

Influence of Socio-Demographic Characteristics on Attendee's Perception of Festival Quality, Satisfaction and Behavioural Intentions

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Abstract

There is a plethora of studies in literature that support the existence of empirical relationships between event quality, satisfaction and attendees' behavioural intentions. What is not very clear is whether these relationships are uniform across all the attendees of events and festivals or do they differ with the socio-demographic characteristics of the attendees? This paper seeks to examine the influence attendees' socio-demographic characteristics have on perceived festival quality, satisfaction and behavioural intentions of the Calabar Festival in Nigeria. A systematic sample of 473 onsite festival attendees was used for the study. ANOVA and t test analysis showed that attendees' occupation influenced perceived quality, and educational qualification and gender also significantly influenced attendees' satisfaction. Out of the four socio-demographic factors (age, occupation educational qualification and gender) none showed significant influence on behavioural intentions. These findings have implications for product development and marketing strategy formulation of festival tourism.

Keywords: Special event festival, Perceived event quality, Satisfaction, Behavioural intention, Event performance.

1. Introduction

Special event tourism (SET) has been recognized as the fastest growing segment of the tourism subsector. This is because SET has the potential to stimulate tourism development in a community or region. It is also used as a destination marketing tool. This understanding has propelled some destination managers to develop regional or national tourism event strategy with the aim of positioning such destinations as event hubs. The common objectives advanced by destinations for planning and hosting special event tourism include: (a) to serve as a means of revitalizing the communities (b) to serve as a means of drawing people to the region that traditionally have a seasonal appeal, (c) to serve as a promotional tool by bringing new visitations that will otherwise not experience that particular region (d) to facilitate the diversification of the local market so as to bring about increase in both real and potential revenue generation (f) to enhance the preservation of local cultures (g) to provide local recreation and leisure opportunities (h) to promote the local tourism industry (Janeczko, Mule & Ritchie, 2002; Martin, Bridges & Grunwell, 2011).

Numerous studies have been carried out in the area of quality management of special event tourism. Common among these are: the effect of perceived service quality on attendees' satisfaction (Kim, Severt & Welden, 2010; Bruwer, 2013; O'Neil, Getz & Carsen, 1999; Tkaczynski & Strokes, 2005; Baker & Crompton, 2000; Esu & Arrey, 2009; Thrane, 2002); effect of perceived event quality on attendees' behavioural intentions (Yuan & Jang, 2008; Thamnopoulos, Tzetzis & Laios, n.d.). These studies show that the amount of investment in evaluating and improving the quality of performance of event has positive impact on the level of customer satisfaction, the number of visitor traffic and revenue generated by the event company. Secondly, the relationship between customer's satisfaction with event, perceived event quality and customer retention, market share and profitability has also been established (Rust, Zahorik & Keiningham, 1995). It is worthy to note that the pathway through which perceived quality brings about change in visitors' behaviour is well established. Conceptually the effect flows from perceived quality performance to satisfaction and indirectly from satisfaction to behaviour intentions (Baker & Crompton 2000, Bruwer, 2013). What is not very clear is whether the impact of perceived event quality on attendees' satisfaction and behavioural intentions are uniform across all individuals or groups attending events and festivals or does it depend on the socio-demographic characteristics of the attendees? The literature on these is sketchy and not conclusive. This paper therefore seeks to examine the effect of attendees' socio-demographic characteristic on the perception of a special event and effect on attendees' satisfaction and behavioural intentions. The following specific objectives were formulated to guide the research process:

- To determine the effect of attendees' socio-demographic characteristics on event quality perception.
- To examine the effect of attendees' socio-demographic characteristics on attendee's satisfaction.
- To examine the effect of attendees' socio-demographic characteristics on attendee's behavioural intentions.

The paper traces previous literature on the key constructs: service quality, satisfaction and behavioural intentions, especially in the areas of special event tourism. This was then followed by a section that explained the research methodology that was employed in data collection and analysis. The discussion section described the findings and the final section of the paper discussed the strategic implications for managerial practice.

