



MSc - International Events Management

Master Dissertation

Motivation to attend to a cultural event and the role of social network on attendees' satisfaction

The Case of Asian Film Festival

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Abstract

Purpose - The primary purpose of the research is to analyze the impact of the online social networking on the participant's satisfaction, recommendation, and intention to revisit, and to understand the attendance motivation of the Asian Film Festival attendees.

Methodology - A survey made up of three main sections measuring the motivation of participation on the online social network; the motivation of the festival attendance; and the satisfaction, recommendation, and intention to revisit was prepared. The factors were derived from previously accomplished studies, which are similar to the study, as the questions were also adapted to obtain the required data. Data were collected using structured questionnaires, which were distributed randomly during the Asian Film Festival, in Deauville - France, on the festival attendees. The respondents included 'The Asian Film Festival' group members on Facebook and non-members, who were then asked to reply to the second section of the questionnaire to justify their attendance motivation, and their satisfaction level, willing to recommend, and intention to revisit the festival in the future in order to recognize the effect of the social network usage on the satisfaction. The data was then statistically analyzed using the Statistical Package for the Social Sciences (SPSS).

Findings - The key findings of the study are the extraction of six motivational factors to attend the Asian Film Festival, and they are: Escapism, Watching, Content Specificity, Having Fun, Event experience in general, and Family sharing. The research also indicated the Social Network group associated to the festival has no effect on the attendees' satisfaction, recommendation, and intention to revisit.

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I confirm that this dissertation is my own work and no part of it has been previously published elsewhere or submitted as part of any other module assessment.

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Chapter 1 - Introduction

Nowadays, events function as a major development aspect in our cultures, including public events and celebrations, which have been increasing due to the increase in leisure time and entertainment spending according to Bowdin et al. (2006). Even governments and corporations support events as key elements in their development strategies, whether marketing or economic wise (Bowdin et al., 2006).

Since the middle to the latter half of the twentieth century, when the events field has transformed into an industry (Bowdin et al., 2006), several issues had been taken into consideration. For example, the effective communication methods that should be developed to attract event attendees, as their attendance is considered to be a key element to an event's success or failure. Crompton and McKay (1997:425) stated that "a decision to visit a festival is a directed action which is triggered by a desire to meet a need. Although they are only one of multiple variables that explain behavior, motives are the starting point that launches the decision process."

Marketers believe that the developed communication mix for an event may act as a motive for the event attendance (Goldblatt, 2002). The communication mix vary including advertising, personal selling, sales promotion, direct marketing, public relations, sponsorship, and new media (Koekemoer, 2004). But due to the global technology and innovation's penetration; online advertising and social media communication became one of the most effective communication strategies, and thus it became the marketers preferred choice to communicate through (Moran and Gossieaux, 2010).

An Ipsos survey indicated that there will be a vast increase in the online advertising (Hartley, 2009), due to the shift from the traditional media channels which has been affected as follows: decrease by 41 per cent in printed materials, 36 per cent in radio advertisement, and 22 per cent in

television advertisements (Marketwire, 2009). The different type of online social media tools, specifically the online social networks, are referred to as consumer generated media as they contain information that is created and circulated by consumers, who exchange information about products, brands, and services with one another (Mangold and Faulds, 2009).

Most of the marketers believe that the use of Internet technology may lead to strong customer relationships (Marketwire, 2009). Recently, organizations focused on directing most of their online marketing efforts to the social networks, which attracts vast amount of the prospected target. According to Trusov et al. (2010:643), “currently, social network sites attract more than 90% of all teenagers and young adults in the United States and have a market of approximately 80 million members”.

According to Trusov et al. (2010) social network websites are considered to be a place where members share and consume information, pictures, music, blogs and messages through their registered profiles. Members link their profiles to one another through invitations (Trusov et al. 2010). One of the strongest social network websites, which has been developing very fast, is Facebook (Foster et al., 2010). Currently, this site has more than 750 million active users, where half of the users log on to Facebook in any given day. Additionally, people spend over 700 billion minute on Facebook per month. An average Facebook user is connected to 80 community pages, groups and events (Facebook statistics, 2011).

Social networks have also been used by enterprises for business purposes, as asserted by Moran and Gossieaux (2010:232), “organizations' interest in online communities has grown as examples of their usefulness in multiple organizational domains have increased”. Moran and Gossieaux (2010) also states that it has been found that the online communities help providing powerful competitive advantages, through exposing positive images about products, spreading word of mouth on a wider base, increase in demand, identifying consumer needs and wants, and raising awareness. Moreover

some organizations have been using the online communities for other activities like the customer support, product development, knowledge management, and recruitment (Moran and Gossieaux, 2010).

Accordingly, the concern now is to explore the extent of which on-line social networks, like Facebook for example, would have an effect on the attendees' satisfaction, recommendation, and retention; as to explore the motives behind the event's attendance, which is an essential key for an event's success.

1.1 Research Question and Objectives of the Study

Three research questions are accompanied to the study, and they are as follows:

1-Why festival attendees participate in online social networks?

2-What are the festival attendees motivations?

3-Does the online social network participation affect the festival attendees satisfaction?

The main objective of this dissertation is to identify the reasons of attending cultural events and the role of social network on its communication strategy and, as a consequence, on attendees' satisfaction.

This main objective will be achieved through intermediate objectives, which includes, the examination of the existing literature on the use of social networking and festival attending motivations. This objective will help clarifying the scientific results that researches have been concluding up-to-date in the related subjects, as it will support the following objectives of identifying the dissertation main objective.

The second intermediate objective is to identify the reasons why users connect to the Asian Film Festival online social network, which is considered to fulfill portion of the dissertation main objective.

The third intermediate objective to fulfill the research main objective is identifying the motivations to attend the Asian Film Festival.

The fourth intermediate objective is to identify the social network effect on the attendees' satisfaction, recommendation to friends, and the intention to revisit the festival in the future.

A final intermediate objective accompanied with the dissertation is to develop a set of conclusions related to the motivation of attending cultural events and the role of social network on the communication strategy, for further researches, future and managerial implications.

1.2 Methodology overview

A secondary research will be undertaken to achieve the first objective through examining the literature on the use of the social networking and on the festival attendees' motivations. Concerning the second and third objectives, a primary research will be accomplished through a quantitative method which will be used by the development of a survey to collect the data related to the attendee's participation in online social networks and to understand their motivations. The structured questionnaires will then be distributed randomly on the attendees, during the festival days. The fourth and fifth objectives will be achieved through a statistical analysis that will be performed using the Statistical Package for the Social Sciences (SPSS).

1.3 Chapters overview

The dissertation encompasses different chapters including this introduction.

The second chapter, the literature review, will discuss and compare the academic key ideas, explanations, concepts, models, and theories related to the participation on online social networks and festival attendance motivation.

Then, the research methodology chapter will cover an overview of the various research methods including the research method used for this research, with the detailed preparations and procedures.

The findings of this study will be presented at the fourth chapter, Results and Discussion. This chapter will include all the primary research results, which will be critically analyzed and linked to the literature review chapter.

Finally, the fifth chapter, Conclusion, includes a clear and brief review of the main findings of the research, in comparison to the aims and objectives of the dissertation, managerial implications and recommendations arising from the findings of this study, the limitations of the study and suggestions for future research.

Chapter 2 - Literature Review

2.1 An Introduction to Events Management

2.1.1 Events definition and typology

Events and festivals have been one of the fastest growing sections of the world leisure industry, in the past couple of decades (Getz, 1991). Nowadays, events play a major role in shaping cultures and societies. Events are supported and promoted by governments, businesses, and corporations, which ease their marketing strategies, and image promotions (Bowdin et al., 2006). According to The Chambers Dictionary (1998), an event is defined as, “anything which happens; result; any incidence or occurrence specially a memorable one; contingency or possibility of occurrence; an item in a program (of sports, etc); a type of horse-riding competition, often held over three days (three-day event), consisting of three sections, like dressage, cross-country riding and show jumping; fortune or fate (obs); an organized activity at a particular venue, like for sales promotion, fundraising.” (The Chambers Dictionary, 1998:560).

A recent definition by Getz (2008:404) explains events as, “a spatial–temporal phenomenon, and each is unique because of interactions among the setting, people, and management systems—including design elements and the program.”

Moreover, Getz (2008) explicates the interesting side of events, as each event is created for a purpose, all events are different, and only the attendees enjoy the unique experience of the event. The events significance in fulfilling various strategic goals, highlighted the importance of events, and emerged the need of professional event management. Event management has been defined as, “applied field of study and area of professional practice devoted to the design, production and management of planned events, encompassing festivals and other celebrations, entertainment, recreation, political and state, scientific, sport and arts events, those in the domain of business and corporate affairs

(including meetings, conventions, fairs, and exhibitions), and those in the private domain (including rites of passage such as weddings and parties, and social events for affinity groups)” (Getz, 2008:404).

The event management as a profession has been existing since 1885, through the International Association of Fairs and Expositions (IAFE), which began with six fairs (Getz, 2008). Bowdin et al. (2006), refers to Wood (1982), who explained one of the reasons behind the birth of the events industry, which started as commercial celebrations due to the need to rest and relax from work during the industrialization era. While the events concept and industry was there long time ago, professional events began to emerge only during the 1950s and 1960s. The evolution of event management professionalism, has also been supported through educational institutions, which offers event management degrees, and employees who are willing to specialize in this field. This support helped the development of scientific research on the event management as a topic (Getz, 2008).

According to the various purposes and programs of planned events, different categories have been developed, including size categories, form categories and content categories. The size categories includes local or community events; major events; hallmark events; and mega events. The local or community events are closed on local audiences, and aims to for social, fun, and entertainment value, in return for benefits like pride in the community, and sense of belonging. Major events attracts vast amount of visitors in addition to the media coverage over the event. A hallmark event, refers to the events that are linked to a region, like the Tour de France for example. The mega-events are the largest type of events, where a whole economy may be affected, and covered by the global media; a familiar example is the Olympic Games (Bowdin et al. 2006). Concerning the form and content, they are generally divided into public celebrations, which contains a variety in the programming and aims to form cohesion and stimulate civic pride, and other events aiming to foster fun,

socializing, entertainment, business, and competition. Figure 1 shows a detailed typology of planned events according to their form and content including, cultural celebrations, political and state, arts and entertainment, business and trade, educational and scientific, sport competition, recreational, and private events. These events require special facilities, like the location of the event, which varies from convention centers to sport arenas, depending on the event type (Getz, 2008).

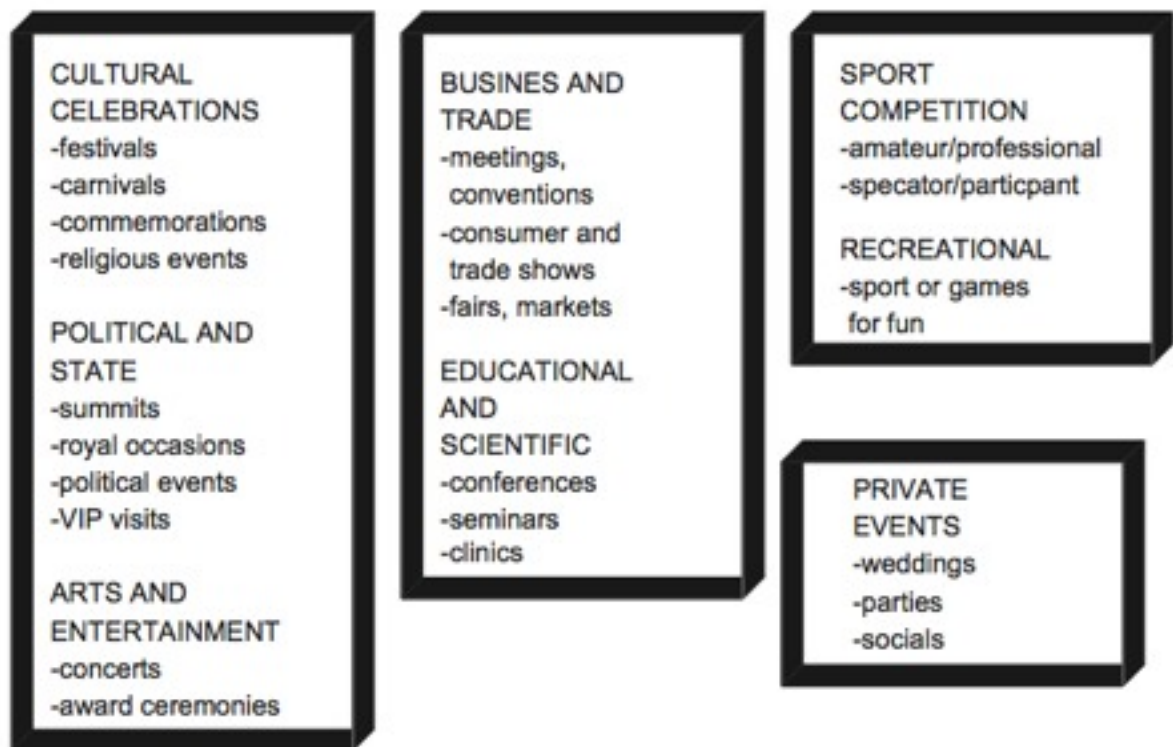


Figure 1 - Typology of planned events

(Source: Getz, 2005)

Since the attendance of an event or a festival is a key to its success (Funk et al., 2009), researches about reasons behind event attendance has been increasing. Crompton and McKay (1997) suggest that event managers should stress on knowing the motives of the event attendees, in order to provide better service, as motives are critical in the decision making process, and thus, leads to greater attendance.

