

Information Management in the 6th Industry and Relationship between Experiential Marketing, Memorability and Behavioural Intentions

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Abstract

This study provides an empirical analysis of the influence of experience marketing in the sixth industry on participants' memorability and their positive behavioural intentions. It further explores the moderating role of comments and reviews, as part of information management, in the communication and evaluation processes within the digital age, on the relationship between experience marketing and memorability. Using SPSS version 28 to analyse a sample of 451 respondents, the findings indicate that sensory, emotional, and relational experiences within experiential marketing in the sixth industry positively affect memorability. Additionally, memorability has been found to positively influence behavioural intentions. Lastly, as the impact of comments and reviews increases, the sensory, emotional, and relational aspects of experiential marketing have a more pronounced effect on memorability.

Keywords

Information Management, 6th Industry, Experiential Marketing, Memorability, Behavioural Intention.

1. Introduction

Since the 2000s, South Korea's overall national income has risen in comparison to previous decades. With the introduction of the 52-hour work week (Lee *et al.*, 2021), leisure consumption has shifted from being a passive activity focused on relaxation and rejuvenation to actively seeking experiences and engaging with various cultural activities (Choe *et al.*, 2021). The 2019 Davos Forum further forecasted that experiential consumption will experience significant growth in the coming generation. However, in contrast, rural areas in Korea have faced persistent declines in income, attributed to ongoing population outflows during the urbanisation and industrialisation processes over the past 50 years (Paik, 2020). In some rural regions, the population size has fallen below the minimum threshold necessary for basic local government functions, raising concerns about the potential collapse of local communities (Bae; Chang, 2021).

Since the 1990s, the self-sufficiency rate in South Korea has continued to decline, as the competitiveness of the agricultural and fisheries sectors (Ward *et al.*, 2021) has diminished. This decline is largely due to the full liberalisation of agricultural and fishery imports and the impact of climate change, which has led to a contraction in domestic production (Emam *et al.*, 2021). As a result, the reduction in income for farmers and fishermen has become an inevitable consequence. In response, the government has been consistently formulating policies aimed at mitigating income loss within these sectors, promoting business stability, and sustaining agricultural and fishery production (Alsaleh, 2023). To address these shifts, both the government and private sector have been increasing investment in the sixth industry, which creates new value by integrating various rural resources, processing and



manufacturing, production technologies, distribution, and elements such as experience, tourism, and healing, with a focus on agriculture and fisheries. However, numerous previous studies on the experiences of the sixth industry have predominantly focused on proposing policy alternatives to revitalise these experiences and identifying key factors for their revitalisation (Kim *et al.*, 2019).

Similarly, existing literature has largely overlooked the role of information management in the form of comments and reviews. Santos *et al.* (2022) argue that researchers should place greater emphasis on comments and reviews, as they are crucial for managing information related to marketing and purchasing decisions. Feedback in the form of comments and reviews can assist businesses in improving the quality of their products or services over time, which is essential for addressing specific needs (Bigne *et al.*, 2020). According to Zhang and Dong (2020), consumer feedback is invaluable for marketers, enabling them to refine future marketing strategies to better engage with target consumers. However, a significant gap in the literature exists, as the moderating effect of comments and reviews as an information management factor has not been explored previously. Therefore, addressing this gap in knowledge, alongside the role of behavioural intentions, is critical for this study.

This study aims to investigate the impact of experiential marketing within the sixth industrial sector on the memorability and positive behavioural intentions of participants, as well as the influence of comments and reviews—key elements in communication and evaluation in the digital age—on participants' attraction to sixth industry experiences. By doing so, the study seeks to provide marketing strategies for rural community members operating sixth industry experience businesses, focusing not only on attracting one-time visitors but also on encouraging repeat visits. This, in turn, offers practical insights for enhancing income for those managing sixth industry experiences. The research is structured around a theoretical framework, developed hypotheses, methodology, findings, conclusion, implications, and suggestions for future research directions.

2. Theoretical Background

2.1. Sixth Industry

The sixth industry is considered the cornerstone of future agricultural and fisheries policy, a concept that originated in Japan in the early 1990s. In South Korea, the Ministry of Agriculture, Food, and Rural Affairs, which oversees the sixth industry, defines it as an industry that utilises both tangible and intangible resources from primary sectors such as agriculture, fisheries, and mountain villages. This industry integrates secondary sectors, such as the manufacturing and processing of food and local specialties, with tertiary sectors, such as service industries. It is a broad term encompassing industries that combine production, processing, and tourism (Di Nardo; Yu, 2021).

