier and visitor goals.

In tourism contexts, previous research revealed the positive effects of mindfulness on enhanced learning, satisfaction, and conservation. Frauman and Norman (2004) have revealed that mindful visitors actively interpret cultural information at tourism sites. Kang and Gretzel (2012) have revealed that tourists' mindfulness increases learning, enjoyment, and escape, resulting in favorable evaluations of tourism experiences. Van Winkle and Backman (2009) have found that

mindfulness gives tourists a greater feeling of control over their own actions at cultural festival events. Moreover, mindfulness is a vehicle for conserving heritage sites and nature-based settings. For instance, Kang and Gretzel (2012) have found that mindful visitors understand the impacts of their behavior at national parks, and deliberately engage in pro-environmental citizenship behaviors.

Several studies support the notion that mindfulness is beneficial for people, the planet, and profit. The positive impacts of mindfulness on individuals include well-being (Brown & Ryan, 2003), creativity (Ostafin & Kassman, 2012), emotional regulation (Feldman, Hayes, Kumar, Greeson, & Laurenceau, 2007), and self-transcendence (Vago & Silbersweig, 2012). Mindful visitors feel connected to nature and exhibit high levels of ecological concern (Barbaro & Pickett, 2016). Barber and Deale (2014) have found that hotel guests with a high level of mindfulness show concern for society by purchasing fair-trade and cruelty-free products. Mindfulness can boost firm profits and performance by leading to creative solutions (Liozu & Hinterhuber, 2013).

Despite the proliferation of interests on the effects of mindfulness, there are few studies on the causes of mindfulness. In her seminal work, Moscardo (1996) has confirmed that varied, novel, and rare stimuli in the settings lead to mindfulness of visitors. In this way, Moscardo (1996) laid a theoretical foundation linking the antecedents of mindfulness with innovation. It has been observed that museum visitors exhibit mindfulness when paying attention to relevant information from the museum environments. As in museum settings, visitors could exhibit mindfulness associated with attention and awareness to new stimuli. Therefore, this study proposes that perceived innovation capability is an antecedent of mindfulness.

Perceived innovation capability as an antecedent of mindfulness

Perceived product-related innovation capability

Perceived product-related innovation capability refers to a consumer's perception related to the ability of suppliers to offer new products and novel brands (Lin, 2016). The perception of new products depends on the newness of a product's intrinsic attributes and the novelty of its external appearance (Lin, 2016; Talke, Salomo, Wieringa, & Lutz, 2009). In the context of food expositions, product-related innovation capability is facilitated by the newness in product quality (i.e. texture, flavors) and design features of foods (i.e. color, contour/shape) (Gehlhar, Regmi, Stefanou, & Zoumas, 2009). Fair trade products could be interpreted as a form of product innovation in the light of growing social concerns (Becchetti & Huybrechts, 2008).

It is argued that perceived product-related innovation capability heightens mindfulness. Mindfulness theory suggests that novel stimuli increase customer mindfulness (Moscardo, 1996). Mindfulness emerges when individuals make a cognitive distinction of new products regarded as novel. Schramm and Hu (2014) state that the new product attributes or designs may present unfamiliar characteristics that trigger mindfulness. New brands attracting visitors' attention is also a key element of mindfulness (Ponnam & Balaji, 2015). In addition, Barber and Deale (2014) have found that mindfulness is positively related to purchasing the new types of pro-environmental products at hotels. In the context of food expositions, visitor attention is focused on the attributes and designs of innovative food products. For example, organic food products perceived as being innovative trigger consumers' curiosity (Chinnici, D'Amico, & Pecorino, 2002). Kashdan, Afram, Brown, Birnbeck, and Drvoshanov (2011) stated that curiosity promotes active information processing which results in mindfulness. In this way, perceived product-related capability stimulates visitors' attention and awareness, which are key characteristics of mindfulness. We can therefore argue that:

H1: Perceived product-related innovation capability positively relates to mindfulness in exposition settings.

Perceived service-related innovation capability

Perceived service-related innovation capability refers to a consumer's perceptions regarding the ability of suppliers to offer new services that creatively differ from expectations or alternatives (Lin, 2015). Perceived service innovation capability depends on the ability to make changes to the act of selling, the new service delivery process, and creative business value systems (Zolfagharian & Paswan, 2009). In exposition settings, perceived service innovation capability is facilitated by not only technological newness (i.e. interactive kiosk, applications, online registering systems, Internet of things (IOT)) but also the knowledge and available expertise of employees (Chuang & Lin, 2017; Gustafsson, Kristensson, & Witell, 2012).

It is argued that perceived service-related innovation capability positively relates to visitors' mindfulness at expositions. Michel, Brown, and Gallan (2008) defined service innovation as finding new ways of co-solving customer problems (Michel et al., 2008). Co-producing novel solutions in real time involves flexible thinking and high context communication between employee

and consumers (Michel et al., 2008). Sensitivity to contexts and multiple perspectives are the main attributes of mindfulness (Sternberg, 2000). In other words, new information exchange that offers fresh solutions to visitors' problems promotes involvement and learning (Gustafsson et al., 2012), which are closely related to mindfulness (Dutt & Ninov, 2016). It is also known that innovation capability of service providers includes the ability of communication and empathy (Panayides, 2006). Block-Lerner, Adair, Plumb, Rhatigan, and Orsillo (2007) showed that empathic insights and responses of employees begin with mindfulness because mindfulness helps to calm people's minds and emotions and increases focus on customer needs and difficulties.