2. Literature Review

2.1 Perceived Event Quality

The construct of perceived quality is better explained when it is considered from service marketing perspective. Namkung & Jang (2007) cited some scholars (Parasuramann, Berry & Zeithaml, 1993; Parasuramann, Zeithaml & Berry, 1988) who asserted that service quality was the key explanatory construct in modeling satisfaction evaluation. Zeithaml & Bitner (2000: 75) describe service quality as "a focus evaluation that reflects the customer perception of specific dimensions of service". Perceived quality is underpinned on subjective disconfirmation theory which measures the gap between respondent's expectation scores and the perception scores. SERVQUAL was the instrument used in measuring perceived quality. It require an individual to respond to a set of attributes indicating his/her expectation before consumption on a scale and then subsequently responds to the same battery of items after consumption of the service or product on the same scale (Parasuraman et al, 1988). The current understanding is that since subjective evaluation of the services provided by employees (functional quality) is not the only antecedents of customer satisfaction, the addition of technical quality as antecedent of satisfaction became necessary (Namkung &

Jang, 2007). Functional and technical qualities properly define perceived quality; while functional quality is subjective evaluation, technical quality is objective evaluation.

2.2 Customer Satisfaction

Customer satisfaction is underpinned by two perspectives: cumulative satisfaction or transaction-specific satisfaction. In the transaction-specific assessment, satisfaction is transient: it asks the question; how happy is the customer with the product or service at a certain point in time. While cumulative satisfaction is a measure of a customer's evaluation of the total consumption experience with a product or service to date, which directly affect the post purchase intentions of the customer (Namkung & Jang, 2007; Anderson, Fornell & Lehman, 1994; Cronin & Taylor, 1992). Zeithaml & Bitner (2000: 75) describe satisfaction as a more inclusive construct than service quality and define it as "the customers' evaluation of a product or service in terms of whether that product or service has met their need or expectations". Satisfaction is a function of several factors and not just service quality. Other factors that contribute to customers' satisfaction include: product quality, price, situational factors and personal factors (Zeithaml & Bitner, 2000:74).

2.3 Behavioural Intentions

Namkung & Jang (2007) observed that customer satisfaction and behavioural intentions are not the same thing, rather the two constructs are related because studies have shown that satisfaction is antecedent of behavioural intentions. Behavioural intentions are surrogate indicators of actual behavior as buttressed in the theory of reasoned action. The theory of reasoned action (TORA) makes us believed that there is a correlation between intention to perform an action and the performance of the action itself. Favuorable indicators of intentions include: saying positive things about the events or festival to others, recommending the event or festival to others and remaining loyal to the Event Company or organizers (Rust, Zahorik & Keiningham, 1995; Namkung & Jang, 2007; Ramsaran-Fowdar, 2006).

2.4 Relationship between Perceived Festival Quality, Satisfaction and Behavioural Intentions

Extant research has showed that service quality is an antecedent of customer satisfaction. The studies were carried out in different service areas: banking, airlines, and hotels (Oliver, 1980; Namkung & Jang, 2007; Anderson, Pearo & Widener, 2008). Namkung & Jang (2007) adumbrated studies that supported Oliver's (1993) seminal claim that customer satisfaction is a consequence of service quality (Anderson & Sullivan, 1993, Taylor & Baker, 1994, Spreng & Mackoy, 1996; Churchill & Surprenant, 1982). The relationship between festival quality and satisfaction has been established in the special event and festival sector. Crompton & Love (1995) and Baker & Crompton (2000) found that performance quality has significant direct effect on satisfaction. Yoshida & James (2010) found that games atmosphere strongly predicted games satisfaction. Tkaczynski and Strokes (2005) confirmed the claim that festival quality predicts satisfaction. Specially, professionalism and environment were found to predict satisfaction.

Bruwer (2013) found that festival entertainment features were stronger predictor of behavioural intentions than general festival features and specific event features such as comfort amenities. Baker and Crompton (2000), Thrane (2002) and Baron & Kenny (1986) and Thamnopoulos, Tzetzis & Laios (n.d.) reported a significant direct relationship between satisfaction and behavioural intentions.

2.5 Review of Empirical Evidence

Although the moderating effect of customer characteristics on attributes of customer satisfaction has long been highlighted by scholars (Bryant & Cha, 1996 and Johnson & Fornell, 1991), not much has been done in the special event tourism area. Most of the studies are on airline services, automobile services and hospitality enterprises. The studies in the airline sector were focused on the moderating effect of socio-demographic characteristics of customers on the relationship between satisfaction and behavioural intentions. The studies on the automobile sector were focused on the role of the customer characteristics at the priori stage of satisfaction evaluation formation (Anderson, Pearo & Widener, 2008). This current study seeks to bridge the gap by investigating the effect of customer characteristics on perceived quality, attendee's satisfaction and attendee's behavioural satisfaction. Cooil, Timothy, Keiningham & Hsu (2007) listed the customer characteristics that formed socio-demographic characteristics to include; gender, age, income and other situational variables. Um, Chon & Ro (2006) noted that personal characteristics of tourist such as motivational and socio-demographic characteristics are useful in explaining future behaviour of a visitor. Um et al (2006) drawing from Mittal & Kamakura (2001) pointed out that the demographic characteristics have long been associated with causing differences in behavioural intentions, notwithstanding the fact that they have the same level of satisfaction from a service encounter. Um, Chon & Ro (2006) asserted that socio-demographic variables have a role on tourist decision process and has received equally much attention.