Song *et al.* (2024) characterise the sixth industry as focusing on primary industries centred on the production of agricultural and marine products, while incorporating secondary industries such as processing, manufacturing, and the development of specialty products. It also includes tertiary industries, such as direct sales, food services, lodging, and tourism within rural areas. Duggal *et al.* (2022) define the sixth industry as activities aimed at improving the quality of life in rural areas by revitalising their economy. This is achieved by creating added value through the integration of primary industries, such as agricultural and fishery production using local resources, under the leadership of rural residents. It also includes the secondary industry of processing agricultural and fishery products and the tertiary industry, which encompasses rural experiences, dining, and tourism. In this study, the sixth industry is defined as the convergence and integration of the primary industry (production), secondary industry (processing and manufacturing), and tertiary industry (service sector).

The primary aim of the sixth industry is to revitalise the economy of rural areas by linking the production, processing, and sales of agricultural products, or by integrating it with rural tourism. This approach seeks to improve income and create jobs by increasing added value. Various profit models have been proposed to achieve the objectives of the sixth industry (Kim *et al.*, 2016). These models include the following: The production-oriented model, which focuses on securing consistent production with processing services as a supplementary business; the processing-centred model, which emphasises the development of processed foods tailored to consumer needs; the distribution-centred model, which utilises a spatial linkage system for production and distribution; the tourism experience-centred model, which prioritises consumer participation in production and processing; the healing-centred model, which highlights the functionality and connection between agricultural production and mental/physical healing; and the food service-centred model, which focuses on storytelling related to ingredients and taste within dining experiences.

2.2. Experience

Experience is understood as a series of processes that occur through engagement, such as the positive emotional state felt during or after the experience, or an experience that unfolds through a series of steps aimed at fulfilling

desires and motivations (**Becker; Jaakkola, 2020**). It encompasses feelings or behaviours that emerge as psychological responses to objects or various phenomena encountered during the experience (**Godovykh; Tasci, 2020**). **Hoyer et al. (2020)** define experience as a psychological response that manifests both perceptually and emotionally during the process of experiencing. **Han et al. (2022)** describe experience as a highly personal, subjective, and intangible concept, yet a valuable phenomenon that occurs in the mind of each individual, facilitated by the manipulation of cultural materials in specific locations such as homes, museums, cities, sports venues, shopping centres, local parks, and popular tourist sites. **Golf-Papez et al. (2022)** define experience as the knowledge or function gained through direct engagement in the process. In contrast, **Kim and So (2022)** define experience as a curiosity about new things beyond everyday life, and as the satisfaction of one's desires through direct engagement in activities that cannot be experienced through ordinary means but are offered through experiential programmes. Therefore, this study defines experience as a cognitive, emotional, and behavioural process in which individuals perceive both physical and abstract objects or phenomena related to the local community or natural environment of a tourist destination. This perception occurs through direct engagement during the experience, building upon the definitions of experience provided by previous researchers.

2.3. Components of Experiential Marketing

Experiential marketing was conceptualised and systematised by **Rather (2020)**, who identified five key components—"sense," "feel," "think," "act," and "relate"—and integrated them into the Strategic Experiential Modules (SEMs), providing a marketing approach that aims to deliver experiences to customers. The five components of the Strategic Experiential Module are as follows: The sensory experience involves conveying aesthetic pleasure, excitement, satisfaction, and beauty to consumers through the five senses (sight, hearing, smell, taste, and touch). Recently, there has been an emphasis on offering consumers a variety of pleasures and an escape from monotony by combining elements of all five senses (**Pina; Dias, 2021**). The emotional experience is a strategic approach designed to evoke specific emotions or feelings about companies or brands through experiential means. It seeks to appeal to customers by stimulating emotional responses, thereby enhancing brand affinity and encouraging consumers to take pride in the brand (**Safeer et al., 2021**).

Cognitive experience aims to stimulate creative thinking, enabling consumers to solve problems through associative thinking, by blending elements of surprise, curiosity, and excitement to engage their creativity (**Kandampully et al., 2023**). Behavioural experience involves encouraging consumers to take action, stimulating their senses and bodies by offering choices, maximising sensations, and prompting active participation (**Kumar; Kaushik, 2020**). This approach focuses on influencing consumer behaviour directly, aiming to enrich the consumer's life by showcasing physical experiences, lifestyle choices, and interactions with the brand through both direct and indirect contact (**Agapito, 2020**). Relational experiences extend beyond individual thoughts and emotions, fostering connections with the ideal self, others, and socio-cultural dimensions. These experiences range from discovering a reference group and creating a sense of community among brand users to making consumers feel connected to other consumers.