Empirical findings also support the notion that service innovation induces mindful experiences. Ndubisi (2012) has shown that open communication through face-to-face interaction prompts mindfulness in healthcare settings. In tourism contexts, Mohamed, Noor, and Mohamed (2014) have shown that the interpretive service of tour guides facilitates visitor mindfulness in heritage settings. Dutt and Ninov (2016) have argued that socially constructive communication enhances attention by enabling visitors to acquire new knowledge through face-to-face interaction. In exposition settings, visitors' mindfulness may be stimulated by interactive information exchanges with service employees. Han and Verma (2014) described the importance of an "aha moment" brought on by the acquisition of new information at trade shows. In addition, technology newness in a self-service system can facilitate a customer's involvement (Magnusson, Matthing, & Kristensson, 2003), which is positively associated with mindfulness (Nambisan & Baron, 2009). On this basis, it is hypothesized that perceived service-related innovation capability positively relates to mindfulness in exposition settings.

H2: Perceived service-related innovation capability is positively related to mindfulness in exposition settings.

Perceived experience-related innovation capability

Perceived experience-related innovation capability is defined as consumer perceptions related to new experiences in the creative surrounding environment (Lin, 2015). The Mehrabian–Russell (M–R) environmental psychology model postulates that the environment plays a key role in affecting cognition and emotions (Mehrabian & Russell, 1974). Attendees can experience environmental innovation capability when they enter the lobby with the new facilities, or when they navigate a spatial layout (Shankar et al., 2011). An innovative exposition environment can be developed by new architecture and creative interior decoration that changes according to the seasons. The novel ambient conditions created by lights, music, scent, and temperature also build the perception of experience-related innovation capability beyond habitual surroundings (Lin, 2015). In this way, visitors' experiences in innovative environments constitute an integral part of exposition marketing (Lin & Lin, 2013).

It has been argued that mindfulness can be facilitated by a visitor's experience of an exposition environment. Mindfulness theory postulates that sensory stimuli in an environment facilitate an individual's bottom-up attention in non-habitual settings (Moscardo, 1996). Moscardo (1996) describes mindfulness as attention to the setting, and mindlessness as little attention to the setting. Chen, Scott, and Benckendorff (2017) state that aesthetic appreciation of surroundings could be a predictor of mindfulness because sensory awareness facilitates mindfulness. It is known that use of multisensory media and interactive settings activate mindfulness in a festival context because these elements allow people to be attuned to their surroundings (Balandran & Roehl, 2016). Visitors' mindfulness could be induced when signs and displays were suitably presented in museums. Similar to museum and festival settings, novel exposition environments could trigger visitors' mindfulness (Janes, 2010). In food expositions, the aesthetic designs of facilities and the visually pleasing booths positively influence the attention of visitors, thereby eliciting mindfulness (Choe et al., 2014; Siu, Wan, & Dong, 2012). In this regard, the environment-related experience within the exhibition venues affects attendees' mindfulness.

H3: Perceived experience-related innovation capability positively relates to mindfulness in exposition settings.

Perceived promotion-related innovation capability

Perceived promotion-related innovative capability refers to a consumer perception regarding suppliers' ability to offer a new promotion mix (Slotegraaf & Pauwels, 2008). Promotion-related innovative capability includes new promotional designs, price discounts, distribution channels, and advertising characters (Grewal et al., 2011; Sikdar & Vel, 2010). For example, gambling-related promotions and invitation-only or conditional promotions increase consumers' perception of the novelty of promotional designs (Alavi, Bornemann, & Wieseke, 2015; Xu, Buhalis, & Weber, 2017). This active cognitive state involves ongoing alertness to marketing activities and continuous differentiation of promotions

(Uslay & Erdogan, 2014). As a result, perceived promotion innovation capability can develop the distinctiveness of an exposition.

It is argued that perceived promotion-related capability positively relates to the mindfulness of visitors in exposition settings. Lichtenstein, Ridgway, and Netemeyer (1993) described price awareness as attributes that underlie the degree of mindfulness. It is known that discounted and competitive prices attract visitor attentions in exhibition settings (Rittichainuwat & Mair, 2012), thereby leading to leading to visitors' engagement in present experiences. Chen et al. (2017) suggest that the engagement in present moment experience is a crucial feature of mindfulness. In food expositions, promotional events, such as cocktail tastings and wine competitions, cater to the curiosity of visitors. The literature suggests that curiosity enhances the role of mindfulness in deep information processing (Kashdan et al., 2011). In addition, slogans that promote a healthy lifestyle and local foods draw customer attention and encourage involvement associated with mindfulness (Gyimóthy, 2017). In this regard, perceived promotion-related innovation capability can enhance mindfulness in the context of food expositions.