Gender: Previous studies indicate that women are more satisfied than men (Bryant & Cha, 1996 and Mittal & Kamakura, 2001). Valle, Silva, Mendes & Guerreiro (2006) in their study found that there is no significant difference in behavioural intention between groups as a result of differences in gender.

Age of Attendees: Mittal & Kamakura (2001) explained that older people may have lower satisfaction threshold. It is generally observed that older people are more satisfied than younger people (Bryant & Cha, 1996 and Mittal & Kamakura, 2001). Valle et al (2006) also noted that some studies (Weaver, McCleary, Lepisto & Damonte, 1994; Zimmer, Brayley & Searle, 1995; Font, 2000) observed that age factor influences tourist choice of destination, but their study found that there is no significant difference in behavioural intentions between groups as a result of differences in age.

Income: Bryant & Cha (1996) found that satisfaction declines as income of individual rises. Although the interaction effect of income and attribute weighting on satisfaction has not been studied, Anderson et al (2008) predicted that consumers with higher levels of income levels will weigh more heavily those components of service that are under the airline's control. For example, satisfaction will decline as income rises where the expectation is high.

Education: Mittal & Kamakura (2001) proposed that those with lower levels of education accept lower levels of satisfaction. Valle et al (2006) cited some previous studies (Weaver et al, 1994; Zimmer et al, 1995; Font, 2000) that observed that the level of education influences tourist choice of destination. These studies found a significant difference in behavioural intentions resulting from tourists' level of qualification. This was attributed to the fact that high educational qualification is somehow related to high demanding levels of service. Font (2000) also found that educational qualification is a moderating factor influencing tourist choice of destination.

Occupation: The role of occupation was not included in Cooil et al (2007) list of customer characteristics. Occupation is the vocation or what an individual does for a living. Valle et al (2006) in their study found there was difference in satisfaction as a result of differences in

occupation. Font (2000) found that occupation is a moderating factor of tourist choice of destination.

In view of the above empirical expositions, we have produced a conceptual model as shown in figure 1 and subsequently hypothesized thus:

- H1: There is no significant relationship between attendees' socio-demographic characteristics and perceived event quality.*
- H2: Socio-demographic characteristics of attendees' do not influence the level of satisfaction with event.*
- H3: Socio-demographic characteristics of attendees' do not influence behavioural intentions of attendees.*

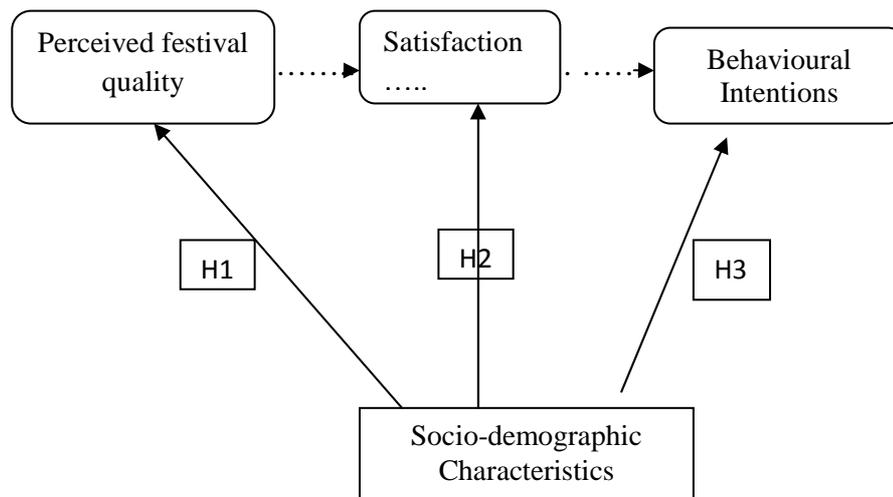


Figure 1: Conceptual model of the association between attendees' socio-demographic characteristics and perceived event quality, satisfaction and behavioral intentions