2.4. Memorability

Memorability refers to a tourist's subjective evaluation of an experience, specifically how long an event or experience remains memorable and is not forgotten (**Wang et al., 2020**). Related concepts include reminiscence and memorable experiences. **Yi et al. (2022)** defined a memorable tourism experience as one that leaves a lasting impression on an individual's long-term memory, based on their tourism experiences. **Lu et al. (2022)** suggested that a memorable tourism experience is one that tourists can recall after the trip, including the specific circumstances surrounding a particular journey. Reminiscence, akin to memorability, was defined by **Chen et al. (2024)** as an individual's ability to consciously recall past actions, events, and experiences. They proposed that positive recollection of a particular area fosters a positive attitude when an individual recalls a specific tourist destination through an impactful experience.

In previous studies, memorability has often been used interchangeably with terms such as recall and trace. For the purposes of this study, we will define the concepts associated with memories embedded in an individual's consciousness, including these related terms, as memorability. **Cao et al. (2024)** analysed the memorable tourism experiences of visitors and offered implications for tourism product and service provision by local tourism practitioners. Unlike international research, there is a significant lack of experiential marketing studies focused on memory in South Korea. As memorable tourism experiences can vary greatly among individuals, further research in this area is urgently needed within the field of experience.

2.5. Behavioural Intention

Behavioural intention is actively studied in the field of marketing, particularly in relation to consumers, as it offers

crucial insights into predicting consumption behaviour and the subsequent outcomes, which are of great significance to marketers (Yusoff *et al.*, 2023). Behavioural intention aligns with the concept of purchase intention in behavioural research and is commonly used to represent concepts such as revisit intention and recommendation intention in tourism studies (Chen *et al.*, 2023). To predict consumer behaviour, Lee *et al.* (2022) defined behavioural intention as the attitude formed by users after engaging with a specific product or service, which is also influenced by their personal will and beliefs reflecting their intentions for future actions. Borg *et al.* (2022) defined it as a plan of action aimed at achieving a specific goal, where the individual's will and belief guide the expression of future behaviour after forming an attitude toward an object.

Floren *et al.* (2020) defined behavioural intention as an individual's subjective will or belief to plan or modify future behaviour, influenced by emotional reactions to products or services from the customer's perspective, as well as internal reactions and experiences following consumption. For this study, behavioural intention is defined as the subjective beliefs or personal intentions related to planning and adjusting future actions, based on consumers' perceived emotional responses to a product or service, as well as their internal reactions and experiences before and after consumption. Building on this definition, the study examines behavioural intention as a unified concept, rather than distinguishing it into separate categories such as revisit intention or recommendation intention.

2.6. Comments and Reviews for Information Management

Chen *et al.* (2022) highlighted the importance of comments and reviews for the development of any business, as they are essential for attracting customers and supporting marketing efforts. When businesses welcome customer feedback (Xu, 2020), it becomes vital to adapt business practices accordingly. This approach helps businesses understand customer needs and gather insights into their expectations (Santos *et al.*, 2022). Customer comments are valuable for improving product or service quality, aligning with market expectations. According to Bigne *et al.* (2020), when customers provide constructive feedback, business productivity is enhanced.

Additionally, Zhang and Dong (2020) emphasised that businesses and marketing teams should actively collect feedback from customers to understand their demands and gauge satisfaction levels with products. Han (2021) stated that positive feedback from satisfied customers contributes to business growth. Similarly, customer feedback can help identify product deficiencies, enabling businesses to address areas for improvement (Santos *et al.*, 2022). Thus, information management through comments and reviews serves as a crucial tool for capturing customer feedback, which is necessary for marketing purposes and improving customers' purchase intentions.

3. Research Design

3.1. Research Models and Research Hypotheses

This research developed a model to examine the impact of experiential marketing in the sixth industry on memorability and behavioural intention, along with the moderating effect of comments and reviews in the relationship between experiential marketing and memorability. The hypotheses proposed in this study are consistent with those of previous research (see Figure 1).

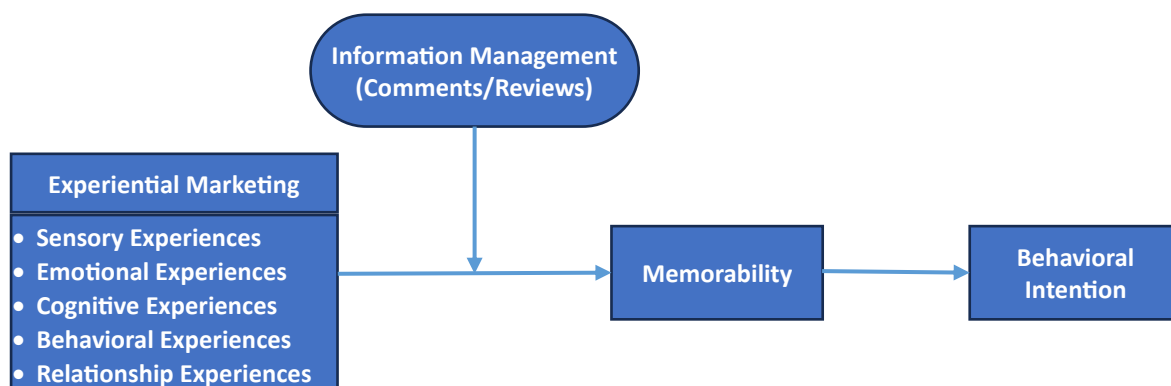


Figure 1: Research Model.