H4: Perceived promotion-related innovation capability relates positively to mindfulness in exposition settings.

Memory

Memory refers to remembering past events (Oh, Fiore, & Jeoung, 2007). The autobiographical memory consists of perceptual, semantic, and episodic representation (Cabeza & St Jacques, 2007; Rubin, Schrauf, & Greenberg, 2003; Tulving, 1972). Semantic memory is related to factual and schematic knowledge, whereas episodic memory involves event-specific knowledge with contextual details (Cabeza & St Jacques, 2007). Places associated with positive memories of past trips are often revisited (Kim, Ritchie, & McCormick, 2012). Faced with the challenge of enhancing tourist loyalty, tourism researchers have attempted to identify the antecedents of memory (Kim & Jang, 2016). The importance of memory has been highlighted through the theoretical lens of vividness, recollection, and memorable experiences (Kim & Jang, 2016; Kim et al., 2012). For example, Ahn et al. (2017) have examined the significant role of vividness in the experiences of exhibition visitors.

It has been argued that mindfulness positively influences the formation and retention of memories. Brains better maintain memories in attentional control (Gruber & Goschke, 2004). Malinowski (2013) demonstrated that attentional control is closely related to mindfulness neurologically. The extant memory literature suggests that attention plays a crucial role in encoding memory by allocating cognitive resources to in-depth processing. Attention is a key element of mindfulness (Bishop et al., 2004). When mindful, individuals experience more control because they see reality as something that continually changes and learn how to gain control over the body, paying attention to subtle bodily changes (Pagnini, Bercovitz, & Langer, 2016). Moreover, Course-Choi, Saville, and Derakshan (2017) have shown that mindfulness improves working memory capacity by facilitating the depth of the encoding process in the memory. Given how the brain creates and stores memories, mindfulness is one of the determinants of the formation of memories.

Several studies have found a positive relationship between mindfulness and improved memory. In situations where mindfulness is not required, visitors behave automatically without much thought, resulting in limited memory recall (Moscardo, 1996). In mindful situations, visitors involve their interpretations of their experiences, which facilitate the building of memories based on script-based narratives (Tung & Ritchie, 2011). Chen et al. (2017) have found that tourists' mindful experiences are remembered in a vivid and detailed manner. Campos, Mendes, do Valle, and Scott (2016) have shown that swimming activities with dolphins involve being mindfully aware of present experiences, thereby positively influencing memorability. Similarly, Dutt and Ninov (2016) have found a positive correlation between mindfulness and tourists' memories of historical and cultural themes in Dubai, United Arab Emirates (UAE). In this regard, mindfulness plays a positive role in marking a memory. Therefore:

H5: Mindfulness is positively related to the formation of memories in exposition settings.

Patronage intentions

The category of "patronage intention" includes the variables of preference, recommendation, and loyalty (Ndubisi, 2012; Zolfagharian & Paswan, 2009). Patronage intention is related to a consumer's actual patronage behavior (Lin, 2016) and is related to an individual's overall evaluation of a product or service (Zolfagharian & Paswan, 2009). The concept of patronage intention is closely related to loyalty (Ahn et al., 2017). Patronage intention results in the repeated purchase of products and a consistent future commitment beyond a one-time transaction (Rahman, Wong, & Yu,

2016). Accordingly, patronage intention is important in the success of exposition industries.

Customer mindfulness enhances positive emotion (Akin & Akin, 2015) and results in greater commitment (Ndubisi, 2014). Previous studies have shown that customer mindfulness increases loyalty. For instance, Ngo, Northey, Duffy, and Thao (2016) have shown that mindfulness promotes recommendation intention by enhancing brand commitment. Ndubisi (2014) has revealed that a customer's level of attitudinal and behavioral loyalty significantly varies depending on his or her level of mindfulness. A positive relationship between a mindful service experience and customer loyalty was found in healthcare settings (Ndubisi, 2012). Dutt and Ninov (2016) have stated that the word-of-mouth intention for the destination results from mindful experience. In other words, mindfulness plays a crucial role in increasing customer loyalty. In tourism settings, Rubin, Lee, Paris, & Teye (2011) have empirically demonstrated that mindfulness ultimately increases satisfaction and loyalty at a Fiji resort because mindfulness is often associated with positive emotions (Rubin., 2011). Furthermore, it has been acknowledged that mindfulness increases tourism satisfaction (Moscardo, 1996), which is a predictor of patronage intention (Jeon, Magnini, Kim, & Hyun, 2013; Kim & Cho, 2014; Lee, Lee, Lee, & Babin, 2008). Thus, in food exposition settings, mindful visitors are likely to develop patronage intentions. Therefore, it is proposed that:

H6: Mindfulness is positively related to patronage intentions.