2.1.2 Events attendance motivation

“A motive is an internal factor that arouses, directs, and integrates a person’s behavior” (Iso-Ahola 1980:230). According to Moutinho (1987), motivation “refers to a state of need, a condition that exerts a ‘push’ on the individual towards certain types of action that are seen as likely to bring satisfaction” (Moutinho 1987:16).

Crompton and McKay (1997) mentioned three reasons of why it is important to invest effort in researching about the motives of the festival visitors. The first reason is role played by the research to enhance the design of the festival, believing that identifying the needs of the visitors and providing them as services during the festival satisfies the visitors. The second reason is the close relationship between motives and satisfaction, since the visitors are satisfied when the event meets their expectations and motives, and thus the satisfaction will act as a motive for future visits of the same festival. The third reason is that determining the motives is an essential issue in understanding the visitor’s decision making process, which leads to enhancing the marketing activities into effective ones. Taking into consideration these reasons, many researchers have been exploring the different motives associated to the festival visitors (Dodd et al., 2006; Formica and Uysal, 1998; Gelder and Robinson, 2009; McDowall, 2010; Zyl and Botha, 2004).

Crompton and McKay (1997), referred to Getz (1991), who classified the basic needs satisfied by festivals into: physical, interpersonal or social, and personal. Moreover, Crompton and McKay (1997) adopted Crompton’s (1979) framework which included seven major motives in their study - Novelty, Socialization, Prestige/Status, Rest and Relaxation, Education Value/Intellectual Enrichment, Enhancing Kinship and Relations/Family Togetherness, and Regression. The novelty explains the visitors motivated by the desire of seeking new experiences, while socialization explains the visitors motivated by the interaction with other visitors. The prestige/status motive explains the desire of positioning oneself in the

eyes of others as attending special events, and the rest/relaxation explains the motive of escaping from the daily life stress and refreshing the mentality.

The education value/intellectual enrichment explains the motive of expanding gaining new knowledge through attending a festival, and the enhancing kinship and relations/family togetherness motive explains the desire to engage and enhance the family relationship. Finally the regression motive explains the visitor's attendance to prompt memories or childhood. As a result of this research, the factor analysis produced six similar factors which were: cultural exploration, novelty/regression, recover equilibrium (rest/relaxation), known-group socialization, external interaction/socialization, and gregariousness. Nearly, most of the researches that has been done on the festival attendance motivation includes similar motivation scales like Crompton's (1979) framework with similar factors as shown on table 1, more or less, according to the event type.

A Summary of Selected Studies on Festival and Event Motivation

Researchers	Delineated Factors	Event Name and Site	Methodology
Ralston & Crompton (1988)	Stimulus seeking; family togetherness; social contact; meeting or observing new people; learning and discovery; escape from personal and social pressures; nostalgia	1987 Dickens on the Strand, Galveston, USA	48 statements; 5-point Likert scale
Uysal et al. (1991); Backman et al. (1995)	Excitement; external; family; socializing; relaxation	Pleasure Travel Market Survey (1985), USA	12 motive items
Uysal et al. (1993)	Escape; excitement/thrills; event novelty; socialization; family togetherness	Corn Festival, South Carolina, USA	4 statements; 5-point Likert scale
Mohr et al. (1993)	Socialization; escape; family togetherness; excitement/uniqueness; event novelty	Freedom Weekend Aloft, South Carolina, USA	3 motive items; 5-point Likert scale
Scott (1996)	Nature appreciation; event excitement; sociability; family togetherness; curiosity; escape	BugFest, Holiday Lights Festival, and Maple Sugaring Festival, Ohio, USA	25 motive items; 5-point Likert scale
Formica & Uysal (1996)	Excitement/thrills; socialization; entertainment; event novelty; family togetherness	Umbria Jazz Festival, Italy	3 motive items; 5-point Likert scale
Schneider & Backman (1996)	Family togetherness/socialization; social leisure; festival attributes; escape; event excitement	Jerish Festival, Jordan	23 motive items; 5-point Likert scale
Crompton & McKay (1997)	Cultural exploration; novelty/regression; gregariousness; recover equilibrium; known-group socialization; external interaction/socialization	Fiesta in San Antonio, Texas, USA	31 motive items; 5-point Likert scale
Formica & Uysal (1998); Formica & Murrmann (1998)	Socialization/entertainment; event attraction/excitement; group togetherness; cultural/historical; family togetherness; site novelty	Spoletto Festival, Italy	23 motive items; 5-point Likert scale
Nicholson & Pearce (2000, 2001)	External interaction/socialization; novelty/uniqueness; escape; family	Marlborough Wine, Food and Music Festival	Open-ended question; 20 motive items; 5-point Likert scale
	Socialization; novelty/uniqueness; entertainment/excitement; escape; family	Hokitika Wildfoods Festival	
	Novelty/uniqueness; socialization; specifics; escape; family	Warbirds over Wanaka	
	Specifics/entertainment; escape; variety; novelty/uniqueness; family; socialization	New Zealand Gold Guitar Awards, New Zealand	
Lee (2000)	Cultural exploration; escape; novelty; event attractions; family togetherness; external group socialization; known-group socialization	'98 Kyongju World Cultural Expo, South Korea	34 motive items; 5-point Likert scale
Dewar et al. (2001)	Event novelty; escape; socialization; family togetherness; excitement/thrills	Harbin Ice and Sculpture and Snow Festival, P. R. China	23 motive items; 5-point Likert scale
Lee et al. (2004)	Cultural exploration; family togetherness; novelty; escape (recover equilibrium); event attractions; socialization	2000 Kyongju World Cultural Expo, South Korea	34 motive items; 5-point Likert scale

Table 1 - Selected studies on Festival and Event Motivation

(Source: Li and Petrick, 2006)

Moreover, Funk et al. (2009) developed the 'SPEED - Facets of motivation' which included five motivational contents: Socialization, Performance, Excitement, Esteem, and Diversion. The SPEED scale was derived from previous researches discussing the motives of sports events attendance, and it was applied on an Australian Rules Football game, and validated later on.

Unlike the various literature that discussed previously, Nicholson and Pearce (2001) adopted a different perspective by analyzing the motivations of the attendees at four different festival. It was sought to give more generality and a broader examination to the motivation characteristics, which may also be applied on individual events. The four examined festivals were: Marlborough Wine, Food and Music Festival; Hokitika Wildfoods Festival; Warbirds over Wanaka; and New Zealand Gold Guitar Awards. The selected events were meant to be different, to generate the different motives for festivals attendance in general, and compile the common ones. The surveys used in the research included 'self-expressed' open questions like, why did you come to this event?; and motivational statements like - to see the entertainment, because it is stimulating and exciting, and to be with people who enjoy the same things I do.

After the factor analysis, the different events resulted in similar factors, where the New Zealand Gold Guitar Awards included the most factors which appeared in the other events. These attendance motivation factors (Table 2) included: Specifics/entertainment; escape; variety novelty/uniqueness; escape; family; and socialization.

FACTOR ANALYSIS OF MOTIVATIONS FOR ATTENDING THE NEW ZEALAND GOLD GUITAR AWARDS

Reasons for Attending the Special Event— New Zealand Gold Guitar Awards	Factor					
	1	2	3	4	5	6
Specifics/entertainment						
Because I enjoy country music (specific)	.743					
So I could be with my friends	.433					
To be with people of similar interest	.647					
To see the entertainment	.812					
Because it is stimulating and exciting	.782					
Escape						
To get away from the demands of life		.835				
To have a change from daily routine		.833				
For a change of pace from everyday life		.776				
Variety						
Because I was curious			.577			
Because I am interested in all types of music (specific)			.657			
To experience new and different things			.791			
Because I like the variety of things to see and do			.687			
Novelty/uniqueness						
Because festivals are unique				.404		
Because I enjoy special events/festivals				.787		
Because I enjoy special-event crowds				.837		
Family						
Because I thought the entire family would enjoy it					.940	
So the family could do something together					.941	
Socialization						
To observe the other people attending the event						.802
For a chance to be with people who are enjoying themselves						.627
To be with people who enjoy the same things I do						.552
Eigenvalue	5.96	2.54	1.77	1.40	1.38	1.10
Variance (%)	29.8	12.7	8.9	7.0	6.9	5.5
Cumulative variance (%)	29.8	42.5	51.3	58.3	65.2	70.7
Reliability coefficient	.82	.83	.71	.78	.94	.75

Table 2 - Motivations for attending the New Zealand Gold Guitar Awards

(Source: Nicholson and Pearce, 2001)

2.1.3 Events communication tools

The development of media technology, global competition, and customer expectations have led to the birth of integrated marketing communication (IMC) concept; which has widened the concentration on promotion as the major communication element. Additionally, the relationship started to transform from promoting to the customer, to building a relation with the customer (Bowdin et al., 2006).

Getz (2005) identified the marketing communications as a key factor for an event's success. According to Falkheimer (2007) events like the World Rugby Cup in 1999 and a local housing fair in 2001 have been negatively publicized, due to the poor marketing

communication management. In figure 2; Bowdin et al. (2006) adapts the original IMC strategy process appearing in Duncan (2002), to the events and festivals; illustrates the IMC process of events, and the various channels that builds the relationship with the visitors (Bowdin et al., 2006).