People who actively engage in experiential activities tend to pay more attention to their surroundings, which results in highly memorable experiences (Li *et al.*, 2022). Akhoondnejad *et al.* (2024) conducted a study on positive recall following tourism activities and found that strong impressions enhance recollection, with sensory experiences leading to higher recall rates. Sorrentino *et al.* (2022) discovered that the lasting nature of happy memories from memorable trips is due to the high levels of attention, uncertainty, cognitive meaning, and emotional response involved in the travel experience. Moreover, Yaqub *et al.* (2024) discussed the importance of sustainable consumption behaviour in modern times.

Song et al. (2020) found that positive recollection significantly influences return intention, as experiences and memories increase the likelihood of positive word-of-mouth and recommendations for destinations. **Bae and Chang** (2021) observed that if a person is satisfied with a tourist destination, they are more likely to return, not necessarily to the same place but over the long term. In studies examining the moderating effect of comments and reviews on satisfaction and behavioural intention, it was found that comments/reviews play a moderating role in the relationship between information management and behavioural intent, particularly among consumers influenced by social media promotion of events.

H1. Experiential marketing has a positive impact on memorability.

H2. Memorability has a positive effect on behavioural intention.

H3. There is a moderating role of comments/reviews in the relationship between experiential marketing and the impact of memorability.

3.2. Operational Definition of Variables, Survey Design, and Analysis Methods

3.2.1. Operational Definition of Variables

To assess the impact of sixth industry experiential marketing on memorability and behavioural intention, with comments/reviews as a moderating control variable, the variables are defined as follows. Sensory experience includes the general atmosphere, site smell, overall feeling, tidiness, and sensory stimulation. Emotional experience encompasses distraction, improved mood, special mood, attraction, and fun. Cognitive experience involves unique interest, external interest, increased interest, new awareness, and curiosity stimulation. Behavioural experience is characterised by willingness to participate, likability, frequency of experiences, interest increase, and programme confirmation. Relational experience refers to intimacy, familiarity, maturity, and a sense of having a superior experience. Memorability consists of an unforgettable experience, strong memory, facilitator's explanation, sensory descriptions, and lasting memory. Behavioural intention includes the intention to revisit, visit with family, and recommend to others. Finally, comments/reviews cover the accuracy of information, site selection through reviews, valuable information for choosing a site, and provision of previously unknown information.

To examine the relationship between experiential marketing, memorability, behavioural intention, and the influence of comments/reviews, the measurement tools from previous studies were modified and supplemented to align with the purpose of this research. Each component item was measured using a 5-point Likert scale. Additionally, to explore the demographic characteristics of the survey participants, the questionnaire included five questions about gender, marital status, age, educational background, and family members. In total, the questionnaire comprised 44 questions, including those related to both humanities and statistical characteristics.

3.2.2. Survey Design and Analysis Methods

To test the research hypotheses, a survey was conducted with participants who recently experienced the sixth industry program at the Sixth Industry Experience Center in Gyeongsangbuk-do, South Korea. The online survey ran for 30 days, from April 1 to April 30, 2024, and yielded 480 responses, of which 451 valid samples were used in the final analysis, excluding 29 incomplete responses. The collected data were analysed using SPSS Version 25.0. The analysis process involved the following steps: first, demographic characteristics were identified through frequency analysis; second, exploratory factor analysis was conducted to exclude items that hindered internal consistency, and reliability was verified using Cronbach's α coefficient; third, correlation analysis was performed to diagnose potential multicollinearity issues for multiple regression analysis; and fourth, hypothesis testing was carried out using multiple regression analysis and controlled regression analysis.

4. Empirical Analysis

4.1. Demographical Characteristics

This study conducted a demographic analysis of the survey respondents. Table 1 summarises the results of the demographic characteristics of the participants. The analysis revealed that 208 (46.1%) were male and 243 (53.9%) were female. In terms of marital status, 98 (21.7%) were single and 353 (78.3%) were married. Regarding age, 80 (17.7%) were in their 20s or younger, 148 (32.7%) were in their 30s, 138 (30.5%) were in their 40s, 63 (14.0%) were in their 50s, and 22 (5.1%) were in their 60s or older. In terms of educational background, 84 (18.6%) had a high school diploma or less, 316 (70.0%) had completed university, and 48 (10.6%) had graduate degrees. As for family composition, 56 (12.4%) lived alone, 284 (63.0%) lived in households of 2-3 people, 84 (18.7%) had 4-5 people in their households, and 27 (5.9%) lived in households of six or more people. The demographic analysis indicates that the primary participants in the sixth industry experiences are mostly men and women in their 30s and 40s, typically with one child. These results reflect the demographic characteristics of Korea well.