3. Research Methodology

3.1 A Brief Description of the Study Area: The Calabar Festival

The Calabar Festival is a thirty two day Festival. The Festival has gone through series of metamorphosis over the years. The Calabar Festival is an extension, modification and modernization of what used to be known as Christmas Cultural Display in Calabar. Before 2003, 11/11 (now known as Millennium Park) was the melting point of cultural and masquerade display in Calabar Town and the entertainment hub of the city. Cultural parades were held on the 26th December of each year. It was popularly known by the *Calabarians* as 'Christmas cultural Day'. The present festival concept started in 2004 with the name '*Christmas Festival*'. The festival holds from 30th November to 31st December every year. The festival is usually heralded with the lighting of the Christmas tree at the Millennium Park on the night of 30th November and the fireworks at the same venue on the night of 31st December to mark the end of the festival. It was rebranded *Calabar Festival* in 2010. This was to give it a brand name that appeals to the different travel and leisure consumers. The Festival has grown to become a hallmark event. It is a hallmark event because the city now enjoys a symbol of authenticity, appeal and pride as the number one carnival destination in Nigeria. The Calabar Festival has achieved a high level of awareness and reputation that its image and that of the State has become inseparable.

The organization of the Calabar Festival is the responsibility of the Department of Event Management in the Governor's Office. The Department is headed by a Special Adviser who is a cabinet member of the State Executive Council. The Department organizes the event through a Festival Committee chaired by the wife of the State Governor. The Festival Committee has membership drawn from relevant Government and Intergovernmental Agencies.

The festival is a mix of activities professionally arranged to meet the entertainment needs of both the residents and visitors. The packaging of the Festival has improved tremendously over the years. The numbers of events/activities that were scheduled on each day were well thought through. Performing artists for the musical and drama events usually go through pre-event auditioning before inclusion in the event programme, except for the star performers. The 2012 edition featured events such as: *Voices of Paradise, Soul Train, Laffmatazz, Roots Rock Raggae, Naija Way, Carnival Calabar Queen, Carnival Kings & Queen Contest, Children Carnival, Carnival Calabar, Calabar Rocks, Destiny's Child Centre Fashion Show, Naija's Most Wanted, Mary Slessor Golf Tournament*, etc. The events were held in different venues at designated locations and dates as contained in the festival programme. Some of the events took place at the Millennium Park, E.J. Esuene Stadium, and State Cultural Centre. *The Carnival Calabar Queen Pageantry, Destiny Child Centre Fashion Show and Laffmatazz* took place at the Tinapa Leisure and Business Resort. Some events were ticketed, while some were free of charge. Events that took place at Tinapa Leisure and Business Resort were paid for (ranging from N5, 000 to N20, 000). Discriminatory pricing regimes were used for events that took place at U.J. Esuene stadium; the VIPs paid entry fee (with tickets) and usually occupied the cover seats, while the less privilege people were allowed to sit free of charge at the open areas of the stadium. The sporting events and those that took place at the Millennium Park were free to watch for every spectator.

The festival has attracted both local and foreign artists who performed during the festival. Thousands of people across the country visit Calabar during the festival. The Carnival Calabar has become a big industry. The direct visitor spending during the 32 day Festival is colossal; the direct visitor spending is on lodging, entertainment, events admission fee and attractions sites entry fee, transport fare to and from Calabar, food and beverage, retail shopping, purchase of gifts, souvenir and memorabilia, etc. The Calabar Festival has catalysed the establishment of tourist infrastructure and facilities in the State, especially in Calabar and environs; the number of hospitality establishments (hotels, restaurants, eateries, hang-outs, night clubs, etc.) have increased tremendously over the years. For instance accommodation establishments have increased from 164 in 2006 to 344 in 2012, number of rooms increase from 2422 to 948,726 and guest night rose to 356,189 (CRSTB, 2012). The ambience and aesthetics of the city has earned Cross River State the status of "the greenest and cleanest State in Nigeria".

From 2010 to 2012 there has been intensive sponsorship drive. This was intended to reduce Government direct financing and give the event a commercial undertone and not just a government jamboree. The following firms sponsored the 2012 edition of the Calabar Festival: First Bank of Nigeria PLC as the major sponsor. Others include: Oceanic Bank PLC, Dangote, Etisalat, Hitv, Afromedia, Combination Industries, Unicem, Mega Hilton, Rewards Travel and Tours, Hot FM, NTDC, Storm 360, Perfumery Ltd, Hoil Suites. The Festival marketing was very effective in terms of its ability to draw visitors and sponsorship for the event. Government financing of the Festival has dropped significantly from 100% in 2005 to 60% in 2012.