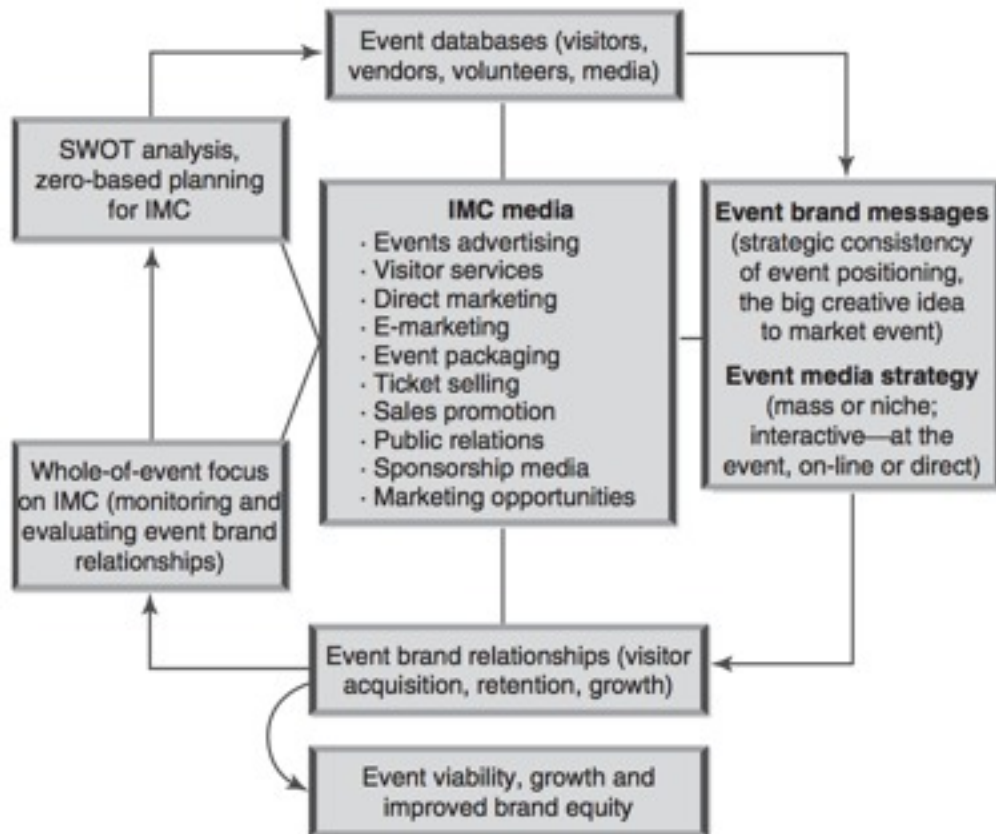


Figure 2 - IMC process model for events

(Source: Bowdin et al., 2006)

As shown in figure 2, the IMC mix may include a variety of marketing communication channels like public relations, direct mail, advertising, e-marketing, publicity, sales promotion, and other media tools. Advertising is a paid form of promotion by the event organizers, through radio, television, newspapers, magazines, Internet, outdoor advertising/billboards, and mobile platforms - busses and taxis. Most of the events do not consider television, newspaper, and radio advertisements, due to their expensive costs, instead they try to form a partnership through sponsoring. The public relations is a non-paid form, but incur

costs, which includes different tools like, publicity, special events, community consultation, e-publications, and traditional newsletters, which aims to form a relationship between stakeholders and consumers. Media publicity is the most favored by the organizers, since it reaches the event's market, in addition to the audience great interest in reading about sports, art and entertainment. Sales promotion - the discounts and offers that increases the sales and attendance, may include a certain ticket for families at a city show or an exhibition, group discounts, free ticket for children, or free merchandise offered while buying a ticket. Direct marketing, is the one-to-one communication with the visitors through mail, telephone or Internet, which includes obtaining the database of previous event attendees information - demographic profiles and preferences (Bowdin et al., 2006).

Additionally, Bowdin et al. (2006) states that an event marketer should be familiar with the best applicable media tool to the event, prior to the channel decision,. If the event is a mega sized event, and the target is a mass market, television advertising might be used; while a local festival may plan an organized word of mouth, in addition to local media publicity and community service announcements. A mix if advertising, e-marketing, and publicity may also be an effective communication package for a certain event (Bowdin et al., 2006).

Recently, the traditional marketing tools like print and broadcasted media; which has been widely used by the events field, has been decreasing in their effectiveness (Hede and Kellett, 2011). According to Pitta et al. (2006), only 20 to 30 percent of the brochures distributed in exhibitions are read. Nowadays, the power that the Internet provides for businesses, including event organizations, is dramatically increasing “interest has been directed towards understanding how Web 1.0 is being used as a marketing communications tool by special event organizations.” (Hede and Kellett, 2011:989). Filo and Funk (2005) focused their studies on the link between the sports organizations and the content provided on their event's websites, and how it attract the consumers through describing the features and

the characteristics of the event, “Sport organizations should determine the specific features that drive consumer interest in their sport product and then ensure its presence in Internet marketing communication” (Filo and Funk, 2005:114). Since most of the events are aiming to create the community atmosphere, modern communication tools like Short Message Services (SMS) and Web 2.0 tools - such as MySpace and Facebook, are relevant for communicating with the consumers of events (Ellison et al., 2007).

2.2 Event communication through Social Networks

2.2.1 Social networks definition and typology

Social networking is a rapidly growing way of communication and sharing similar interests/activities with others through online communities (McKenzie, 2009). It has started earlier in 1979, when Tom Truscott and Jim Ellis - university students - created the first worldwide discussion system which allowed the users to post public messages. Then the idea has developed in the early 1990s when Bruce and Susan Abelson invented “open diary” which was a social network site that gathered all the diary writers online under one community. Due to the global evolution of social networks, there has been increasing literature discussing the social networks recently (Kaplan and Haenlein, 2010).

Social network websites have been defined similarly in different literature as, “virtual communities for people interested in a particular subject or just to “hang out” together.” (Murray and Waller, 2007:56) Social networks have also been viewed differently as “allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others...Participants may use the sites to interact with people they already know offline or to meet new people.” (Ellison et al., 2007:1143). According to Trusov et al. (2010), social network websites are consisted of registered members, who share information with each other, through their user profiles. The same definition was supported by

Kaplan and Haenlein (2010) “Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other.” (Kaplan and Haenlein, 2010:63).

The two different interactions that users go through is either creating new contents, through sharing pictures, music, videos, and writing blogs; or consuming these contents. On social network sites users create networks through linking their profiles with one another (Trusov et al., 2010). Usually this process is done by sending a friend request/following request or becoming fans of each other depending on the social network type (McKenzie, 2007). The requests are usually sent with the options of accepting or rejecting (Trusov et al., 2010). Linked users may view each other profiles, post comments, and join groups based on their interests, whether its related to their hobbies, musical, or even romantic relationships (Ellison et al., 2007). Members communicate through voice, chat, instant message, videoconference, and blogs (Murray and Waller, 2007).

Social networks, as a part of the social media, are numerous including MySpace, Facebook, Faceparty, Twitter, Friendster, CyWorld, LinkedIn, Xanga, Ringo, Bebo, Where Are You Now (WAYN), The Froghouse, and Ning (Ellison et al., 2007; McKenzie, 2009; Moran and Gossieaux, 2010; Murray and Waller, 2007; Trusov et al., 2010). Most of these sites have different orientations, like *LinkedIn*, which is mainly focusing on the work related issues. *Friendster*, which targets the romantic relationships creation. *MySpace* which connects people of similar interests in music or politics. *Facebook* which was originally orienting the college students connection. *Ning*, which different areas of interest like cycling, education, and cooking exists. *Twitter*, where users share information through their posts, called “tweets” and limited to 140 characters (Ellison et al., 2007; McKenzie, 2009). These social network

sites include shared contents from other sites like videos from YouTube, pictures from Flickr, and blogs from Blogger (McKenzie, 2009).

Social networking sites has been classified by Kaplan and Haenlein (2010) under two different dimensions: social presence combined with media richness and self-presentation/self-disclosure. The social presence has been defined as the physical and visual contact that will emerge between two communicating partners, and the higher the social presence, the stronger the social influence the partners have on each other (Short et al., 1976). While self presentation is the demand of controlling other people's opinion of someone (Goffman, 1959). According to Kaplan and Haenlein's (2010) dimensions, social networking sites are classified as high on the self-presentation/self-disclosure, and medium on the social presence combined with media richness.

Different from the stereotyping of the use of social network sites only for teenagers, Summerskill (2009) indicates that they are for all ages. Generally, social networks are attractive because of their ease, fun, cheap, and fast way to keep in contact with friends. Additionally, users benefit reconnecting with old friends, making new friends of similar interests, and connecting to customers in an easy way (McKenzie, 2009; and Summerskill, 2009).

2.2.2 Reasons why people participate on online social networks

Several studies have been keen on investigating the reasons why people participate on online social networks to justify the cause of increasing interest in participating and for the social networks to know their attractive sides and stress on it. Wasko and Faraj (2005) focused their motivation study on the members of electronic communities. They classified the social capital into three types: structural, cognitive, and relational capital. The structural capital refers to the base of the network, and the level of connection between individuals. The

cognitive capital explains the extent to which skills, knowledge, and discussions are shared along with the participants. The relational capital refers to the member's strong identification with the collective and trust. After undertaking their research, which included data from the a national legal association in the US, they found out that enhancing one's reputation is one of the most important motives for network participation. Thus the structural capital, which measures the level of connection between individuals, is considered to be a strong capital for contribution on networks, while the cognitive and relational are weak.

Also Chiu, Hsu, and Wang (2006) investigated the share of knowledge on virtual communities, and found out that the ties between individuals, reciprocity, and group identification through shared language, values, and vision, which increase the knowledge sharing. Their result also applies the strong effect of the social capital in the participation on online networks.

In the study of Ellison et al. (2007) students reported that using Facebook is mainly to maintain and strengthen old relationships. Differently, Song and Walden (2007) sought whether the size of the network affects the participation of online users. They found out that the larger the network, the more attractive it is, due to the wide availability of information for sharing. The research also found out that the participators seek extrinsic and intrinsic perceived benefits. The extrinsic benefits are the rewards in terms of reputation and image, while the intrinsic benefits refers to the enjoyment and helping others.

Raacke and Bonds-Raacke (2008) applied the uses and gratification theory, which is concerned with how individuals use the media, specifically friend network sites, and thus highlighting the importance of individuals. The results were two major reasons why college students use social networking websites, particularly MySpace and Facebook. The first reason is the social connections, in which the individuals keep in contact with current and old friends; while the second reason is the information sharing about social and other events.

These two reasons are very much similar to other factors that have been found by other researches, which explicates the importance of the social environment and information needs by the participators.

On the other hand, Foster, Francescucci, and West (2010) focused their study on Facebook, and justifies their choice by indicating that, “almost all young adults are members, and marketers are particularly interested in investigating this form of social media technology for its economic potential” (Foster et al., 2010:8). The authors then generalized their results to match different online social networks. They found that users participate in online social network because of five major motives, and they are community membership, information value, participation concerns, friendship connections, and participation confidence. Table 3 lists some of the statements that explains the factors that were achieved after the exploratory factor analysis.

Community membership mainly represents the consumers need of belonging to a certain community with a large base. The information value motive; one of the key motives, is related to the content found on the network, in terms of accuracy importance, and credibility. The friendship connections motive refers to maintaining the contact with old and existing friends, and family. The participation confidence motive explains the fear of someone’s image damage when contributing to the online community, and participation concerns deals with the privacy concerns and the harm that may result due to the access of strangers to the posted information (Foster et al., 2010).

Community Membership
Q4f - important that social network has a large membership base Q4e - get more accomplished through social network than face-to-face Q4d - use social networks to prescreen who I communicate with Q4g - feel sense of belonging towards my social networks Q4c - feel obligated because 'everyone' belongs
Information Value
Q4w - info available through social media sources is credible Q4v - info available through social media sources is accurate Q4x - info available through social media sources is important
Participation Concerns
Q4ff - cautious of what I share because concerned about being stalked Q4ee - cautious of what I share because concerned about lurkers Q4gg - cautious of what I share because don't want info to end up in wrong hands
Friendship connections
Q4q - being involved lets me stay connected with friends who live far away Q4j - being involved lets me find/reconnect with old friends Q4o - being involved helps to kill time when I'm bored
Participation Confidence
Q4aa - cautious of what I share because don't want to mislead people Q4z - cautious of what I share because don't want to appear stupid Q4bb - cautious of what I share because don't know what info to share

Table 3 - Participation on online Networks

(Source: Foster et al., 2010)

2.2.3 Online social networks influence on users

Generally social influence is defined as, “a socially induced behavior change that occurs whenever a person changes his behavior as a result of induction by another person or group” (Kelman, 1974 : 128). Moreover induction may be intentional, as when someone try to persuade, order, threaten, express expectations or provide guidelines to another; or unintentional, as setting an example or showing a model to another that might convince him and change his/her behavior, beliefs and opinions. Originally, the social influence theory

states that the individual behavior is affected by three social processes: compliance, where the individual complies with the opinions of other people who are important to them; identification, which is the self identification of one with the community like sense of belonging and attachment; and internalization, which refers to accepting the influence because of the compatibility with the values of group members (Kelman, 1974).

Since influence does not necessarily require face-to-face interaction, but may occur through information on other people (Robins et al., 2001), several influences should be occurring between users on the online social networks. Online social networks contains members of similar interests, who interact with each other in discussing topics, exchanging ideas and asking for help. Thus, the users behavior might be influenced by the community and other member's motivations, like perceived usefulness for example (Zhou, 2011). Zhou (2011) applied the social influence theory by Kelman (1974) on the online communities in the study. Moreover, the study proved that the social identity and the group norm, representing the identification and internalization of the social influence theory; significantly affects online community users participation intention.