Table 1: Demographic Characteristics.

	Division	Frequency (Persons)	Ratio (%)
Gender	Male	208	46.1%
	Female	243	53.9%
Marital Status	Not Married	98	21.7%
	Married	353	78.3%
Age	Twenties or Younger	80	17.7%
	Thirties	148	32.7%
	Forties	138	30.5%
	Fifties	63	14.0%
	Sixties or Older	22	5.1%
Education	High School Graduates or Less	84	18.6%
	University Graduation	316	70.0%
	Post-Graduation Education	48	10.6%
	Others	3	0.8%
Family Structure	1 Person	56	12.4%
	2 ~ 3 Persons	284	63.0%
	4 ~ 5 Persons	84	18.7%
	More than 6 Persons	27	5.9%
Total		451	100

4.2. Validity and Reliability Analysis

This study verified the construct validity and internal consistency of the measurement tool through exploratory factor analysis and reliability analysis using Cronbach's α coefficient. The exploratory factor analysis revealed that the KMO measure of sample suitability was 0.889. Additionally, Bartlett's test of sphericity yielded a statistic of 6,031.772, with a significance level of 0.000, confirming the linear relationships between the variables and supporting the suitability of factor analysis. The cumulative variance explained by the factors was 61.578%, indicating a strong explanatory power. The communality of the measured variables ranged from 0.569 to 0.916, all exceeding the threshold of 0.5, further validating the data. The extracted factors included eight components: behavioural intention, memorability, relational experience, sensory experience, emotional experience, cognitive experience, behavioural experience, and comments/reviews. The results of the reliability analysis showed Cronbach's α coefficients ranging from 0.827 to 0.927, demonstrating statistically acceptable internal consistency. Table 2 summarises the results of the exploratory factor analysis and reliability analysis for the measurement tools used in this study.

Table 2: Exploratory Factor Analysis.