Method

Data collection and measurements

The case of the Busan International Food Expo (BOFAS), South Korea, was selected to test the proposed model. The 2015 BOFAS was held at the Busan Exhibition and Convention Center in Busan from June 16 to June 20 2015. BOFAS has been widely known as a well-established exposition in the region and an international event over the past 22 years (BOFAS, 2015). This annual food exposition is designed to promote newly released food products and services, and encourage interactions between firms and visitors (BOFAS, 2015). The BOFAS 2015 Busan International Food Expo features 350 companies and 500 booths. The food exposition provided an overall experience in food and beverages. Traditional/instant/local foods, coffee/tea/bakery products at a café show, and food production/packaging machinery were presented at BOFAS (2015) in the main building of the Busan Exhibition and Convention Center.

During the four days from June 16 to June 20 2015, a field survey was carried out among domestic attendees at the 2015 BOFAS held at the Busan Exposition and Convention Center (BEXCO), Busan, South Korea. Trained on-site surveyors included four graduate students majoring in tourism and exposition. Using a convenient sampling method, self-administered survey questionnaires were distributed to exposition attendees. The surveyors only targeted attendees who had finished their visit and were leaving the BOFAS event hall. The surveyors asked whether the respondent had experienced the BOFAS. The surveyors briefly explained the purpose of the survey and distributed the questionnaire to respondents who agreed to participate. As an incentive, respondents who finished the questionnaire were given a bottle of water and cookies. A total of 400 survey questionnaires were distributed to exposition visitors at the exit of the event hall of BOFAS (2015). It took approximately 15 minutes to complete the questionnaire.

Four main constructs (perceived innovation capability, mindfulness, memory, and patronage intentions) were measured using items based on previous research. The questionnaire was divided into several parts. Perceived innovation capability was measured using a product-, service-, experience-, and promotion-related innovation framework consisting of 16 questions derived from Lin (2015). The measurement of mindfulness was derived from Choe et al. (2014). To measure memory, visitors were asked how much they remembered and intended to remember after the exposition events (Oh et al., 2007). Based on the memory scales in Oh et al.'s (2007) work, visitors' memories were measured using the self-evaluation of remembered content immediately following an exposition experience. Three additional items involved patronage intentions and were derived from the work of Hyun and Kim (2014) and the research of Zolfagharian and Paswan (2009). All measurements used a 5-point Likert scale (1 = "strongly disagree" to 5 = "strongly agree").

In order to test the face validity of the study instruments, all of the constructs and measurements were reviewed by three experts who had conducted research on exposition service quality and innovation. To further refine the measurement items, a pilot test was conducted by expert groups in the meetings, incentives, conferences, and exhibitions (MICE) industry, including professors in the MICE industry and managers at convention centers. The study also included a series of questions to identify the sociodemographic characteristics of respondents, including gender, age, and past experience. 400 attendees participated in the survey,

and 29 questionnaires were excluded from analysis due to partial or inconsistent responses. A total of 371 respondents were included in the final analysis.

Data analysis

The hypotheses for the proposed model (Figure 1) were tested using structural equation modeling (SEM) based on SPSS 19.0 and AMOS 18. Prior to SEM analysis, statistical tests of normality were performed. Based on the suggestion of Hair, Black, Babin, and Anderson (2010), since each skewness and kurtosis value is in the range of the critical value (from −2.58 to +2.58, $p < .01$), it was assumed that the distribution is normal (Appendix). SEM is a useful tool for evaluating the succession of dependent relationships and verifying cause-and-effect relationships between multiple independent and dependent constructs (Hair et al., 2010). Based on Anderson and Gerbing (1988), a two-stage testing procedure was employed. In the first stage, a confirmatory factor analysis (CFA) was conducted to assess the unidimensionality of scales for each construct. In the second stage, relationships in the structural equation model were tested.

Results

Demographic profile

Table 2 displays the respondents' demographic characteristics. The sample (n = 371) comprised 60.4% males and 39.6% females. Concerning previous experience, revisit visitors (54.4%) outnumbered first-time visitors (45.5%). In terms of education, 45.0% of the respondents had a bachelor's degree, and 24.0% had an Associate degree. Regarding occupation, 34.3% were students and 24.3% were office workers. Various food-related events (i.e. Barista league for university students, Korean sommelier qualification test, the World Barista Championship) were held in South Korea, which contributed to increased student participation in the exposition (BOFAS, 2015).

Measurement model

Table 3 shows the results of the CFA regarding the measurement items and standardized factor loadings. Factor loadings ranged from .583 to .926 and were significant at $p < 0.001$. According to the CFA results, the overall fit of the measurement model was statistically acceptable: $\chi 2 = 616.636$; the degree of freedom (df) = 278; the comparative fit index (CFI) = .946; the incremental fit index (IFI) = .947; the Tucker–Lewis index (TLI) = .937; and the root mean square error of approximation (RMSEA) = .057 (Table 4). The model showed satisfactory fit indices (Byrne, 1998, Byrne, 2001). The composite reliability of all intended constructs ranged from .759 to .939, exceeding the recommended threshold of .7 (Hair et al., 2010). These results indicate sufficient internal consistency of measurement items for all constructs.