While the study proved that the subjective norm, representing the compliance, does not affect the online community users participation intention, and thus does not have a significant influence on the users. The study have also proved that the group norm affects the social identity, since "group norm will lead users to believe that they are eligible members of the community. Once users understand and accept group norms, they will form strong identification with the community" (Zhou, 2011 : 71). Furthermore, the study have demonstrated that the participation intention, which is affected by the social identity and group norm, is one of the key determinants of the participation behavior, which also affects the influence on other users.

Since the higher the social presence, the stronger the social influence the partners have on each other (Short et al. 1976), and social networks has been classified as average on the social presence scale, according to Kaplan and Haenlein (2010), thus the users in online social networks should be influencing each other to an extent. Identifying the influential users of an online social network is an essential issue, specially to improve the targeted advertisements of a site, which the main source of revenue for the online social networks (Trusov et al., 2010). Trusov, Bodapati, and Bucklin (2010) developed an approach to identify the specific users who most influence the others through their activities. The authors found that on the social networking sites around one-fifth of a user's friends influence the other through his/her activities on the site.

2.2.4 Characteristics of a successful social network

As the use of online social networks is increasing, the identification of successful online social network characteristics became highly significant, to maintain success and declare the possible reasons of failure. Moran and Gossieaux (2010) analyzed the results of the Tribalization of Business study, which surveyed more than 500 companies that are using online social networks to identify the characteristics of online communities. Generally, their results indicated that the success of an online community depends on social factors, and specifically the ones that relates to human qualities. Moreover, they referred to one of the most important attributes that leads to the community success, which is the ability to connect with like-minded people. In other words, to connect people with similar interests under the same community or group.

Another key attribute that they found contributing to the effectiveness of online social networks is the ability to help others, by providing useful information for future use. Other attributes that leads to effective communities includes focusing around a hot topic,

facilitation and moderation, quality of community manager/team, member profiles, professional content developers, ability to search/recommend, and ability to conduct time-limited activities. The study have proved that successful communities care for these attributes more than using the latest Web technologies, social media tools, and other economic elements, like the ability to do transactions in the community, incentives, and exclusive product and service offers (Moran and Gossieaux, 2010).

According to Toral et al. (2009) successful online social networks are mainly affected by the network cohesion, which is the level/density of connections in a network; network structure, or the type of members on the network; and network centrality, which are the clear boundaries between the center and the edge of the network users.

Meanwhile, there are several dimensions that the analytics use to measure the success of an online social network, which on the other hand shows what the social networks are lead to. These dimensions should also be taken into consideration as important characteristics of successful networks. The major dimensions include the number of active users, how often users post comments, number of visitors, number of registered users, number of repeat visitors, how often people visits, and time spent on site per day or week. The dimensions that the analytics also depend on, but minor in measuring the success of social networks are engagement, changes in traffic over time, page views, rate of growth, increase in search engine rank, number of people who subscribe via email, and citations/links on other sites (Moran and Gossieaux, 2010).

On the other hand, there are several actions that successful communities should avoid, since they lead to the community failure. For example some organizations guarantee that by creating an online social network, users will automatically populate it, disregarding all the other significant attributes that contributes to a successful network. Successful online

social networks should understand their customers more deeply, and deploy higher levels of trust with the target (Moran and Gossieaux, 2010).

Lin (2008) adapted the IS success model (Delone and McLean, 2003) to the success of the virtual community. They based their model of virtual community success to two major factors: member satisfaction and sense of belonging. Sense of belonging is considered as a crucial factor of virtual communities success, since no participation would occur in case of its absence. The member satisfaction factor is a result of the system characteristics variables, which are the provided information quality and the system quality. While the sense of belonging factor, is a result of social factors, which includes the trust between the user and the network; and the social usefulness to one's knowledge. Lin's (2008) model, assumes that with the member satisfaction and sense of belonging a member loyalty is originated, which contributes to the online virtual community success.

2.2.5 Social networks as a marketing tool

Consumers are not attracted to the traditional sources of advertising anymore, like television, radio, magazines and newspapers, as they became demanding more control over the media. Instead, consumers have now turned to the social media to make their searches and purchase decisions (Vollmer and Precourt, 2008). This transition is mainly due to the trustworthy relationship that has been created between the consumers and social media, as a source of information regarding the products/services (Foux, 2006).

Social network websites are now considered the new element of the promotion mix with advertising, personal selling, public relations, publicity, direct marketing, and sales promotion, since "it springs from mixed technology and media origins that enable instantaneous, real-time communication, and utilizes multi-media formats (audio and visual

presentations) and numerous delivery platforms (Facebook, YouTube, and blogs), with global reach capabilities.” (Mangold and Faulds, 2009:359).

Marketers believe that online communities can impose a positive image about their products, raise awareness, spread a wider word of mouth, increase demand, identifies the customer’s needs and wants, and attract skillful members, which is considered powerful competitive advantages. Additionally, organizations use online communities for customer support, product development, knowledge management, and recruiting (Moran and Gossieaux, 2010). This is done through, “paid advertisements, groups, creating events, and sending messages to individuals and groups, these sites make it convenient to spread the word to students efficiently and inexpensively” (Murray and Waller, 2007:58).

Marketing through social networks provides organizations with the ability to promote and communicate new products to potential customers, build customer relationships, and boost web traffic to the organization’s main website. These benefits are acquired through dedicated resources for the social network, like discussing with consumers. While, the return on investment (ROI) on the social network communications is not measurable, like other ways of communication, people are spending more time online chatting with friends, forwarding their links, consuming media, and searching for online products. Meanwhile, the ROI is measured through the website’s reach, in terms of how far the message travels; frequency and traffic, how often the users visit the site; influence, how deep are the conversations related to the business; conversions and transactions, are people purchasing through the site; and sustainability, how long do users follow an organization’s actions (Weinberg, 2011).

Another benefits acquired by using the social networks as a promotion tool is that it enables the customers to talk to one another. This benefit is considered as a double-sided weapon, since customers may use this opportunity to spread a negative word of mouth, which

will be delivered to millions of users. The marketing managers control over the content, timing, and frequency of information is gradually disappearing, with the use of social networks marketing, yet they can influence the conversations between the consumers (Mangold and Faulds, 2009).

The online social network marketing is done through the banner ads, virtual flyers, and sponsored links. This inexpensive method have helped the small-businesses and small promotional budgets to reach a wider public. Another free way is by creating an event, or using the event option to announce the upcoming events and programs, which allows the organizations to invite users, and provide essential information about the event (Murray and Waller, 2007).

Weinberg (2011) advices organizations who use social networks as a marketing tool and a way of communicating to customers, to be transparent and to listen to conversations. As it is significant to identify the community's demographics and target, which should be matching the organization's original target, before deciding to use this specific social network. An organization should also be active and regularly participate by helping people, and respecting the potential members, in order to establish the organization's identity and manage its reputation. They should also keep track of the consumer discussions on the social networks, because of their power and critical nature (Mangold and Faulds, 2009). Mangold and Faulds (2009) express the importance of unifying the messages sent through social network to the message sent through other communication tools.

2.2.6 Use of social networks on events communication

As any other organization, some event organizers use social networks to promote their events and festivals. This can be done through creating events on the social networks that provides the information about the real event, in terms of date, time , and location; invite

participants; and even gather an RSVP list. Additionally event organizers have the opportunity to publicize their events, through sending a message to individuals or groups. A familiar example is the event, “Study Abroad Expo” which was organized by the University of Wisconsin-La Crosse, and the students were able to ask questions through the social network website, and even find out information about the office if they were unable to attend the event (Murray and Waller, 2007). The concern is whether the use of online social networks have an empirical effect on the event’s success. Several studies were recently undertaken to clarify this issue.

Rothschild (2011) examined how the social media is used, managed, and perceived by sports and entertainment venue managers. The study methodology included surveying 383 venue management professionals (including arenas, stadiums, performing art centers, and convention centers), who are members of the International Association of Venue Managers. Most of the respondents (62 %) indicated that they have someone dedicated to managing their online social medias, with a 90% use of social networking sites. Most of these responders have a planned social media strategy, and they feel that they are operating their social media at an expert level, specially that they have reported a significant increases in their revenues. These respondents reasoned their consideration to the online social media promotion for several reasons including, to increase lead generation, to monitor the conversation about their brand, because the competitors are doing it, or directed order by the management. While the other respondents, who do not dedicate any effort to the online social network promotion, did not report any increase in their revenues. The respondents have also forecasted a significant increase in the non-traditional marketing strategies, including social media, while using the traditional marketing strategies for the next three years.

Also Davidson (2011) analyzed how the UK conference centers use the online social networks as a tool in their marketing communication strategies. The questionnaires were

distributed among 10 venues in the UK, and they were asked about their use to six of the most used online social network applications in the UK including Twitter, Facebook, Youtube, Blogs, LinkedIn, and Flickr. Three venues came out to be totally none users for any of the social networks, while four venues were considered as light users, using one to three applications; and three heavy users, using five or the six applications. The average time used on the online social networking by these venues was around 8.1 to 5.5 hours per week. The non and light users indicated two special reasons that prevents them from the heavy using to the applications. First, they have a concern over the loss of control of their venue's brand messages; and second, due to the lack of staff time.

On the other hand, the heavy users listed the effectiveness of using the online social networks and said, "On a commercial level, we have picked up new businesses through enquiries from Twitter"; "Through the blogs going out through Twitter, we are reaching out to a really interesting audience"; and "I Use LinkedIn as a personal/business social media platform and it's been incredible to develop connections for business" (Davidson, 2011:132).

As it is clear how the online social networks executes a significant effect on the event and festivals market success, a further concern needs to be discovered, and it is the type of relation between the festival's social network membership and the satisfaction, recommendation, and intention to revisit the festival. Also what attracts the social network members to join and participate on a festival group is a crucial issue that needs to be explored. Accordingly, this study will be focusing on the reasons of attending cultural events and the role of social network on its communication strategy and, as a consequence, on attendees' satisfaction.

Chapter 3 - Methodology

3.1 Research designing

The research method is usually designed differently, according to the purpose of the study. Studies may be exploratory, descriptive or aiming to test a hypothesis. Exploratory researches are usually conducted when more information needs to be declared about a certain topic “undertaken when not much is known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past” (Sekaran 2003:119) Different data collection methods are used under the exploratory studies, like the surveys in case of a quantitative study, and interviews and focus groups in case of qualitative studies (Sekaran 2003). A descriptive study “is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation.” (Sekaran 2003:121) A descriptive study is comprehended to define a profile of a certain group through explaining their traits in terms of age, sex, education level, and job status. A descriptive study requires a qualitative research to clarify the situation through interviews, followed by a quantitative research that shows the data obtained through the research, and thus acquire the profile (Sekaran 2003). The hypothesis testing studies are undertaken to prove or disprove the scientifically anticipated claims, “hypothesis testing usually explain the nature of certain relationships or establish the differences among groups or the independence of two or more factors in a situation” (Sekaran 2003:124).

3.1.1 Type of investigation

A step further in the research design is deciding on the type of investigation, which also refers back to the nature of the study. There are two types of investigation studies: causal studies, and correlational studies. A causal study is undertaken when the research is aiming to describe the cause of the problem, while the correlational study is aiming to describe the important factors associated with the problem. Causal studies usually requires the interference

of the researcher to manipulate certain variables and measure their effects, while the correlational requires minimum interference from the researcher to the natural environment of the studied field (Sekaran 2003).

3.1.2 Time Horizon

The time horizon of the study is also an important issue to be declared under the research design. Cross-sectional studies and longitudinal studies are two different time horizons where cross sectional studies or one-shot studies are undertaken over a period of days, weeks, or even a month to answer the research question. The longitudinal studies are measured on a longer term, since the research may require to collect data at two different points of time, for example if the research question is about change of behavior over time (Sekaran 2003).