Item	Component									Reliability
	Behavioural intention	Memorability	Relationship Experience	Sensory Experience	Emotional Experience	Cognitive Experience	Behavioural Experience	Comments /Reviews	Commonality	
Behavioural Intention 3	0.769	0.189	-0.005	-0.014	0.252	0.097	0.168	0.223	0.710	0.927
Behavioural Intention 2	0.761	0.190	-0.001	-0.010	0.250	0.102	0.164	0.213	0.569	
Behavioural Intention 1	0.755	0.183	0.184	0.151	0.029	0.212	-0.102	0.117	0.695	
Behavioural Intention 4	0.732	0.027	0.346	0.110	0.144	0.080	0.157	0.122	0.670	
Memorability 5	0.033	0.740	0.211	-0.033	0.154	-0.053	0.055	0.211	0.821	0.875
Memorability 2	0.053	0.731	0.050	0.062	0.153	0.133	0.054	0.012	0.763	
Memorability 3	0.175	0.700	0.202	0.000	0.245	0.009	0.099	0.174	0.827	
Memorability 4	0.066	0.699	0.050	-0.010	0.190	0.124	0.060	0.059	0.762	
Memorability 1	0.170	0.695	0.256	0.030	-0.067	0.196	0.174	0.056	0.753	0.860
Relationship Experience 5	0.214	0.218	0.702	0.015	0.108	0.070	0.111	0.038	0.737	
Relationship Experience 1	0.237	0.199	0.677	0.017	0.150	0.143	0.104	0.118	0.679	
Relationship Experience 2	0.243	0.126	0.674	0.049	0.263	0.168	0.195	0.104	0.740	
Relationship Experience 4	-0.136	0.200	0.656	-0.010	0.135	-0.037	-0.009	0.126	0.672	0.885
Relationship Experience 3	0.128	0.226	0.586	0.030	0.300	0.146	0.213	0.192	0.575	
Sensory Experience 2	0.051	-0.003	-0.022	0.864	0.057	0.119	0.000	-0.027	0.625	
Sensory Experience 4	0.085	0.021	0.060	0.838	0.091	0.068	0.009	0.075	0.751	
Sensory Experience 3	0.011	0.024	-0.019	0.812	0.055	0.035	0.052	0.016	0.764	0.861
Sensory Experience 5	0.086	0.015	-0.010	0.809	0.066	0.028	0.057	-0.019	0.669	
Sensory Experience 1	0.089	0.041	0.057	0.777	-0.004	0.005	-0.051	0.044	0.679	
Emotional Experience 3	0.131	0.156	0.212	0.158	0.785	0.052	0.043	0.108	0.625	
Emotional Experience 4	0.149	0.118	0.221	0.109	0.722	0.108	0.213	0.221	0.646	0.839
Emotional Experience 5	0.079	0.240	0.074	0.122	0.707	0.232	0.124	0.106	0.634	
Emotional Experience 1	0.179	0.142	0.208	0.008	0.637	0.092	0.092	0.107	0.629	
Emotional Experience 2	0.207	0.213	0.306	-0.026	0.612	0.078	-0.013	0.110	0.551	
Cognitive Experience 1	0.261	0.005	0.050	0.069	0.051	0.761	0.059	0.182	0.897	0.916
Cognitive Experience 2	0.200	0.201	0.148	0.065	0.040	0.749	0.012	0.154	0.916	
Cognitive Experience 3	0.017	0.270	0.080	0.022	0.027	0.721	0.103	0.095	0.868	
Cognitive Experience 5	0.041	0.074	0.045	0.084	0.078	0.716	0.251	0.042	0.775	
Cognitive Experience 4	0.145	-0.046	0.058	0.067	0.125	0.640	0.120	0.234	0.667	0.827
Behavioural Experience 4	0.139	0.205	0.076	0.007	0.153	0.106	0.845	0.127	0.626	
Behavioural Experience 1	0.137	0.207	0.073	0.002	0.035	0.098	0.839	0.153	0.677	
Behavioural Experience 2	-0.014	0.028	0.283	0.038	0.063	0.219	0.723	0.110	0.507	
Behavioural Experience 5	-0.025	0.037	0.291	0.024	0.053	0.201	0.711	0.098	0.689	0.827
Comments/Reviews 1	0.103	0.183	0.064	0.054	0.098	0.183	0.166	0.732	0.732	
Comments/Reviews 3	0.131	0.027	0.159	-0.081	0.183	0.087	0.080	0.702	0.772	
Comments/Reviews 2	0.203	0.203	0.080	0.107	0.041	0.118	0.045	0.658	0.778	
Comments/Reviews 4	0.127	0.132	0.153	0.003	0.150	0.193	0.121	0.647	0.897	
Eigenvalue(E/V)	15.258	3.968	2.636	2.526	2.273	1.805	1.554	1.387		
Variance Explanation (%)	29.918	7.780	5.168	4.953	4.456	3.540	3.048	2.719		
Cumulative Explanation (%)	29.918	37.698	42.866	47.819	52.275	55.815	58.863	61.578		

Kaiser-Meyer-Olkin Measure of Standardization Adequacy = 0.889
 Bartlett's Sphericity Test Approximate Chi-Square = 6,031.772 Degrees of Freedom = 8,611, Significance = .000

4.3. Correlation Analysis

In this study, a correlation analysis was conducted to examine the relationships between the factors and to check for multicollinearity, as identified in the multiple regression analysis. Table 3 summarises the results of the correlation analysis. The analysis revealed that all items were statistically significant and demonstrated a positive correlation. These findings are consistent with the proposed relationships between the variables in the research hypothesis. Furthermore, the correlation coefficient values were all below 0.7, indicating no issues with multicollinearity. Therefore, the data can be considered adequate for further analysis.

Table 3: Correlation Analysis.

Variables	1	2	3	4	5	6	7	8
Sensory Experience	1							
Emotional Experience	0.337**	1						
Cognitive Experience	0.154**	0.092	1					
Behavioural Experience	0.247**	0.347**	0.169**	1				
Relationship Experience	0.251**	0.602**	0.186**	0.388**	1			
Memorability	0.218**	0.499**	0.209**	0.423**	0.498**	1		
Behavioural Intention	0.388**	0.553**	0.099*	0.367**	0.509**	0.445**	1	
Comments/Reviews	0.407**	0.516**	0.159**	0.332**	0.415	0.226**	0.439**	1

*p.<.05, **p<.001

4.4. Hypothesis Testing

4.4.1. Relationship between Experiential Marketing and Memorability

Multiple regression analysis was conducted to test Hypothesis 1, which posited that experiential marketing in the sixth industry would have a positive effect on memorability. Table 4 summarises the results of the analysis examining the relationship between experiential marketing and memorability. The results of the multiple regression analysis for Hypothesis 1 indicated an F value of 54.239, which was statistically significant at the p<0.001 level, with an R² of 0.408, suggesting that the model explained 40.8% of the variance. Additionally, the Variance Inflation Factor (VIF) for all independent variables was below the threshold of 10, indicating no issues with multicollinearity.