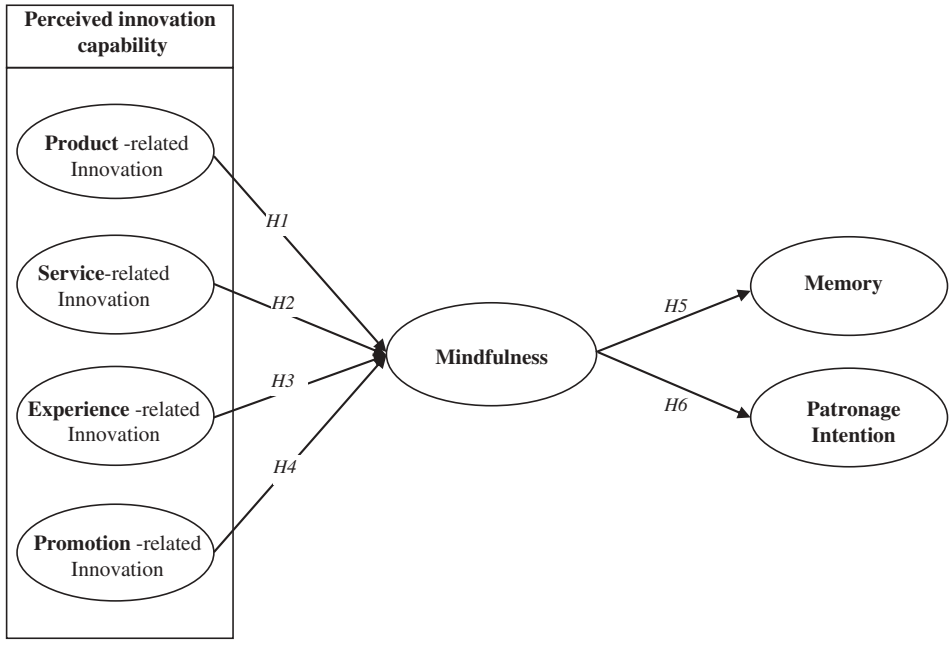

Figure 1. Proposed conceptual model.
H: hypothesis.

The average variance extracted (AVE) exceeded 0.50 for all proposed constructs (Bagozzi & Yi, 1988), indicating sufficient convergent validity, satisfactory factor loadings for constructs in the measurement model, and acceptable AVE values for each construct in the measurement model (Fornell & Larcker, 1981). In order to confirm discriminant validity, the squared correlation value of a pair of constructs and the AVE value of each latent construct were compared. Since the squared correlation values of 18 pairs were lower than AVE values, discriminant validity of those factors was established, but for three pairs this was not the case. In this case, re-examination for discriminant validity should be conducted based on the recommendation of Bagozzi and Yi (1988). Regarding the three pairs of constructs (product innovation–service innovation; promotion innovation–mindfulness; memory–patronage intentions) whose discriminant validities were not accepted, a combined model was employed that combined two distinct factors into a single factor, and was compared with the uncombined model. The results of χ^2 difference tests were significant at the .05 level (product innovation–service innovation: $\Delta 9^2 = 203.982$, df = 6 > $\chi^2_{.05}(6) = 12.592$, promotion innovation–mindfulness: $\Delta\chi^2 = 69.826$, df = 6 > $\chi^2_{.05}(6) = 12.592$, memory–patronage intentions: $\Delta\chi^2 = 54.489$, df = 6 > $\chi^2_{.05}(6) = 12.592$), verifying sufficient discriminant validity.

Table 2. Profile of respondents (n = 371).

Variable	n	%
Gender		
Male	224	60.4
Female	147	39.6
Past experience		
Revisit	202	54.4
First visit	169	45.5
Education level		
Middle school diploma	11	3
High school diploma	69	18.6
Associate's college	89	24.0
Bachelor's degree	167	45.0
Graduate degree	35	9.4
Occupation		
Student	127	34.2
Housewife	42	11.3
Office worker	90	24.3
Self-employed	29	7.8
Professional	29	7.8
Other	54	14.6
Age (years)		
19	26	7.0
20–29	176	47.4
30–39	57	15.4
40–49	32	8.6
50–59	46	12.4
60–69	34	9.2

Table 3. Confirmatory factor analysis: items and loadings.

Item	Standardized loading
Perceived innovation capability	
Perceived product-related innovation capability	
Offers many new products.	.709
Offers creative own designed products.	.740
Offers innovative private brand products.	.725
Offers more innovative products than other expositions.	.781
Offers various products for selection.	.711
Perceived service-related innovation capability	
Offers many innovative self-services.	.617
Offers many innovative services.	.782
Offers various services compared with other expositions.	.876
Offers more innovative services than other expositions.	.902
Perceived experience-related innovation capability	
Creates a holiday atmosphere through exposition decoration.	.741
Has ability to create a different in-exposition atmosphere.	.867
Offers an innovative environment.	.878
Offers a creative exposition design.	.850
Perceived promotion-related innovation capability	
Offers different discount programs.	.681
Offers an innovative promotion mix.	.781
Offers more creative promotions than other expositions.	.827
Mindfulness	
I inquired further about things in this exposition.	.785
I explored and discovered new things in this exposition.	.733
I felt involved in what was going on around me in this exposition.	.744
I searched for answers to questions I may have had in this exposition.	.783
Memory	
I will have wonderful memories of this exhibition.	.926
I will remember many positive things about this exhibition.	.900
I won't forget my experience at this exhibition.	.871
Patronage intention	
I will support and patronize this exhibition.	.718
I do not have the intention to switch to visit another type of exhibition next time.	.583
I will recommend this food exhibition to my friends and neighbors.	.805

Table 4. Descriptive statistics and associated measures.