3.1.3 Sources of data

The data can be obtained from either primary or secondary sources. Primary data, “refer to information obtained firsthand by the researcher on the variables of interest for the specific purpose of the study” (Sekaran 2003:219) While secondary data “refer to information gathered from sources already existing” (Sekaran 2003:219) Secondary data, is usually used in the literature survey of any research and it explores the results of previous studies related to the research topic. The primary data is the data gathering that the researcher undertakes to answer his/her research objectives. Primary resources includes individuals, focus groups, panels of respondents, and other sources. Secondary sources includes articles, records, archives, publications, media analysis, websites, and the Internet (Sekaran 2003).

3.1.4 Data collection Methods

Different data collection methods includes interviewing, questionnaires, observation, and other unobtrusive methods. Focusing on the questionnaires, “a questionnaire is a pre-formulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives. Questionnaires are an efficient data collection mechanism when the researcher knows exactly what is required and how to measure the variable of interest” (Sekaran 2003:236) Questionnaires may be personally administered, mailed, or electronically distributed on the respondents. The questionnaire designing includes the type and form of questions, language and wording, and most importantly scaling. Different scales like likert-scale, semantic-differential, and dichotomous scales are often used in questionnaires. The Dichotomous scale is used to limit the answer between a yes and a no, and usually used in the introductory phase of the questionnaire, where general questions are asked and filtering the respondents is the target. A likert-scale is a 5-point scale designed to show how the respondent strongly agree or strongly disagree with the statement. The semantic differential scale uses two extreme antonym attributes, where each one is placed on an end of the scale, and respondent is to choose the attitude he/she is feeling toward. Other scales includes category scale, numerical scale, itemized rating scale, stapel scale, consensus scale, and graphic rating scale (Sekaran 2003).

3.2 The chosen methodological approach

According to the research nature, the most appropriate methodology that was found to undertake the research question is a descriptive-correlational study, as the research is aiming to describe the variables/motives behind social networks, that leads to the attendees’ satisfaction and the festival attendance motivation. The study will be undertaken in a cross-sectional time horizon, since the data needs to be gathered only once - during the festival days. The primary

research of this study requires a quantitative method, which lead to the development of a survey to collect data from the respondents, as it was the most appropriate method to collect the data from a vast amount from the festival attendees. The questionnaire answered the research objectives of identifying the reason why users connect to the Asian Film Festival online social network, and identifying the motivations to attend the Asian Film Festival. The research was also accompanied by a secondary research which was also one of the objectives of the research to examine the existing literature on the use of social networking and festival attending motivations.

3.2.1 Secondary Research

As of developing the methodology, secondary Research was undertook as the first step to examine the different literature related to the participation on online social networks, and festival attendance motivation. Different resources were used during the research like e-journals, books, and websites. Many literature related to the attendance motivation was found and reviewed as many recent researches was made about the participation on online social networks, which added value to the current research.

3.3 Fieldwork procedures

3.3.1 Sample selection

The approached sample had to be within a special frame with specific characteristics. They had to be attending an event, that has an online interaction through a social network site. After reviewing several events, The Deauville Asian Film Festival, a film festival focusing on the Asian films and culture, was found as the most appropriate event to be studied in this research. It takes place annually in Deauville, France since 1999; while a film competition was added to the festival in 2000 (Deauville Asian Film Festival, 2011). The research was

undertaken during the 13th edition of the festival, from 9 until 13 march, 2011. This festival was specifically chosen because of its correspondence to the required characteristics, (A film festival that interacts with its audience through online social network - A Facebook group that has been formed with more than 600 members; to give information, answer questions, and post photos and videos). The festival is considered to be a growing festival, which attracts a specified target including the aged attendees, whom are interested in the Asian culture, as it also attracts film making students who are interested in those type of movies. The attendees mainly are targeted from Normandie (Deauville - Caen - Le Havre), as they are targeting more attendees from Paris. The statistical sample for this research consisted of the event attendees that were present during the event, including the Festival Facebook group members and non-members.

3.3.2 Questionnaire preparation

A questionnaire survey was chosen as the most appropriate mean of collecting the requested data. A standardized questionnaire was designed to collect equivalent data at different times during the event and to be administered in a consistent technique across the different respondents. The survey included two main sections; measuring the motivation of participation on the online social network, which was answered by the Facebook group members only; and the motivation of the festival attendance. As it included an overall satisfaction, recommendation to a friend, and revisiting the festival questions. The questionnaire was concluded by a demographics section.

The first main section in the questionnaire was measuring the participation on on line social networks. Respondents were requested to respond to a set of 17 participation on online social network items which were listed on a 5-point Likert-type scale (1=strongly disagree, 5=strongly agree). These items were extracted from (Foster et. al, 2010), which was reviewed

during the secondary research phase, and adapted to match the Asian Film Festival in Deauville. These items included “The information available through the Facebook festival group is important” .. “Being involved with a Facebook festival group helps to kill time when I’m bored”, and “Being connected on the Facebook festival group lets me stay connected with other members of the same interest”.

In addition to the section relating to the motivation of participation on the online social networks, the questionnaire sought to elicit information on visitor’s motivation to attend the Asian Film Festival. A set of 22 attendance motivation items were listed that respondents were requested to respond to on a 5-point Likert-type scale (1=strongly disagree, 5=strongly agree). The list of the items was preceded by the statement “I attend to the Asian Film Festival ...”. These items were extracted from (Nicholson and Pearce, 2001), which was reviewed during the secondary research phase, and adapted to match the Asian Film Festival in Deauville. These items included “because I’m interested in the Asian culture” .. “so my family and/or friends could do something together”, and “because I enjoy special events”.

The overall satisfaction, recommendation to a friend, and revisiting the festival questions were measured using a 1-7 semantic-differential scale. The questionnaire was translated in to French, for the non-english speaking attendees. As it was tested in both languages few days before the festival. A copy of the used questionnaire is attached to the Appendices chapter at the end of the dissertation.

3.3.3 Data preparation and analysis procedures

A common approach was sought for the distribution of the questionnaire during the event. A meeting was set before the event to take permission from the event organizers - Christine Dejou, CID (Centre International de Deauville), to distribute the questionnaire during the event, through an explanation of the research aim and objectives. Master level

students from Ecole de Management de Normandie - Deauville, assisted in distributing the questionnaires during the festival, which substantially increased the number of interviewed attendees. A systematic random sampling method was used, in which the interviewers distributed as randomly and evenly as possible on the festival attendees, and invited them to fill out questionnaires. Questionnaires were distributed among the festival attendees at the CID, Morny Cinema, and the Casino, where the films are shown. The questionnaires were distributed during week-days, and week-end, at different times of the day. Most of the questionnaires were distributed among the attendees standing in the queue to watch a film, as it was the most appropriate time. Questionnaires were also distributed during a dinner set for the Facebook group members, which was held during the festival days, but at a different location. The survey was applied with its protocols including, privacy, confidentiality, fabrication, and anonymously. All the respondents were explained the how the information will be used, as they were informed that they will be surveyed anonymously, prior to their respond to the questionnaire, and as a part of the ethical consideration process. A total of 230 questionnaires were filled out, where only 214 of them were valid for analysis. The data were then entered into the Statistical Package for the Social Sciences (SPSS) for the statistical analysis.

Chapter 4 - Results and Discussion

4.1 Results presentation :

4.1.1 Respondents Demographics:

The sample structure of the research consisted of the Asian Film Festival attendees. Out of 250 distributed questionnaires, only 214 were valid for analysis. The sample's age varied, where 10.2% of the respondents were less than 21 years old; 33.6% ranged from 21 to 30 years old; 15.4% aged from 31 to 40 years old; 15.8% aged from 41 to 50 years old; 11.6% aged from 51 to 60 years old; and 13% aged more than 60 years old. Therefore, the majority of the sample ranged from 21 to 30 years old. Table 4 presents the distribution of the attendees' age in numbers and percentages.

Age	Frequency	Percentage
Less than 21	22	10.2
21 - 30	72	33.6
31 - 40	33	15.4
41 - 50	34	15.8
51 - 60	25	11.6
More than 60	28	13.0
Total	214	100.0

Table 4 - Attendees' ages

The sample structure of the research is made up of 46.8% males, and 53.2% females, which is nearly divided equally. Table 5 presents the distribution of the attendees' gender in numbers and percentage.

Gender	Frequency	Percentage
Male	100	46.8
Female	114	53.2
Total	214	100.0

Table 5 - Attendees' gender

According to the research results, 39.6% of the respondents earns a total monthly household income less than 1500 Euros. While 28.8% of the respondents earns between 1501 and 2500 Euro; 18.5% earn between 2501 and 3500 Euro; 5.4 % earn between 3501 and 4500 Euro; and 7.6% earns more than 4500 Euro. Meanwhile 14% of the respondents refused to state their total monthly income. Accordingly, the majority if the sample earns a household monthly income less than 1500 Euro. Table 6 presents the different income of the attendees' in numbers and percentage.

Income	Frequency	Percentage
Less than 1500	73	39.6
1501 - 2500	53	28.8
2501 - 3500	34	18.5
3501 - 4500	10	5.4
More than 4500	14	7.6
Total	184	100.0

Table 6 - Attendees' income

The educational background of the sample structure was divided into 21.75% with a high school degree or less; 35.3% with a college degree; and 43% attained a post graduate degree. Meanwhile 20.5% of the respondents refused to state their educational background. Therefore, most of the sample attained a post graduate degree or a college degree respectively, which relates logically to the majority of the sample's age. Table 7 presents the education level attained by the attendees' in numbers and percentages.

Education	Frequency	Percentage
High School or Less	37	21.7
College	60	35.3
Post Graduate	73	43.0
Total	170	100.0

Table 7 - Attendees' education level attained

The occupation of the sample structure of the research varied. Students made 28.3% of the total festival attendees; 3.8% of them are unemployed; 4.7% are press workers; 2.8% are show business workers; 27.3% are generally employed; 6.1% are employed in other different businesses; and 22.6% are business owners. 4.2% of the respondents stated their occupation as, "other". Only two respondents from the total of 214 refused to state their occupation. Respectively, the major occupations of the respondents were students and employed. Table 8 presents the different occupations of the attendees' in numbers and percentages.

Occupation	Frequency	Percentage
Student	60	28.3
Unemployed	8	3.8
Press Worker	10	4.7
Show business worker	6	2.8
Employed	58	27.3
Other business employee	13	6.1
Business owner	48	22.6
Other	9	4.2
Total	212	100.0

Table 8 - attendees' occupation

The residence of the sample structure of the research varied. 12.6% of the respondents came from Deauville area; 17.3% from Caen; 12.1% from Le Havre; 6% from other places in Normandy; 40.2% from Paris; 10.7% from other places in France; and 0.9% from other countries. Therefore, the majority of the sample came from Paris. Table 9 presents the residence of the attendees in numbers and percentages.

Residence	Frequency	Percentage
Deauville area	27	12.6
Caen	37	17.3
Le Havre	26	12.1
Other Normandy	13	6.0
Paris area	86	40.2
Other are in France	23	10.7
Other country	2	0.9
Total	214	100.0

Table 9 - attendees' residence

4.1.2 Scales Reliability

According to Sekaran (2003) reliability indicates the extent of which the measurement scale is free from error, and will be consistent when used over time. Moreover, Sekaran (2003:307) defined Cronbach's alpha as, "reliability coefficient that indicates how well the items in a set are positively correlated to one another." Additionally Sekaran (2003) adds, that when the Cronbach alpha is closer to 1, the higher the internal consistency reliability. The reliability was measured for the two major scales of the research: the social network participation; and the attendance motivation.

From the 214 respondents, only 51 were members of the Asian Film Festival group on Facebook. Table 10 shows the Cronbach's Alpha of the 'social network participation' scale equals to .816, and which means that the scale is reliable in the research.

Reliability Statistics	
Cronbach's Alpha	N of Items
.816	17

Table 10 - Social Network Participation Scale's Cronbach Alpha

Table 11 shows the Cronbach's Alpha of the 'attendance motivation' scale equals to .853, which means that this scale is also reliable in the research.

Reliability Statistics	
Cronbach's Alpha	N of Items
.853	20

Table 11 - Attendance Motivation Scale's Cronbach Alpha

4.1.3 Factor analysis

A factor analysis was undertaken to identify the reasons of participating on the Asian Film Festival on-line social network, and the motivation to attend the Asian Film Festival.