In the analysis of the effects of the sub-variables of experiential marketing on memorability, the results showed that sensory experience ($\beta=0.199$, p=0.000), emotional experience ($\beta=0.305$, p=0.000), cognitive experience ($\beta=-0.002$, p=0.975), behavioural experience ($\beta=0.124$, p=0.004), and relational experience ($\beta=0.229$, p=0.000) were significant predictors of memorability. Specifically, sensory, emotional, and relational experiences were found to have a positive effect on memorability at the p<0.001 level, while behavioural experiences had a positive effect at the p<0.01 level. However, cognitive experience was not statistically significant. Thus, Hypothesis 1 was partially supported, as sensory, emotional, behavioural, and relational experiences in experiential marketing in the sixth industry were found to be positively correlated with memorability.

Table 4: Analysis of the Influence of Experiential Marketing and Memorability.

Model	Non-Standardized Coefficient		Standardized Coefficient	t	Significance Level	Multicollinearity	
	B	S.E	β			Tolerance	VIF
(Constant)	0.149	0.294		0.506	0.613		
Sensory Experience	0.229	0.048	0.199	4.766***	0.000***	0.865	1.156
Emotional Experience	0.318	0.053	0.305	6.036***	0.000***	0.590	1.694
Cognitive Experience	0.003	0.061	0.002	0.054	0.957	0.952	1.050
Behavioural Experience	0.129	0.045	0.124	2.860**	0.004**	0.803	1.246
Relationship Experience	0.227	0.050	0.229	4.533***	0.000***	0.590	1.695

R2 = 0.408, Modified R2 = 0.400, D-W = 1.927, F-Value Change = 54.239***
*p.<.05, **p<.01, ***p<.001

4.4.2. Relationship between Memorability and Behavioural Intention

The analysis of hypothesis 2 involved simple regression analysis to test whether memorability has a positive effect on behavioural intention. The results, summarised in Table 5, showed that the F value was 99.007, statistically significant at the p<0.001 level. The R² value was 0.198, indicating that the model explained 19.8% of the variation in behavioural intention. Memorability ($\beta = 0.445$, p = 0.000) had a statistically significant positive effect on behavioural intention at the p<0.001 level, leading to the adoption of hypothesis 2. The results suggest that memorability in the experiential marketing of the sixth industry acts as a precursor evaluation factor for visitors, influencing their behavioural intention, including word-of-mouth and recommendations.

Table 5: Results of Analysis of the Influence of Memorability and Behavioural Intention.

Model	Non-Standardized Coefficient		Standardized Coefficient	t	Significance Level
	B	S.E	β		
(Constant)	1.999	0.180		11.097	0.000
Memorability	0.487	0.049	0.445	9.950***	0.000

R2 = 0.198, Modified R2 = 0.196, D-W = 1.889, F-Value Change = 99.007***
*p.<.05, **p<.01, ***p<.001

4.4.3. Moderating Effect of Comments/Reviews

This study employed regression analysis to examine hypothesis 3, which posits that comments/reviews moderate the relationship between experiential marketing and memorability in the sixth industry. The analysis followed a three-step procedure: in the first step, the control and independent variables were entered; in the second step, the control, independent, and moderator variables were included; and in the third step, the control, independent, moderator, and interaction variables were introduced. To confirm the moderating effect, three conditions must be met: first, the significance probability of the F change across Models 1, 2, and 3 should be below 0.05; second, the adjusted R² values for Models 1, 2, and 3 should show a gradual increase; and third, the significance probability for all coefficients in Models 1, 2, and 3 must be below 0.05. The results of the adjusted regression analysis of comments/reviews are summarised in Table 6.

Table 6: Analysis of the Moderating Effect of Comments/Reviews.

	Dependent Variable: Memorability								
	Model 1			Model 2			Model 3		
	B	β	P Value	B	β	P Value	B	β	P Value
(Constant)	0.149		0.613	0.134		0.647	2.652		0.039
Sensory Experience	0.229	.199***	0.000	0.225	0.195***	0.000	0.322	0.279	0.200
Emotional Experience	0.318	0.305***	0.000	0.302	0.289***	0.000	0.102	0.098	0.683
Cognitive Experience	0.003	0.002	0.957	0.007	0.005	0.907	0.039	0.026	0.892
Behavioural Experience	0.129	0.124***	0.004	0.124	0.119**	0.006	0.385	0.370	0.088
Relationship Experience	0.227	0.229***	0.000	0.211	0.213***	0.000	0.919	0.925***	0.000
Comments/Reviews				0.050	0.064	0.153	0.671	0.852	0.056
Sensory Experience x Comments/Reviews							0.151	1.029*	0.031
Emotional Experience x Comments/Reviews							0.050	0.358	0.461
Cognitive Experience x Comments/Reviews							0.021	0.113	0.782
Behavioural Experience x Comments/Reviews							0.141	0.999*	0.024
Relationship x Comments/Reviews							0.196	1.446**	0.002
R ²	0.408			0.411			0.438		
Modified R ²	0.400			0.402			0.422		
R ² Change	0.408			0.411(Δ 0.003)			0.438(Δ 0.270)		
F Change	54.239(0.000)			45.661(0.000)			27.447(0.000)		
SignificanceLevel	0.000			0.000			0.000		