		No. of items	Mean (std. dev.)	AVE	1	2	3	4	5	6	7
1	Perceived product-related innovation capability	5	3.272 (.669)	.538	.891[a)]	.764[b)]	.579	.684	.671	.567	.569
2	Perceived service-related innovation capability	4	3.008 (.768)	.643	.583 [c)]	.892	.679	.753	.678	.484	.473
3	Perceived experience-related innovation capability	4	2.781 (.800)	.698	.335	.461	.916	.759	.755	.423	.453
4	Perceived promotion-related innovation capability	3	3.023 (.783)	.585	.467	.567	.576	.831	.835	.519	.542
5	Mindfulness	4	3.025 (.756)	.580	.450	.459	.570	.697	.869	.551	.602
6	Memory	3	3.482 (.845)	.808	.321	.234	.178	.269	.303	.939	.850
7	Patronage Intentions	3	3.310 (.774)	.501	.323	.223	.205	.293	.362	.722	.759

Goodness-of-fit statistics: χ^2 (278) = 616.636, $\chi^2/df = 2.218$
CFI = .946; IFI = .947; TLI = .937; RMSEA = .057

AVE: average variance extracted.
a) Composite reliability is indicated along the diagonal; b) correlations are above the diagonal; c) squared correlations are below the diagonal.

Structural model

The hypotheses of the structural model were empirically tested and Table 5 summarizes these results. According to the fit indices, the model provided an acceptable fit for the data ($\chi 2$ = 790.704; $\chi 2$/df = 2.755; df = 287; CFI = .920, IFI = .921; TLI = .910; RMSEA = .069), and the results revealed that the overall fit of the structural model was satisfactory (Byrne, 2001). Figure 2 summarizes the results for the proposed model. Perceived product-related innovation capability (β = 0.269, $p < 0.01$), perceived environment-related innovation capability (β = 0.240, $p < 0.01$), and perceived promotion-related innovation capability (β = 0.525, $p < 0.01$) were significantly related to mindfulness, but service-related innovation capability was not. These results provide support for H1, H3, and H4, but not for H2, indicating the positive effect of perceived innovation capability on the formation of mindfulness. Mindfulness was positively related to memory (β = .631, $p < 0.01$) and patronage intentions (β = .691, $p < 0.01$). These results support H5 and H6 respectively.

Discussion and implications

This study proposes a framework for examining the relationships between innovation capability, mindfulness, memory, and patronage intentions of exposition visitors. In this way, mindfulness addresses the mental process that underpins the innovation experience of exposition attendees. In order to verify the theoretical framework proposed in this study, a field survey was conducted.

The empirical findings show that three dimensions of innovative capability significantly increase mindfulness at the food exposition. In the present study, perceived promotion-related innovation capability is the most important driver affecting customer mindfulness, followed by product and experience innovation capabilities. The current study extends the findings of Rittichainuwat and Mair's (2012) research, in which one of the visitor's attendance motivations was receiving bargains, discounts, and special promotions at an exhibition. Contrary to our expectation, perceived service innovation capability did not significantly influence mindfulness. It is possible that the non-significant relationship between perceived service innovation capability and mindfulness results from the customers' high expectation of service innovation and the nature of the food exposition. Although mindfulness-oriented service innovation depends on the quality of staff members, they may not be particularly well-trained at food expositions. In other words, food exposition organizers are limited in their ability to offer mindfulness-inducing service innovations relative to the other types of innovation. In addition, visitors' service expectations may be too high to create a mindful service experience; it may thus be difficult to implement service innovations enough to form mindful impressions.

Moreover, the results show that mindfulness is positively associated with memory and patronage intention. This may be due to the fact that mindfulness is associated with deeper information processing, resulting in an increased cognitive capability (Chiesa, Calati, & Serretti, 2011). It is therefore plausible to consider mindfulness a pre-conditional state that facilitates the formation of memories (Saunders, Barawi, & McHugh, 2013). This result is similar to the findings of Jha, Stanley, Kiyonaga, Wong, and Gelfand (2010), in which mindfulness promotes an individual's working memory capacity. It has been shown that mindfulness has a positive impact on satisfaction (Moscardo, 1996). Consistent with previous research, this study demonstrates that people who experience mindfulness have a favorable exposition experience.

This study provides several theoretical implications related to innovation capability, mindfulness, memory, and patronage intentions. First, it extends the innovation literature in the field of tourism events. Exposition innovativeness is often perceived in a synthesized manner within the venue. This research examined product-, service-, experience-, and promotion-innovation capability in an exposition setting from the attendees' perspective. This result confirms the findings of previous studies that perceived innovation capability is one of the most effective tools for increasing loyalty (Lin, 2015).