3.2 Population and Sample Size

The data used for this study was collected from the 2012 Calabar Festival. A total of 425,485 people attended events during the festival. A total of 59 events were scheduled in the festival event programme. Out of this number, data was randomly collected from 20 events. The random selection was done after excluding 3 Carnival Calabar events (cultural carnival, children carnival and adult carnival) because they were street parties. The category of events from which data were collected include: musical (rock, jazz, reggae, hip up), drama show, beauty pageantry, Christian religious activities (carol night, praise night, choir competition), sports (golf and basketball), poetry, and concert.

Using Taro Yemane formular, an estimated sample size of 500 was generated for the study. Systematic sampling design was used to draw the sample from the population of festival attendees.

3.3 Instrument Development

A questionnaire was developed from extensive literature review. The instrument was divided into three sections. The first part demanded respondents to give information on four socio-demographics: age, occupation, educational qualification and gender. The work by Cooil et al (2007) and Mittal and Kamakura (2001) form the basis for selecting our specific socio-demographic characteristics. The second section featured perceived festival quality. This section drew heavily from the work of Tkacznski and Strokes (2005). Accordingly, we limited the perceived quality construct to two dimensions: quality of event employees and quality of event environment. Quality of event employees had 9 items and quality of event environment had 12 items. Attendees evaluation of the perceived event quality of employees and quality of event environment) were measured using a five point Likert scale where 1= strongly disagree and 5=strongly agree. The third section featured satisfaction and behavioural intentions. The questionnaire measured attendees' overall satisfaction with one item. This understanding was drawn from Valle et al (2006) (citing Fornell, 1992; Speng & Mackoy, 1996; Bigne & Sanchez, 2001) who asserted that customer satisfaction can be estimated with a single item. Satisfaction was measured on a five point Likert Scale with 1= very dissatisfied and 5= very satisfied. Behavioural intention construct had two items (repeat visit and willingness to recommend). This was adopted from previous studies of Cronin and Taylor (1992), Homburg and Giering (2001), Oppermann, 2000, Chen & Gursory, (2001) who measured behavioural intentions by using two indicators (repeat visit and recommend event to prospective attendees). The two items factor were measured also on a five point Likert Scale (1= strongly disagree and 5=strongly agree).

To obtain content validity, two tourism and recreation lecturers and two managers in the state tourism echelon were given the questionnaire to review. Minor revisions were made on the instrument based on their suggestions and the wordings of some items slightly modified. A pretest of the instrument was also carried out to ensure reliability of each of the construct (perceived event quality, satisfaction and behavioural intentions). The questionnaire was administered to a convenience sample of 30 MBA students of the University of Calabar. The reliability test was well above .70, indicating internal consistency.

3.4 Data Collection

The data used for this study was part of a larger work conducted by the Department of Research & Planning, Cross River State Tourism Bureau. This was under the supervision of the author. The field enumerators were Graduate Students of the Faculty of Management Sciences, University of Calabar. On-site attendees aged 18 years and above were served with well-structured self-administered questionnaire. Data was collected from 20 different events

that took place on different days, dates, time and venues. A copy of the questionnaire was given to every fifth attendee either seating or standing in event venue. Enumerators drop off questionnaires with attendees and collected the completed copy on or before the end of the event. Where there was a refusal, the next fifth person was approached and given the questionnaire to respond. A total of 500 copies of questionnaire were administered. Out of this number, 484 completed copies of the questionnaire were returned and out of this number 473 properly filled copies were used for analysis.

3.5 Data Analysis

The SPSS 16.0 statistical software was used to capture the data and to do the subsequent analysis. One way analysis of variance and independent test were used to analyze the influence of socio-demographic characteristics on perceived festival quality, attendees' satisfaction and behavioural intentions.

4. Results of Findings

4.1 Respondents' Profile

Four socio-demographics were analyzed in this study: age, occupation, educational qualification and gender. 73% of the respondents fell between the age brackets of 21-30 and 31-40 respectively. 45% of respondents were students and civil/public servants. 61% of respondents have first degrees and above. This shows that the population of attendees comprised of educated young adults. There were more males (65%) than females (35%) in the sample. See table 1.