The results were subjected to a Varimax rotation with Kaiser Normalization, to keep the factors that contain Eigen values greater than one.

Table 12 shows the pattern of loadings, which suggests that five factors emerge as reasons for participating on the Facebook festival group.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
ParticipationConcerns3	.825				
ParticipationConfidence1	.780				
ParticipationConcerns2	.759				
ParticipationConfidence3	.740				
ParticipationConcerns1	.724				
CommuintyMembership4	.591				
ParticipationConfidence2	.560			.556	
InformationValue2		.848			
InformationValue3		.830			
CommuintyMembership3		-.557	.406		
InformationValue1		.483	.445	.443	
FriendshipConnections2		-.414	.405		
CommuintyMembership1			.851		
FriendshipConnections1				-.658	
CommuintyMembership5	.443			.532	
FriendshipConnections3					.885
CommuintyMembership2			-.456		.554

Table 12 - Social Network Participation Factor loading

Table 13 shows the relation of each item to the five extracted factors. The negative relations do not indicate a weak result, but rather a negative relationship between the factor and the item. Items that have relations with more than a factor, were biased to the most relevant factor.

The following table shows the five extracted factors; security, information, sense of belonging & communication, involvement, and socialization; with their related items and statements. The fifth considered factor accounts for 66.58%, while Factor 1 contributes the largest with 28.89% of the total variance explained.

Extracted factor	items	Statements
Security	Participation confidence 1	I'm cautious of what I share on the festival group, because I don't want to appear stupid
	Participation confidence 2	I'm cautious of what I share on the festival group, because I don't want to mislead people
	Participation confidence 3	I'm cautious of what I share on the festival group, because I don't know what info to share
	Participation concern 1	I'm cautious of what I share on the group, because I'm concerned of being pursued
	Participation concern 2	I'm cautious of what I share on the group, because I don't want the information to end up in wrong hands
	Participation concern 3	I'm cautious of what I share on the group, because I'm concerned about lurkers
	Community Membership 4	I use Facebook to prescreen who I communicate with
Information	Information value 1	The information available through the Facebook festival group is important
	Information value 2	The information available through the Facebook festival group is accurate
	Information value 3	The information available through the Facebook festival group is credible
Sense of belonging & Communication	Community Membership 3	I get more accomplished through Facebook contacts than face-to-face ones
	Community Membership 1	I feel I belong to a group using the Facebook festival group
	Friendship Connection 2	Being involved with Facebook festival group lets me find/reconnect with old friends
Involvement	Participation confidence 2	I'm cautious of what I share on the festival group, because I don't want to mislead people
	Information value 1	The information available through the Facebook festival group is important
	Community Membership 5	Its important for me that the Facebook festival group has a large membership base
Socialization	Friendship Connection 3	Being connected on the Facebook festival group lets me stay connected with other members of the same interest
	Community Membership 2	I feel obligated to belong to Facebook, because 'everyone' does

Table 13 - Social Network Participation Extracted Factors

More detailed outcomes of the social network participation factor analysis including the communalities, total variance explanation, and the eigenvalues graph is added in the appendices chapter at the end of the dissertation.

Table 14 shows the pattern of loadings, which suggests that six factors emerge as motives to attend the Asian Film Festival in Deauville.

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Escape3	.884					
Escape2	.865					
Escape1	.811					
EventNovelty7		.773				
EventNovelty6		.701				
Socialization4		.676				
EventNovelty3		.593				
Socialization6		.459				
EventNovelty1			.783			
Excitement1			.724			
Socialization3			.652			
Socialization5			.631			
Socialization2				.875		
Socialization1				.747		
Excitement3					.652	
EventNovelty2					.638	
Excitement2					.579	
EventNovelty5					.571	
FamilyTogetherness1						.849
FamilyTogetherness2						.796

Table 14 - Attendance Motivation Factor loading

Table 15 shows the relation of each item to the six extracted factors. Two items; Excitement 4 and Event Novelty 4; have been dropped from the analysis due to their weak correlations.

The following table shows the six extracted factors; Escapism, Watching, Content Specificity, Having Fun, Event experience in general, and Family sharing; with their related items and statements. The sixth considered factor accounts for 66.57%, while Factor 1 contributes the largest with 27.36% of the total variance explained.

Extracted factor	items	Statements
Escapism	Escape 1	I attend the Asian film festival to get away from the demands of life
	Escape 2	I attend the Asian film festival for a change of pace from my everyday life
	Escape 3	I attend the Asian film festival to have a change from my daily routine
Watching	Event Novelty 3	I attend the Asian film festival to have the opportunity to see celebrities
	Event Novelty 6	I attend the Asian film festival to have a chance to see the actors and/or directors
	Event Novelty 7	I attend the Asian film festival because I enjoy attending big events
	Socialization 4	I attend the Asian film festival because I enjoy the festival crowds
	Socialization 6	I attend the Asian film festival to observe the other people attending the festival
Content Specificity	Event Novelty 1	I attend the Asian film festival because I'm interested in the Asian culture
	Excitement 1	I attend the Asian film festival because it is stimulating and exciting
	Socialization 3	I attend the Asian film festival to be with people of similar interest
	Socialization 5	I attend the Asian film festival to be with people who enjoy the same things I do
Having Fun	Socialization 1	I attend the Asian film festival for a chance to be with people who are enjoying themselves
	Socialization 2	I attend the Asian film festival so I can meet my friends
Event experience in general	Excitement 2	I attend the Asian film festival to experience new and different things
	Excitement 3	I attend the Asian film festival only to experience the festival myself
	Event Novelty 2	I attend the Asian film festival because I'm interested in film festivals in general
	Event Novelty 5	I attend the Asian film festival because festivals are unique experience
Family Sharing	Family Togetherness 1	I attend the Asian film festival so the family and/or friends could do something together
	Family Togetherness 2	I attend the Asian film festival because I thought the entire family would enjoy it

Table 15 - Attendance motivation Extracted Factors

More detailed outcomes of the attendance motivation factor analysis including the communalities, total variance explanation, and the eigenvalues graph is added in the appendices chapter at the end of the dissertation.

4.1.4 Cluster Analysis

For further analysis, a cluster analysis was undertaken to classify the attendees according to their motives of attending the Asian Film Festival in Deauville. The following table shows the 6 groups of the attendees according to the 6 variables that have been extracted before from the factor analysis. Each group is characterized by the factors that has the highest regression score.

Final Cluster Centers

	Cluster					
	1	2	3	4	5	6
Escapism	1.15928	-1.07336	-.49348	.15159	.27207	.15084
Watching	-.77013	-.41294	.11612	-.15469	-.74666	1.10280
Content Specificity	.13372	.26644	-.67777	.11352	-3.45164	.14772
Having Fun	-.64340	-.07939	-.24623	.01139	1.93342	.47830
Event Experience in General	.17645	.65742	-1.59180	-.18090	.30124	.26992
Family Sharing	-.75241	-.49739	-.48789	1.22777	-.58209	-.21794

Table 16 - Cluster according to motivation

It has also been found that the number of cases in each group are nearly equally divided, except for group number five with a very low number of cases. The following table shows the number of cases in each group.

Cluster	1	35.000
	2	43.000
	3	24.000
	4	59.000
	5	4.000
	6	49.000
Valid		214.000
Missing		0.000

Table 17 - Number of cases in each cluster

For even more clearer understanding of each group characteristic, a cross-tabulation have been made between the clusters and the demographics. In other words, each of the cluster groups is expressed in terms of their age, gender, income, education level, occupation, and residence.

		Cluster Number of Case						Total
		1	2	3	4	5	6	
Age	Less than 21	3	7	0	5	0	7	22
	21-30	5	16	10	17	1	23	72
	31-40	9	6	3	11	0	4	33
	41-50	8	6	4	10	1	5	34
	51-60	4	4	3	9	0	5	25
	More than 60	6	4	4	7	2	5	28
Total		35	43	24	59	4	49	214

Table 18 - Cluster's Age

		Cluster Number of Case						Total
		1	2	3	4	5	6	
Gender	Male	18	17	15	23	3	24	100
	Female	17	26	9	36	1	25	114
Total		35	43	24	59	4	49	214

Table 19 - Cluster's Gender

		Cluster Number of Case						Total
		1	2	3	4	5	6	
Income	Less than 1500	3	17	9	23	2	19	73
	1501-2500	11	9	7	12	0	14	53
	2501-3500	8	7	2	6	1	10	34
	3501-4500	1	3	0	3	0	3	10
	More than 4500	2	3	1	6	0	2	14
Total		25	39	19	50	3	48	184

Table 20 - Cluster's Income

		Cluster Number of Case						Total
		1	2	3	4	5	6	
Education	High School or Less	6	7	5	12	1	6	37
	College	14	12	6	10	1	16	59
	Post Graduate	12	13	6	20	1	21	73
	4	0	1	0	0	0	0	1
Total		32	33	17	42	3	43	170

Table 21 - Cluster's Education Level

		Cluster Number of Case						Total
		1	2	3	4	5	6	
Occupation	Student	3	16	8	12	1	20	60
	Unemployed	1	2	0	2	0	3	8
	Press worker	1	2	2	2	0	3	10
	Show Business Worker	2	2	0	0	1	1	6
	Employed	11	10	8	22	0	7	58
	Other business employee	2	3	0	2	0	6	13
	Business Owner	14	7	6	13	2	6	48
	Other	0	0	0	6	0	3	9
	Total	34	42	24	59	4	49	212

Table 22 - Cluster's Occupation

		Cluster Number of Case						Total
		1	2	3	4	5	6	
Residence	Deauville area	5	6	6	3	2	5	27
	Caen	3	9	6	9	2	8	37
	Le Havre	3	6	2	6	0	9	26
	Other	7	2	0	1	0	3	13
	Normandy	12	12	9	35	0	18	86
	Paris area	4	7	1	5	0	6	23
	Other area in France	1	1	0	0	0	0	2
	Other country	1	1	0	0	0	0	2
Total	35	43	24	59	4	49	214	

Table 23 - Cluster's Residence

4.1.5 Correlations

In order to verify the effect of the social network membership on the attendees' satisfaction, recommendation, and the intention to revisit; a correlation was undertaken between the membership of the visitor on the social network, and the satisfaction, recommendation, and revisiting. Table 24 shows the correlation results.

	Membership		Satisfaction	Recommendation
Satisfaction	Pearson Correlation	0.045		
	P-Value	0.514		
Recommendation	Pearson Correlation	-0.074	0.646	
	P-Value	0.282	0	
Revisiting	Pearson Correlation	-0.016	0.498	0.596
	P-Value	0.816	0	0

Table 24 - Social network membership, Satisfaction, Recommendation, and Revisiting Correlations

4.2 Discussion:

4.2.1. Reasons why people participate on the Asian Film Festival online social network

Most of the reasons for participating on the Asian Film Festival online social network results, are considered to be relevant to the outcomes that has been founded by previous studies, and mentioned in the literature review. Foster et al. (2010) found that users participate in online social network because of five major motives, and they are community membership, information value, participation concerns, friendship connections, and participation confidence.

Similarly, this research agreed upon participation confidence and participation concerns, as two significant factors to participate on the Asian Film Festival online social network, but merged them under one factor named *Security*. Also this research found *Information* as an identical factor that was found by Foster et al. (2010), and which presents a great importance for an individual's participation on the online social network.

The community membership factor that was also found by Foster et al. (2010), which explains the consumer's need of belonging to a certain community with a large base. This factor is nearly similar to the factor, *Sense of belonging and communication*, which found in this research. The sense of belonging and communication factor in this research also includes the communication with friends, which is partially similar to Friendship connections factor, found by Foster et al. (2010).

The *Socialization* factor that was found by this research is also similar to the social connections factor that was found by Raacke and Bonds-Raacke (2008). Moreover, the *Socialization* factor in this research focus on socializing with friends of similar interests, while the social connections referred to connecting with old and current friends.