Second, this study extends the mindfulness literature by identifying the causes and effects of mindfulness. Limited mindfulness research has been conducted in interpretative settings, such as heritage events and fes-

Table 5. Standardized parameter estimates for the structural model.

Hypothesis (H)	Paths		Standardized estimate	*t*-value	Outcome
H1 Perceived product-related innovation capability	→	Mindfulness	0.269	3.644	Supported
H2 Perceived service-related innovation capability	→	Mindfulness	−0.066	−0.814	Not supported
H3 Perceived experience-related innovation capability	→	Mindfulness	0.240	3.415	Supported
H4 Perceived promotion-related innovation capability	→	Mindfulness	0.525	5.370	Supported
H5 Mindfulness	→	Memory	0.631	11.515	Supported
H6 Mindfulness	→	Patronage intentions	0.691	9.870	Supported

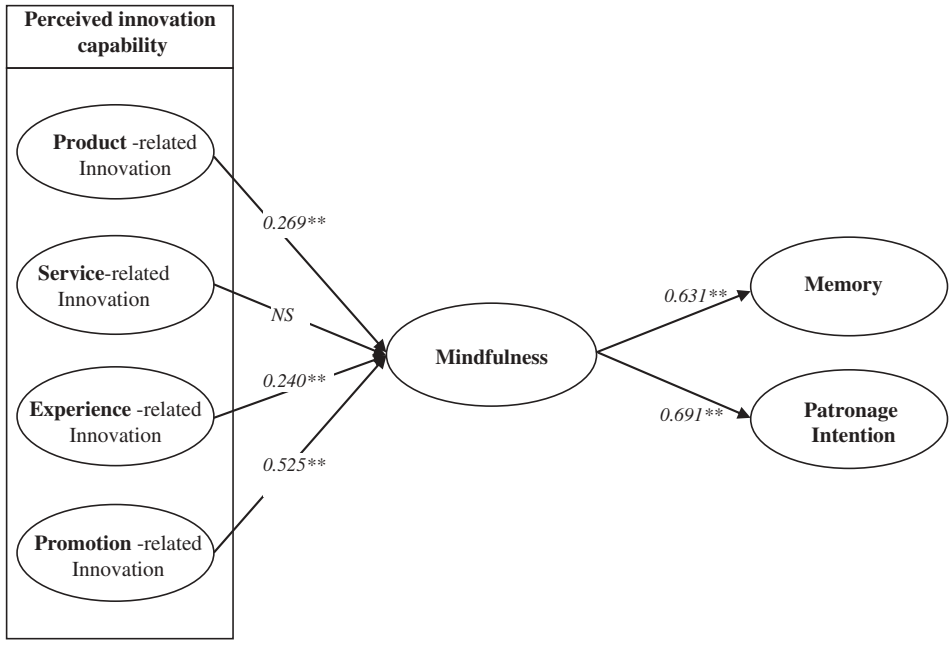

Figure 2. Standardized theoretical path coefficient.
**$p < .01$; NS: not significant.

tivals (Balandran & Roehl, 2016) and few studies exist in the field of tourism business events. This study extends the findings of Choe et al. (2014), who examined the mindful experience of exhibition attendees. The current study is different from previous studies in that it identifies the antecedents of inducing visitors' mindfulness and mindful visitors' consequential behaviors.

Third, this study provides insights into how visitors form memories. The present study provides evidence that mindfulness contributes to developing memorable experiences. The results are consistent with the findings of Chen et al. (2017), which reveal the positive co-relation between mindfulness and the memory of tourists. Despite the importance of visitors' memories, research on memory in the exposition sector is extremely limited. The current study confirms Ahn et al.'s (2017) research, who identified the positive effect of vivid memories on visitors' consequential behavior in industrial exhibitions.

The present research also draws managerial attention to the numerous aspects of innovation experience in relation to exposition management. People often consider product improvement to be the main driver of competitive advantage; for this reason, innovation efforts generally revolve around new product features. The present findings reveal that the innovation experience of visitors occurs at various innovation touch points in exposition settings. Exposition organizers should broaden their perspectives regarding innovation capability and implement innovation initiatives by attaching greater importance to the specific features valued from the visitors' perspective.

This innovation framework could be used by exposition organizers and exhibitors as a scoreboard for innovation performance. It may help to promote innovation by satisfying visitors' desire for novelty. The results show that promotion is the most influential factor affecting consumer mindfulness. In food exposition settings, visitors may value price promotions within marketing campaigns. For instance, an atypical sale price may trigger customer mindfulness by violating the reference price norms for that product category. A competitive price comparison may elicit greater levels of mindfulness. Similarly, new types of price innovation may constitute primary strategies for inducing mindfulness. Furthermore, exposition marketers may increase visitors' patronage intentions by increasing mindfulness, and thus paving the way for an exposition's long-term success.