Table 1: Socio-demographic characteristic of attendees

Variable	Frequency	Percentage	Variable	Frequency	Percentage
Age			Artisan/technicians	14	3
< 20	26	6	Civil/public servants	96	20
21-30	158	33	Home Executives	5	1
31-40	191	40	Educational qualification		
41-50	66	14	Non formal	5	11
51-60	22	5	Complete Primary School	23	5
61 and above	10	2	Complete Secondary School	71	15
Occupation			Certificate/Diploma	60	13
Unemployed	22	5	First Degree	105	35
Students	120	25	Post Graduate	123	26
Retirees	25	5	Others	26	6
Professionals	71	15	Gender		
Political Office holders	41	9	Male	306	65
Self employed	79	17	Female	167	35

4.2 Mean Rating of Festival Quality, Satisfaction and Behavioural Intentions

Mean rating of the 24 items were determined using descriptive analysis. The first dimension of perceived event quality (quality of event employees) had nine (9) items. The scores ranged

from 3.30 to 3.74 on a five point Likert scale. The second event quality dimension (quality of event environment) had twelve (12) items. The scores ranged from 2.50 to 3.51. Quality of event employees had a grand mean of 3.43 and quality of event environment had a grand mean of 2.95. Behavioural intentions had a grand mean of 3.65. Attendees' overall satisfaction was a single item construct and had a mean of 3.11. All items in the model were rated average and above in performance. See table 2.

Table 2: Mean score of perceived festival quality, satisfaction and behavioural intentions

Variable	Item mean	Construct reliability
Event Quality		
Quality of event employees		
Service provided on time (QE1)	3.31	
Give prompt service to spectators(QE2)	3.44	
Service providers are dependable(QE3)	3.55	
Organizers show genuine interest (QE4)	3.37	
Organizers not too busy (QE5)	3.30	
Spectators had confidence in employees(QE6)	3.36	
Employees were courteous(QE7)	3.48	
Employees gave good treatment of tourists (QE8)	3.33	
Event took place at convenient hours (QE9)	3.74	
Grand mean		0.662
Quality of event environment		
Cleanliness (QSE 1)	3.51	
Security (QSE2)	3.20	
Adequate seats (QSE 3)	3.07	
Comfortable seats (QSE4)	3.03	
Good ambience (QSE5)	3.11	
Good location of ticketing booth (QSE6)	2.50	
Adequate refreshment (QSE7)	2.50	
Availability of first aid and medical assistance and personnel (QSE8)	2.52	
Adequate restrooms (QSE9)	2.70	
Availability of score board/large screen TV(QSE10)	3.13	
Facilities for disable spectators (QSE11)	3.13	
Accessible venue (QSE12)	2.96	
Grand mean		0.725
Attendees' satisfaction	3.11	
Behavioral intentions		
Repeat visit	3.68	
Recommend	3.62	
Grand mean		0.836

4.3 Inferential Statistics

The internal consistency of the three constructs was within acceptable limits (Field, 2005). The reliability test using Cronbach's alpha shows the following: perceived employee quality had 0.662, perceived environment quality had 0.725, and behavioural intentions had 0.836. See details in table 2.

4.3.1 Hypotheses Testing

One Way ANOVA and t test were used to perform multiple mean comparisons in order to determine if there is difference in perceived festival quality, attendees' satisfaction and behavioural intentions resulting from the attendees' socio-demographic characteristics. The variables that were considered in this study were age, occupation, educational qualification and gender.

Testing of hypothesis one: Effect of socio-demographic characteristics on attendees' perception of event

Hypothesis one tested the effect of attendees' age, occupation, educational qualification and gender on the perception festival quality of Calabar Festival. The result of ANOVA shows that age does not cause any significant difference in the means of the two quality dimensions (quality of event employee: $F=1.20$, $p > 0.05$ and quality of event environment: $F=1.62$, $p > 0.05$) (see table 2a). No significant difference was found in the mean comparisons for educational qualification (quality of event employee: $F= 1.209$, $p > 0.05$ and quality of event environment: $F=3.60$, $p > 0.05$) (see table 2c). Similarly, t test analysis also shows that the gender of attendees did not lead to any significant difference in the mean perception of the two event quality dimensions (quality of event employee: $t= .735$, $p > 0.05$ and quality of event environment: $t=3.60$, $p > 0.05$) (see table 2d). Rather occupation shows a partial significant difference in the mean perception of festival quality (quality of event employee: $F=3.005$, $p < 0.01$), but not in quality of event environment ($F= 0.336$, $P > 0.05$) (see table 2b).