The only factor, that this research has came up with, and have no equivalent factors in past researches is the *Involvement*. This is due to the focus of this research on the reasons to participate on the Asian Film Festival group on Facebook, and not a social network in general. In other words, *Involvement* might be a motive to participate on a specific group on a social network, rather than just joining a network. For example, some of the Asian Film Festival members were motivated to participate on the Facebook group for the sake of being involved with the community of same interest through sharing and receiving information.

4.2.2 Motivations to attend the Asian Film Festival

The motives behind attending the Asian Film Festival in Deauville came out to be identical to what has been found before in previous researches, to an extent, and discussed in the literature review. Three out of six factors that have been found out by this research are identical to the motivational factors for attending the New Zealand Gold Guitar Awards, delineated by Nicholson and Pearce (2001). These factors are *Escapism*, *Content specificity*, and *Family sharing*; corresponding to escape, specifics/entertainment, and family by Nicholson and Pearce (2001). These factors have been also strongly supported by the past researches shown in Table 1, such as Ralston and Crompton (1988); Uysal et al. (1993); Mohr et al. (1993); Scott (1996); Schneider & Backman (1996); Lee (2000); Dewar et al. (2001); and Lee et al. (2004).

On the other hand, the results showed other factors, which are not identical to the ones found by past researches, but they still have common characteristics. For example, the *Watching* factor found by this research, which express the motivation to attend the Asian Film Festival in order to see celebrities, and observe the crowd attending the festival, is somehow similar to meeting or observing new people found by Ralston and Crompton (1988).

Also *Having fun*, which explains being with friends and other who enjoy themselves, have been expressed differently by other researches. Nicholson and Pearce (2001) for example have explained similar features for their socialization factor, which have also been supported by all the researches listed in Table 1.

The last factor found by this research is the *Event experience in general*, which is the motivation of gaining the experience of the festival it self, and which has been also expressed by past researches, but under different names. The explanation of the *Event experience in general* is highly related to Nicholson and Pearson (2001) excitement and event novelty factors.

4.2.3 Cluster Analysis

The six groups that have been extracted by the cluster analysis, are named and described according to their characteristics, as follows:

Group 1 (**Escapers**)- This group is motivated to attend the Asian film festival, because of the *escapism*. While they are moderately motivated by the *event experience in general* and *content specificity*, and not motivated by the *watching*, *having fun*, and *family sharing*. Most of this group is aged from 31 to 40 years old, 50% males and 50% females, their income ranges between 1501 to 2500 Euros, attained a college degree, business owners and employees, and came to the festival from Paris.

Group 2 (**Experiencers**) - This group is motivated to attend the Asian film festival, because of the *event experience in general*. While they are moderately motivated by the *content specificity*, and not motivated by the *watching*, *having fun*, *Escapism* and *family sharing*. Most of this group is aged from 21 to 30 years old, 40% males and 60% females, their income less than 1500 Euros, attained a college degree or a post graduate degree, they are students or employees, and came to the festival from Paris.

Group 3 (**Content Followers**)- This group is moderately motivated to attend the Asian film festival, because of the *watching*, and not motivated by the *event experience in general*, *content specificity*, *having fun*, *escapism*, and *family sharing*. Most of this group is aged from 21 to 30 years old, 63% males and 37% females, their income less than 1500 Euros, attained a college degree or a post graduate degree, they are students or employees, and came to the festival from Paris.

Group 4 (**Family Lovers**) - This group is motivated to attend the Asian film festival, because of the *family sharing*, while they are moderately motivated by *escapism*, *content specificity*,

and having fun, and not motivated by *event experience in general* and *watching*. Most of this group is aged from 21 to 40 years old, 39% males and 61% females, their income is less than 1500 Euros, attained a post graduate degree, employed, and came to the festival from Paris.

Group 5 (**Fun seekers**)- This group is motivated to attend the Asian film festival, because of the *having fun*. While they are moderately motivated by the *escapism*, and *event experience in general*, and they are not motivated by the *watching*, *content specificity*, and *family sharing*. Most of this group is more than 60 years old, 75% males and 25% females, their income is less than 1500 Euros, attained high school / a college or a post graduate degree, business owners and students, and came to the festival from Caen or Deauville. This group includes the least number of visitors (only 5), since this festival targets the cultural and intellectual awareness seekers more than the fun seekers, according to the content of Asian Films.

Group 6 (**Watchers**) - This group is motivated to attend the Asian film festival, because of the *watching*. While they are moderately motivated by *escapism*, *having fun*, *event experience in general* and *content specificity*, and not motivated by the *family sharing*. Most of this group is aged from 21 to 30 years old, 50% males and 50% females, their income ranges less than 1500 Euros, attained a post graduate degree, students, and came to the festival from Paris.

4.2.4 Correlations

As clearly shown in Table 24 that the members correlation are close to 0 which explains that there is no correlation between the festival group members and their satisfaction, recommendation, and intention to revisit. Although the satisfaction was found to be correlated to the recommendation and revisit; and the recommendation is correlated to the revisit (greater than 0.5 according to Sekaran, 2003) which is consistent to previous studies like Kim et al. (2010).

Chapter 5 - Conclusion

5.1 Conclusions

As a conclusion the research has identified five new factors for participating on the Asian Film Festival online social network and they are Security, Information, Sense of belonging and communication, Involvement, and Socialization. More or less, these factors have been supported by previous researches, which were focusing on the reasons for participating on online social networks.

Regarding the attendees' motivation to attend the Asian Film Festival in Deauville, the research has identified six factors - Escapism, Watching, Content Specificity, Having fun, Event experience in general, and Family sharing. These factors were also supported by the previous similar researches that were focusing on the motives of festival attendees. Furthermore, the attendees were grouped through a cluster analysis into six groups - Escapers, Experiencers, Content Followers, Family Lovers, Fun Seekers, and Watchers.

The social network usage in promoting the Asian Film Festival in Deauville does not function as an effective communication tool. This has been proved through the correlations which showed that the Facebook group does not have any effect on the attendees' satisfaction, recommendation, and intention to revisit. It has also been proved through the low number of the group members which were attending the festival (30% of the group members), which explains that the group did not even motivate the members enough to attend the festival. The reason of why its not an effective tool is not because the weakness of the social network used, since it has been proved by previous researches mentioned in the literature review that the social networks have definite influence and impact over its users. The reason might refer back to the low spread of the group over the network, or its weak activities, or many other reasons.

5.2 Managerial Implications

The results accompanied with the research regarding the motives of attending the Asian Film Festival in Deauville is helpful for the organizers to take in consideration for the future festivals, and for other organizations planning to organize similar cultural film festivals. Implementing these factors directly and indirectly through different activities in the festival will help to increase the satisfaction of the attendees. Organizations may also use the cluster's characteristics to a better understanding of their prospected target needs.

On the other hand, organizations need to provide to its prospected attendees a social network group that would contain valuable information, secure, and provides sense of belonging, communication and socialization with others of the same interest. Organizers need to look for further reasons of why they should create an online social network other than because its fashionable and everyone is doing it, before using it. They also need to pay a close attention to updating their groups regularly, as it is a vital communication tool when it used efficiently.

5.3 Research limitation

The major research limitation faced was the time factor which resulted in an average event selection (small sized festival) and time shortage for the survey preparation, including adaptation and wording. Also the Facebook festival group was not big and active enough, which resulted in 51 Facebook festival member responding the questionnaire out of 214 (23.8%), and lead to limitation in the analysis, as 51 respondents are not reliable enough to base an analysis upon.

5.4 Suggestions for future research

There are many different opportunities to extend this study. For example, further studies on attendance motivation may focus on its relation with the attendees' satisfaction and

loyalty, and thus the research may result in some recommendations of how to improve the service. Another opportunity is to discover the level of event's and festival's online social networks importance, by applying the research on a wider festival that have a significant social network connection with its attendees.

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7. Appendices

7.1 Appendix A: Research Questionnaire

Dear Sir/Madam,

Good morning/afternoon/evening! We are participating as a requirement for our Master degree kindly ask you to participate by answering the and your answers will keep absolutely confidential. important is your true opinion. Your contribution is very valuable for us. Do you agree to participate?



conducting a research project about events at the Ecole de Management de Normandie. We following questions. It will take only few minutes There are no right nor wrong answers. The most

Part I

Q1. Are you aware of the Asian Film Festival's group on Facebook?

Yes. Proceed to Q2. No. proceed to Part III (on the other side)

Q2. Are you a member of the Asian Film Festival's group on Facebook?

Yes. Proceed to Q3. No. proceed to Part III (on the other side)

Q3. How often do you visit the Asian Film Festival's group on Facebook?

Once every two weeks Once a week Twice a week Every day Other, specify:

Part II

Now, I will read some statements and I kindly ask you to tell me if you agree or disagree with each one of them. Please, notice that you may strongly agree, just agree, nor agree nor disagree, disagree or strongly disagree. Are you ready?

		Strongly disagree	Disagree	Nor agree nor disagree	Agree	Strongly agree
Q4	The information available through the Facebook festival group is important	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q5	I feel I belong to a group using the Facebook festival group	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q6	I'm cautious of what I share on the group, because I'm concerned of being pursued	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q7	I feel obligated to belong to Facebook because 'everyone' does	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q8	I'm cautious of what I share on the group, because I don't want the information to end up in wrong hands	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q9	Being involved with a Facebook festival group helps to kill time when I'm bored	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q10	I get more accomplished through Facebook contacts than face-to-face ones	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q11	I'm cautious of what I share on the festival group, because I don't want to appear stupid	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q12	Being involved with the Facebook festival group lets me find/reconnect with old friends	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q13	The information available through the Facebook festival group is accurate	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q14	I'm cautious of what I share on the Facebook festival group, because I don't want to mislead people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q15	I use Facebook to prescreen who I communicate with	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q16	I'm cautious of what I share on the Facebook festival group, because I'm concerned about lurkers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q17	Being connected on the Facebook festival group lets me stay connected with other members of the same interest	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q18	I'm cautious of what I share on the Facebook festival group, because I don't know what info to share	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q19	The information available through the Facebook festival group is credible	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q20	Its important for me that the Facebook festival group has a large membership base	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Continue on the other side

Part III

Now, I will read another set of statements and I ask you to tell me if you agree or disagree with each one of them. Please, notice that you may strongly agree, just agree, nor agree nor disagree, disagree or strongly disagree. Are you ready?

	I attend to the Asian Film Festival...	Strongly disagree	Disagree	Nor agree nor disagree	Agree	Strongly agree
Q21	so my family and/or friends could do something together	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q22	because I'm interested in the Asian culture	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q23	because it is stimulating and exciting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q24	for a chance to be with people who are enjoying themselves	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q25	so I can meet my friends	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q26	to experience new and different things	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q27	because I'm interested in film festivals in general	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q28	to be with people of similar interest	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q29	to experience the festival myself	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q30	to get away from the demands of daily life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q31	to have the opportunity to see celebrities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q32	because I am curious	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q33	because I enjoy the festival crowds	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q34	to be with people who enjoy the same things I do	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q35	for a change of pace from my everyday life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q36	because I thought the entire family would enjoy it	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q37	because I like the variety of things to see and do	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q38	to have a change from my daily routine	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q39	because festivals are unique	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q40	to observe the other people attending the festival	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q41	to have a chance to see the actors and or directors	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Q42	because I enjoy special events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Part IV

Q43. Using the scale presented where 1 states for "Not satisfied at all" and 7 states for "Highly satisfied", how satisfied are you with the Asian Film Festival?

Not satisfied at all	1	2	3	4	5	6	7	Highly Satisfied
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Q44. Using the scale presented where 1 states for "I would never recommend my friends to come to the Asian Film Festival" and 7 states for "I would certainly recommend my friends to come to the Asian Film Festival", how much are you willing to recommend the Asian Film Festival to your friends?

I would <u>never</u> recommend my friends to come to the Asian Film Festival	1	2	3	4	5	6	7	I would <u>certainly</u> recommend my friends to come to the Asian Film Festival
--	---	---	---	---	---	---	---	--

Q45. Using the scale presented where 1 states for "Highly improbable" and 7 states for "Highly probable", how much are you willing to attend to the Asian Film Festival next year?