* p<.05, ** p<.01, *** p<.001

The analysis revealed that the model fit was statistically significant, with an overall explanatory power of 40.8% (R² = 0.408) and an F-value of 54.239 (p < 0.001) in Model 1. In Model 2, which incorporated the control variable comments/reviews, the explanatory power increased to 41.1% (R² = 0.411), and the F-value was 45.661 (p < 0.001), reflecting a 0.3% increase in explanatory power and an 8.578% decrease in the F-value compared to Model 1. In Model 3, which included the interaction term, the explanatory power further increased to 43.8% (R² = 0.438), marking a 2.7% increase in explanatory power and an 18.214% decrease in the F-value compared to Model 2, with F = 27.447 (p < 0.001). These results indicate that comments/reviews satisfy the criteria for a moderating effect in the relationship between experiential marketing and memorability in the sixth industry.

The testing of hypothesis 3 showed that in Model 1, sensory, emotional, behavioural, and relational experiences all had a significant effect on memorability. Model 2 similarly demonstrated that sensory, emotional, behavioural, and relational experiences were significantly related to memorability. However, in Model 3, only the interaction terms for sensory × comments/reviews, behavioural × comments/reviews, and relational × comments/reviews were found to be significant. This indicates that significant interaction effects were present only for sensory, behavioural, and relational experiences, while no such effects were observed for emotional and cognitive experiences. Thus, the influence of comments/reviews as a control variable amplified the effects of sensory, behavioural, and relational experiences on memorability. Consequently, hypothesis 3 is partially accepted.

5. Conclusion

In conclusion, the study presents several key findings. First, it was determined that in the context of experiential marketing within the 6th industry, sensory, emotional, and relational experiences have a positive effect on memorability, while behavioural experiences also contribute positively to memorability. Second, the study found that memorability has a statistically significant positive effect on behavioural intention in the 6th industry in South Korea. Third, it was established that a significant interaction effect exists only for sensory, behavioural, and relational experiences, with emotional and cognitive experiences showing no such effects. These findings hold important implications for the development of the 6th industry in South Korea. The study concludes that comments and reviews, as part of information management, are significant factors in shaping sensory, behavioural, and relational experiences. However, information management (comments and reviews) does not moderate the relationship between emotional and cognitive experiences and memorability.

5.1. Academic and Practical Implications

This study highlights key academic and practical implications. First, sensory, emotional, behavioural, and relational experiences in the 6th industry positively impact memorability, which, in turn, enhances behavioural intentions such as word-of-mouth, recommendation, and revisit intention. This underscores the importance of creating

memorable experiences to drive future engagement. Second, comments and reviews play a significant role in amplifying the effect of experiential marketing on memorability, emphasising the value of effective information management in the 6th industry. Practically, marketing efforts should focus on factors like atmosphere, environment, and experience programmes to enhance memorability. Positive memories drive revisit intentions and long-term recommendations. Additionally, even in resource-limited areas, creating a brand linked to local identity can differentiate experiences and encourage repeat visits. Finally, managing customer feedback effectively can further enhance memorability and improve marketing outcomes for the 6th industry in South Korea.

5.2. Limitations and Future Directions

This study empirically examines the effects of experiential marketing in the 6th industry on memorability and behavioural intention, as well as the moderating role of comments/reviews. However, the study has some limitations that suggest directions for future research. First, the survey focused on individuals who have experienced the 6th industry, but there are various types of experiential tourism, limiting generalisability. Future studies should classify the characteristics of different types of experiences. Second, sample collection was regionally limited, so future research should collect national samples to enhance generalisability and consider comparative regional studies for more practical insights. Lastly, the findings of this study could inform government policies on the 6th industry in Korea and be practically useful to rural communities engaged in experiential businesses.

Authors' Contributions

The author contributed toward data analysis, drafting and revising the paper and agreed to be responsible for all aspects of this work.

Declaration of Conflicts of Interests

The author declares that he has no conflict of interest.

Availability of data and materials

Not Applicable.

Use of Artificial Intelligence

Not applicable.

Declarations

The author declares that all works are original, and this manuscript has not been published in any other journal.

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