Table 2a: Analysis of influence of age on attendee's perception of event quality dimensions

Factors Age	<20 years	21- 30years	31-40 years	41-50 years	51-60 years	61-70 years	F- Value	Sig
Quality of event employee*	3.03	2.85	2.86	3.02	2.87	2.95	1.20	.308
Quality of event environment**	3.69	3.44	3.51	3.43	3.26	3.42	1.62	.153

* $p > 0.05$, ** $p > 0.05$

Table 2b: Analysis of influence of occupation on attendee's perception of event quality dimensions

Factor Occupati on	Unemplo yed	Student	Retired	Professio nals	Political Office	Self Employe	Artisan	Civil/pub lic	Home executive	F- Value	Sig
Quality of event employee*	2.56	2.93	3.03	2.92	2.89	2.71	3.16	2.92	3.26	3.005	.003
Quality of event environment*	3.46	3.47	3.36	3.47	3.44	3.44	3.39	3.53	3.57	.336	.952

* $p < 0.05$, ** $p > 0.05$

Table 2c: Analysis of influence of educational qualification on attendee's perception of event quality dimensions

Factor Educational qualification	Non formal	Complete Primary School	Complete Secondary School	Certificate/Diploma	First Degree/HND	Post Graduate	Others	F-Value	Sig
Quality of event employee*	3.22	2.98	2.93	2.78	2.84	2.94	2.89	1.209	.300
Quality of event environment*	3.20	3.45	3.47	3.48	3.49	3.48	3.60	.491	.815

*p > 0.05, ** p > 0.05

Table 2d: Analysis of influence of gender and attendee's perception of event quality dimensions

Factor:Gender	Male	Female	t- Value	Sig
Quality of event employee*	2.89	2.88	.735	.881
Quality of event environment**	3.49	3.44	.190	.362

*p > 0.05, ** p > 0.05

Test of hypothesis two and three: Influence of socio-demographic characteristics on attendees' satisfaction and behavioural intentions.

Hypotheses two and three tested the effect of socio-demographic factors on attendees' satisfaction and on attendees' behavioural intentions.

The mean comparison for satisfaction shows that there is no significant difference in attendees' satisfaction resulting from differences in age and occupation (age: $F=0.493$, $p > 0.05$ and occupation: $F=1.131$, $P > 0.05$) (see table 3a and 3b). The result also shows that there is a significant difference in attendees satisfaction resulting from attendees' educational qualification and gender (educational qualification: $F=1.883$, $p < 0.10$ and gender: $t=-1.964$, $p = 0.05$) (see table 3c and 3d).

The mean comparison of attendees' behavioural intentions shows that there is no significant difference resulting from all the socio-demographic factors (age: $F=0.149$, $p > 0.05$, occupation: $F=1.024$, $p > 0.05$, educational qualification: $F=0.186$, $p > 0.05$ and gender: $t=-0.581$, $p > 0.05$). See tables 6.7, 8 and 9. Further analysis using cheffe multiple comparison of behavioural intentions did not show any significant difference with age (satisfaction: Critical value = 0.984, $p > 0.05$ and behavioural intentions: Critical value= 0.996, $p > 0.05$); occupation (satisfaction: critical value=0.422, $p > 0.05$ and behavioural intentions: critical value = 0.927, $p > 0.05$); educational qualification (satisfaction: critical value=0.427, $p > 0.05$ and behavioural intentions: critical value=0.999, $p > 0.05$). See tables 3a, 3b, 3c and 3d.

Table 3a: Mean comparison of difference in age and attendee's satisfaction and behavioural intentions

Factors	<20 years	21-30years	31-40 years	41-50 years	51-60 years	61-70 years	F-Value	Sig
Satisfaction*	3.11	3.10	3.16	2.97	3.14	3.10	0.493	0.781
Behavioural intentions**	3.5	3.52	3.56	3.5	3.52	3.45	0.149	0.981

*p > 0.05, ** p > 0.05

Table 3b: Mean comparison of difference in attendees' occupation and attendee's satisfaction and behavioural intentions

Factor	Unemployed	Student	Retired	Professionals	Political Office	Self Employed	Artisan	Civil/public	Home executive	F-Value	Sig
Satisfaction*	3.17	3.10	2.97	3.20	2.83	3.14	3.29	3.17	3.11	1.131	.341
Behavioural intentions**	3.53	3.54	3.35	3.41	3.42	3.60	3.71	3.60	3.60	1.024	.417

*P > 0.05, **p > 0.05

Table 3c: Mean comparison of difference in educational qualification and attendee's satisfaction and behavioural intentions

Factor	Non formal	Complete Primary School	Complete Secondary School	Certificate/Diploma	First Degree/HND	Post Graduate	Others	F-Value	Sig
Satisfaction*	3.40	3.19	3.07	3.37	3.03	3.15	2.74	1.883	0.082
Behavioural Intentions**	3.60	3.48	3.48	3.59	3.52	3.52	3.58	0.186	0.981

*p < 0.10, ** p > 0.05

Table 3d: Mean comparison of difference in sex and attendee's satisfaction and behavioural intentions

Factor	Male	Female	t- Value	Sig
Satisfaction*	3.06	3.22	-1.964	0.05
Behavioural Intentions**	3.52	3.55	-0.581	0.5628