Highly improbable	1	2	3	4	5	6	7	Highly probable
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Part V

Q46. Age

- Less than 21 21-30 31-40 41-50 51-60 more than 60

Q47. Gender

- Male Female

Q48. Total household monthly income (before taxes)

- less than 1500€ 1501-2500€ 2501-3500€ 3501-4500€ more than 4500€

Q49. Educational background

High school or less College Post-graduate

Q50. Occupation

Student Unemployed Press worker (journalist or other) Show business worker (actor, director or others) Other businesses employee Business owner, specify: _____
Other, specify: _____

7.2 Appendix B: Social Network Participation Factor analysis

Communalities

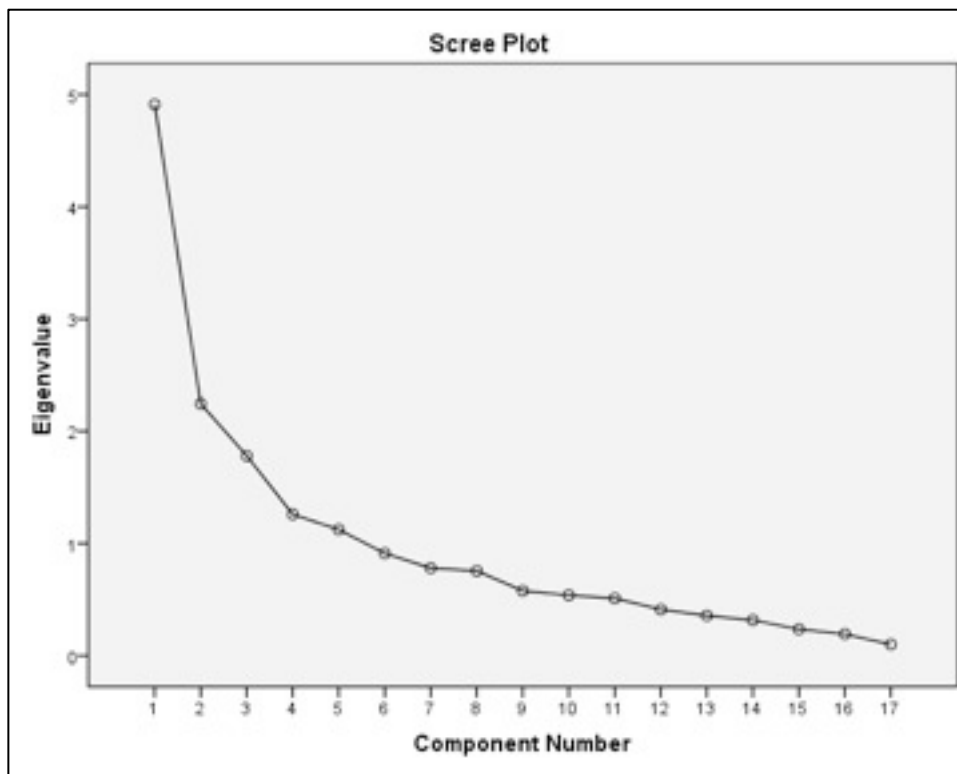
	Initial	Extraction
InformationValue1	1.000	.711
CommuintyMembership1	1.000	.733
ParticipationConcerns1	1.000	.666
CommuintyMembership2	1.000	.764
ParticipationConcerns2	1.000	.718
FriendshipConnections1	1.000	.723
CommuintyMembership3	1.000	.620
ParticipationConfidence1	1.000	.660
FriendshipConnections2	1.000	.554
InformationValue2	1.000	.757
ParticipationConfidence2	1.000	.661
CommuintyMembership4	1.000	.468
ParticipationConcerns3	1.000	.708
FriendshipConnections3	1.000	.808
ParticipationConfidence3	1.000	.562
InformationValue3	1.000	.694
CommuintyMembership5	1.000	.511

Extraction Method: Principal Component Analysis.

Total Variance Explained

Compon ent	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Loadings			Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.911	28.890	28.890	4.911	28.890	28.890	4.273	25.133	25.133
2	2.245	13.204	42.095	2.245	13.204	42.095	2.253	13.253	38.386
3	1.780	10.471	52.565	1.780	10.471	52.565	1.681	9.887	48.273
4	1.258	7.403	59.968	1.258	7.403	59.968	1.597	9.396	57.669
5	1.124	6.610	66.578	1.124	6.610	66.578	1.515	8.910	66.578
6	.912	5.362	71.940						
7	.780	4.588	76.528						
8	.755	4.439	80.967						
9	.577	3.395	84.362						
10	.538	3.165	87.527						
11	.510	2.999	90.526						
12	.411	2.416	92.942						
13	.356	2.096	95.038						
14	.316	1.861	96.899						
15	.235	1.383	98.282						
16	.192	1.129	99.412						
17	.100	.588	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix^a

	Component				
	1	2	3	4	5
ParticipationConcerns3	.825				
ParticipationConfidence1	.780				
ParticipationConcerns2	.759				
ParticipationConfidence3	.740				
ParticipationConcerns1	.724				
CommuintyMembership4	.591				
ParticipationConfidence2	.560			.556	
InformationValue2		.848			
InformationValue3		.830			
CommuintyMembership3		-.557	.406		
InformationValue1		.483	.445	.443	
FriendshipConnections2		-.414	.405		
CommuintyMembership1			.851		
FriendshipConnections1				-.658	
CommuintyMembership5	.443			.532	
FriendshipConnections3					.885
CommuintyMembership2			-.456		.554

Extraction Method: Principal Component Analysis.

a. Rotation converged in 10 iterations.

7.3 Appendix C: Attendance Motivation Factor Analysis

Communalities

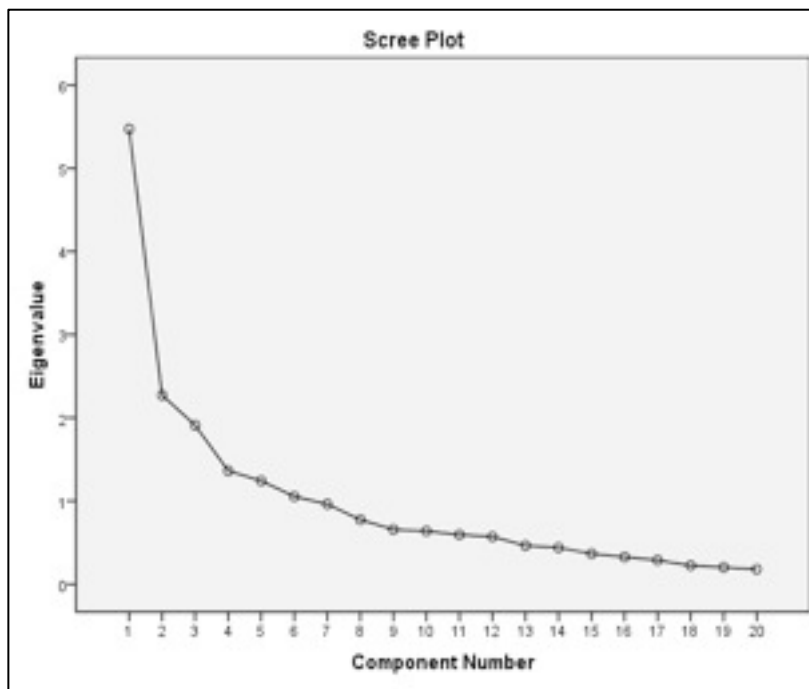
	Initial	Extraction
FamilyTogetherness1	1.000	.790
EventNovelty1	1.000	.705
Excitement1	1.000	.609
Socialization1	1.000	.647
Socialization2	1.000	.801
Excitement2	1.000	.572
EventNovelty2	1.000	.562
Socialization3	1.000	.680
Excitement3	1.000	.614
Escape1	1.000	.755
EventNovelty3	1.000	.504
Socialization4	1.000	.583
Socialization5	1.000	.664
Escape2	1.000	.824
FamilyTogetherness2	1.000	.748
Escape3	1.000	.838
EventNovelty5	1.000	.589
Socialization6	1.000	.473
EventNovelty6	1.000	.698
EventNovelty7	1.000	.658

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.473	27.364	27.364	5.473	27.364	27.364	2.747	13.735	13.735
2	2.271	11.357	38.721	2.271	11.357	38.721	2.708	13.539	27.273
3	1.911	9.553	48.274	1.911	9.553	48.274	2.300	11.500	38.773
4	1.363	6.816	55.090	1.363	6.816	55.090	2.004	10.022	48.795
5	1.242	6.210	61.300	1.242	6.210	61.300	1.904	9.522	58.316
6	1.053	5.267	66.567	1.053	5.267	66.567	1.650	8.251	66.567
7	.962	4.810	71.377						
8	.775	3.877	75.254						
9	.657	3.286	78.539						
10	.638	3.192	81.731						
11	.595	2.974	84.706						
12	.571	2.857	87.563						
13	.463	2.316	89.879						
14	.439	2.196	92.076						
15	.366	1.831	93.907						
16	.326	1.630	95.537						
17	.289	1.443	96.979						
18	.223	1.115	98.095						
19	.202	1.011	99.106						
20	.179	.894	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Escape3	.884					
Escape2	.865					
Escape1	.811					
EventNovelty7		.773				
EventNovelty6		.701				
Socialization4		.676				
EventNovelty3		.593				
Socialization6		.459				
EventNovelty1			.783			
Excitement1			.724			
Socialization3			.652			
Socialization5			.631			
Socialization2				.875		
Socialization1				.747		
Excitement3					.652	
EventNovelty2					.638	
Excitement2					.579	
EventNovelty5					.571	
FamilyTogetherness1						.849
FamilyTogetherness2						.796

Extraction Method: Principal Component Analysis.

a. Rotation converged in 8 iterations.

7.4 Appendix D: Research proposal

**University of Brighton, School of Service Management SMM00B Deauville Masters
Dissertation
M.A. Tourism Management/M.A. International Event Management Outline Dissertation
Proposal 2010-11
DEADLINE Monday March 21st, 2011**

Please word-process this pro-forma, following its exact layout. **TO BE EMAILED DIRECTLY TO THE UNIVERSITY OF BRIGHTON School Office** using the following email address ssmadmin@brighton.ac.uk. The subject box of your email should read – PG Dissertation Proposal + your surname.

Name : Ahmed Mohamed Hany Ghazal
Course : SMM00B Deauville Masters Dissertation
Supervisor : Cristina Bacellar

Working title of dissertation (The final title should be considerably less than 25 words, perhaps 5-15 words. The final title should not be a statement):

Understanding the motivation of festival attendees who participate in online social networks, and its effect on their attendance motivation.

The overall aim of the dissertation

To analyze the impact of the online social networking on the participant's motivation to attend the Asian Film Festival.

Objectives

First objective - To examine the existing literature on the use of social networking and festival attending motivations.

Objectives 2- To identify the reasons why users connect to the Asian Film Festival online social network.

Objective 3- To identify the motivations to attend the Asian Film Festival.

Objective 4- To analyze the social network effect on the attendees motivations.

Last objective - To develop a set of conclusions related to the impact of online social network usage on the festival attendee's motivation.

Methods

- *Secondary research will be used to achieve the first objective of examining the literature on the use of the social networking and on the festival attendees motivations.*
- *A qualitative method will be used, by the development of a survey to collect the data related to the attendee's participation in online social networks and to understand their motivations. The structured questionnaire will be distributed randomly on attendees, during the festival*

er
Qualitative
? especially about statistics and measurement as indicated on following page

days. The data will then be statistically analyzed using the Statistical Package for the Social Sciences (SPSS).

Ethical Considerations - Please refer to the School/ University Guidelines

According to the methodology proposed, the research will not engage in any ethical issues, since the survey will be applied with its protocols including, privacy, confidentiality, fabrication, and anonymously.

The relevance of the proposed dissertation to your programme of study

The proposed dissertation relates to the International Event Management program through different ways. Firstly, through the examination of the social networks usage for the international festivals and events field. Secondly through the identification of the festival attendees motivation. The conclusions of the dissertation will enhance the understanding of international events managers of the importance of social networking, for promotion, exposure, ... etc, by providing details of the attendees main motivations. Also the applying of the dissertation research on the Asian Film Festival relates it to the events industry.

Bibliography / Indicative Reading List

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