The usefulness of mindfulness in memory formation could be applicable to the destination management. Creating memorable experiences is a key agenda of the tourism and hospitality industry (Tung & Ritchie, 2011). This study provided empirical evidence that mindfulness is an important factor in the formation of memory. These findings offer the possibility that visitors could retrieve their memorable experiences through increased mindfulness in the context of destinations. In this regard, destination managers could foster visitors' memorable experiences by evoking mindfulness in

festival and event settings. For example, new environmental stimuli or communicative designs positively influence attention, thereby increasing memory.

Moreover, this study reveals that mindfulness can be an essential component that enhances visitors' revisit intentions. Mindfulness-oriented innovation will drive tourists to become loyal to destinations. Destination managers might gain the benefits of the increased patronage intention by fostering mindfulness. In this regard, mindfulness has the potential of being applicable to various tourism settings.

Furthermore, tourism policymakers endeavor to enhance the innovation capability of tourism organizations. The results indicate the value of perceived innovation capability in terms of improving mindfulness and consequently its performance. The findings of this study can provide directions on how to manage destination management organizations (DMOs) outside of organizational system boundaries. Innovation is central to the acquisition of new customers and the retention of existing ones (O'Cass & Sok, 2013). Facing intense competition, destinations that earn a favorable evaluation of innovation capability could differentiate themselves from competitors in a sustainable manner, thus leading to strong city brand development (Ahn, Kim, & Lee, 2016).

Limitations and future study

This study advances our understanding of the innovation experience of visitors in relation to mindfulness, memory, and patronage intention for the exposition industry. However, this study does have some limitations. The findings of this study must be interpreted within the food exhibition context of the sample. Thus, future research could explore whether the causes and effects of mindfulness are similar in various settings.

Considering individual and cultural differences, further studies could examine the ways in which visitors behave differently in accordance with their level of innovativeness since innovative product/service experience and its perception are influenced by the level of tourists' innovativeness (Kim & Kim, 2017). In addition, Asian and Western visitors may experience mindfulness or exhibit different behavioral tendencies according to cultural factors.

Future research based on mindfulness could recognize the concepts and levels of mindfulness. The present study uses a concept of mindfulness derived from Langer & Moldoveanu's (2000) view, which have theoretical roots in Western philosophy. Additional research elucidates the effects of mindfulness from the perspective of Eastern philosophy (Bjurström, 2012). In addition, a more qualitative research would offer a deeper understanding of how mindfulness is triggered in tourism contexts. Regarding the level of mindfulness, research could examine collective mindfulness at the organizational level in the hospitality industry.

More memory research would be a possibility depending on the types of memory. Visitors' memories could also be measured using another construct, such as recollection. Future research might also consider the different effects of mindfulness on types of memory such as semantic memory and episodic memory. Moreover, regarding the link between mindfulness and innovation, the role of mindfulness in sustainability-oriented innovation represents another area for future research.

Disclosure statement

No potential conflict of interest was reported by the authors.

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Appendix

Constructs	Items	Mean	SD	Skewness	Kurtosis
Perceived product-related innovation capability	Offers many new products.	3.42	.799	−.161	−.055
	Offers creative own designed products.	3.30	.822	−.141	−.220
	Offers innovative private brand products.	3.33	.851	.029	−.440
	Offers more innovative products than other expositions.	3.04	.885	.138	−.196
	Offers various products for selection.	3.28	.858	−.102	−.312
Perceived service-related innovation capability	Offers many innovative self-services.	3.05	.976	.101	−.423
	Offers many innovative services.	2.97	.866	.338	−.279
	Offers various services compared with other expositions.	3.05	.876	.129	−.122
	Offers more innovative services than other expositions.	2.98	.908	.092	−.230
Perceived experience-related innovation capability	Creates a holiday atmosphere through exposition decoration.	2.75	.936	.207	−.288
	Has ability to create a different in-exposition atmosphere.	2.81	.894	.111	−.120
	Offers an innovative environment.	2.84	.919	.221	−.011
	Offers a creative exposition design.	2.73	.901	.195	−.174
Perceived promotion -related innovation capability	Offers different discount programs.	3.09	.960	−.037	−.632
	Offers an innovative promotion mix.	3.07	.914	.069	−.349
	Offers more creative promotions than other expositions.	2.91	.876	−.010	.260.
Mindfulness	I inquired further about things in this exposition.	3.04	.929	−.075	−.428
	I explored and discovered new things in this exposition.	3.28	.923	−.363	−.081
	I felt involved in what was going on around me in this exposition.	2.94	.875	.121	.108
	I searched for answers to questions I may have had in this exposition.	2.84	.928	−.031	−.010
Memory	I will have wonderful memories of this exhibition.	3.46	.933	−.089	−.363
	I will remember many positive things about this exhibition.	3.56	.882	−.240	.000
	I won't forget my experience at this exhibition.	3.43	.902	−.057	−.303
Patronage intention	I will support and patronize this exhibition.	3.47	.895	−.142	−.254
	I do not have the intention to switch to visit another type of exhibition next time.	2.97	1.050	.096	−.603
	I will recommend this food exhibition to my friends and neighbors.	3.49	.913	−.298	.030