*p ≤ 0.05, **p > 0.05

5. Discussion of Findings

The study investigates the effect of selected socio-demographic characteristic of attendees on festival perceived quality, attendees' satisfaction and behavioural intentions. Significant

difference was found in the relationship between perception of quality of event employee and attendee's occupation. The other factors (age, educational qualification and gender) did not cause any significant difference on attendees' perception of festival quality. This means that the different occupational groups perceived the festival quality in terms of offerings from event employees (reliability, responsiveness, empathy and assurance) differently. Critically, it can be inferred that home executives, artisans and retirees who are not very influential people in the society had a lower threshold for perceived quality. That is people in this group of occupation had a higher positive perception of service quality of the festival than influential people like civil and political officer holders and students. The other occupational groups did not show significant difference in terms of quality of event environment. This notwithstanding, the hypothesis one in this study was partially rejected. This is because evidence shows that attendees' occupation significantly influences perception of service quality. To the best of our knowledge this is one of the few studies that had investigated the influence of attendees' characteristics on perceived quality.

Only two of the factors led to significant difference in attendee's satisfaction with festival: educational level and gender. Evidence shows that those without formal education and certificate and diploma holders had a lower threshold of satisfaction. They were more satisfied with the Calabar Festival than the other attendees with first degrees and postgraduate degrees. Mittal & Kamakura (2001) and Valle, Silva, Mendes & Guerreiro (2006) corroborates the existence of significant influence attendees' educational qualification has on the level satisfaction with festival. Similarly female attendees have a lower threshold of satisfaction than male attendees and therefore were more satisfied with the Calabar Festival than male attendees. Previous studies by Bryant & Cha (1996) and Mittal & Kamakura (2001) corroborates the impact of gender factor on the satisfaction level of festival attendees. To some extent, the findings of this study contradict some previous studies that found that age and occupational factors have significant influence on satisfaction with tourist destination. For example, Valle et al (2006) in their study found there was significant difference in satisfaction as a result of differences in occupation. Bryant & Cha (1996) and Mittal & Kamakura (2001) found that older people are more satisfied than younger people. Occupation and age factors were not found to be critical factors in determining attendees' satisfaction with festival.

There was no observed significant difference in the behavioural intentions of festival attendees resulting from any of the four demographic factors (age, occupation, educational qualification and gender) in this study. To some extent this finding corroborates the results of some previous studies that also did not establish any significant difference in behavioural intentions resulting from age and gender (Valle et al, 2006). To some extent it also contradicts some previous studies that provided evidence for the impact of attendees' educational qualification and occupation on behavioural intentions (Font, 2000 and Anderson et al, 2008).

6. Conclusion, Limitations and Further Research

The result of this study has significantly contributed to the literature on this subject. It is worthy to note the following: (a) attendees' age, educational qualification, and gender do not affect attendee's perception of festival quality. The visitor characteristic that affects perceived event quality is attendee's occupation (b) attendee's age, and occupation does not affect satisfaction with festival perception of quality. The visitor characteristics that affect attendee's satisfaction are educational achievement and gender (c) All the four visitor characteristics do not affect attendee's behavioural intentions (age, occupation, educational qualification and gender). The absence of any significant difference in the behavior intentions of festival attendees resulting from visitor socio-demographic factors is in sync with the view held by most researchers in quality management. This may be connected with the fact that perceived quality does not directly predict behavioural intentions, but does so indirectly. It

follows then that those factors that influence satisfaction with festival will influence behavioural intentions indirectly through their influence on customer satisfaction.

This study was limited to only one festival and in one destination. This poses the problem of generalization of the results of the study beyond the locality. It is not clear whether the effect of socio-demographics vary with the type of events or festivals. There is need for further study that will use different types of events or festivals (cultural, exhibition, art, religious musical, etc.), and to extend the study to difference destinations; state, regional, national and even undertake cross boundary studies.

Secondly, future research may consider the extension of the influence of attendees' characteristics beyond behavioural intentions to post purchase behaviours of attendees' of a festival.

7. Managerial Implication

It is therefore recommended that socio-demographic characteristics such as attendees' occupation, gender and educational qualification should be considered and factored into the marketing and product development strategy of the Calabar Festival. This will likely improve or increase the perceived quality of the festival, which will in turn lead to high level of satisfaction and ultimately positive behavioural intentions. For instance, female attendees' satisfaction could be enhanced by providing conveniences that are gender friendly. Promotional materials could be segmented to reflect difference occupational and educational groups and markets.

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