



# **Adapting Herzberg: Predicting Attendees' Satisfaction and Intention to Re-Visit a Festival – An Ordered Logit Approach**

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# Adapting Herzberg: Predicting Attendees' Satisfaction and Intention to Re-Visit a Festival - An Ordered Logit Approach

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## Abstract

This study adapts Herzberg's two-factor theory to investigate the satisfaction levels of attendees at the 2016 Festival of Arts and Culture (FESTAC) held in Cameroon. Specifically, it investigates how satisfaction is influenced by a-priori motivations for attending the event, which, in turn, affects revisit intentions. Using survey data collected from 324 participants at the festival, the study findings confirm the applicability of the Herzberg theory in evaluating the relationship between participants' motivation factors and their satisfaction levels. Satisfaction levels were also found to significantly influence return intentions. Results also emphasise the moderating effect of expenditure considerations on the attendees' satisfaction levels. These findings have implications for event planners and festival organisers as it highlights the superiority of unique festival 'motivators' in predicting satisfaction levels, suggesting that event planners focus on these characteristics if they intend to increase attendees' satisfaction. The study is the first of its kind to apply Herzberg's theory to evaluating the relationship between motivation factors and satisfaction in a festival context. It is also the first West African contribution to the literature on the impact of event motivation on satisfaction levels and return intentions. The adoption of the Ordinal Logit Methodology is unique to this strand of literature.

**Key Words:** Motivation, Satisfaction, Festival Attendees, Ordered Logit Model, Cameroon

## 1 Introduction

The rapid growth in the number of visitors attracted by festival events has garnered widespread attention in them as a lucrative form of tourism (Savinovic *et al.*, 2012). Consequently, academic research into festival tourism has

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grown, especially in consideration of their potential to generate socio-cultural and economic benefits which improve the livelihood of individuals, event venues, hospitality businesses and other ancillary businesses in the festival's host communities and destinations (Kim and Tucker, 2016; Kwiatkowski et al., 2018; Tanford and Jung, 2017).

Extant literature demonstrates that events, especially in local communities, are key revenue generators, improving the economic wellbeing of towns and regions where they take place, at the individual level, and sometimes even at the local government level (Kim and Tucker, 2016; Kwiatkowski *et al.*, 2018). To sustain the benefits of an event to local communities, it is important to effectively manage the expectations of attendees. Evidence shows that the reason for the failure of some events is a lack of understanding of attendees' motives and objectives of attending (Kim *et al.*, 2013; Zhang, Qu and Ma, 2010). In this paper, we argue that addressing the factors that influence the decision to attend an event (at least those within the control of event organisers) would lead to improved satisfaction levels, or, at least, reduce dissatisfaction levels. By adaptation Herzberg et al.'s (1959) two-factor theory of job satisfaction to the festival tourism context, the paper explores the relationship between festival motivation and satisfaction levels. Also, the direct link between satisfaction levels and intention to return, as established in the literature (Song, Bae and Lee, 2017), is explored.

For the 2016 Festival of Arts and Culture (FESTAC) hosted in Limbe, Cameroon and evaluated in this study, Tichaawa (2016) provides details on the profile of event attendees; and their motivation factors. The FESTAC is a multi-nation festival, introduced to promote the culture and art exchange and integration amongst its people and those from West African countries including Cameroon, Nigeria, Chad, Niger, and Gabon (Tichaawa, 2016). The current study takes the analysis by Tichaawa a step further with the aim of understanding how different motivation factors affect attendees' satisfaction and post-event behavioural intentions. Furthermore, this study provides the first known analysis of the relationship between festival attendees' motivations, satisfaction levels, and return intentions from a West African country context. This is important, especially given Cameroon's conflict history, and the potential of such local events to foster improved community relations and peace. Bruwer (2015) conducts a South African study on attendees' satisfaction levels but focuses on how this is determined by their perceptions of service quality.

## 2 Contextual Framework – Festival Motivation, Satisfaction and Revisit intentions in the Literature

### 2.1 Motivation, Satisfaction and Revisit Intention

A review of event and festival-related literature reveal various studies that have investigated the motivating factors for attendance at various festival types and how these relate to satisfaction levels and attendees' behavioural intentions (Hubbard *et al.*, 2012; Lee *et al.*, 2004; Lee, Hwang, *et al.*, 2017; Savinovic *et al.*, 2012; Schofield & Thompson, 2007). One of the first detailed review on festival motivations was carried out by (Lee *et al.*, 2004), who found that certain motivations exist, determined prior to attending the festival, which transcends event themes, location, or attendees' nationality. These motives were characterised into cultural exploration (i.e. experiencing new culture), external socialization (i.e. meeting new people), event loyalty, food and beverage, entertainment (including attractions and atmosphere), escape (from stress and routine), relaxation, novelty (i.e. adventure, excitement, and curiosity) and family togetherness (i.e. spending time with family) (Lee *et al.*, 2004; Savinovic *et al.*, 2012). Also, Li and Petrick (2006) and Schofield and Thompson (2007) provide a detailed review of studies on festival and events motivation up till 2006 and 2007 respectively. They find motivation dimensions consistent with those found by Lee *et al.* (2004).

In this study, a brief summary of the literature on a priori motives/expectations for festival attendance as well as satisfaction determinants from 2008 to 2018 is provided (see Table 1). Consistent with Idahosa (2018) and Idahosa *et al.*, (2017), this is then used to provide the contextual framework for the motivation factors evaluated. In addition to the motivations and satisfaction dimensions by Lee *et al.* (2004) and Schofield and Thompson (2007) respectively, and consistent with the objectives of this study, the current literature summary also reviews studies that have evaluated the relationships between motivation factors, satisfaction levels, and behaviour intentions.

These studies show that disaggregating heterogeneous event attendees into homogenous groups based on experience and motivation factors is crucial and effective in designing effective event strategies to improve satisfaction levels as these factors often influences satisfaction patterns, and hence, post-event behaviour (Kim and Tucker, 2016; Kim *et al.*, 2013; Tichaawa and Makoni, 2018).

### 2.2 Satisfaction and Revisit Intention

A review of event and festival-related literature, including an beyond those presented in Table 1, reveal a plethora of studies that have focused on exploring the factors which influence attendees' satisfaction levels at festivals (Bachman *et al.*, 2017; Báez-Montenegro and Devesa-Fernández, 2017; Kruger and Saay-

man, 2009, 2018a; Lee, Sung, et al., 2017; López-Guzmán et al., 2017; PwC, 2013; Saayman, 2011; Song et al., 2017; Velikova et al., 2017). These studies largely borrow from the marketing and psychology literature on understanding consumer behaviour which has extensively evaluated the channels by which consumers are satisfied. While there is still no universally accepted definition of consumer satisfaction, various theories have emerged, each advocating the extent to which satisfaction is achieved via various channels. All these theories, however, operate on the idea that satisfaction is a relative concept, dependent on context-specific variables (Giese and Cote, 2002). The most widely accepted of these theories is the ‘Expectancy Disconfirmation theory’ (EDT) developed by Oliver (1977). This theory is an adaptation and improvement over precursor theories like the ‘contrast theory’ and ‘dissonance theory’ developed by Cardozo (1965) (Yüksel and Yüksel, 2008). The EDT argues that satisfaction is a function of a-priori expectations and post-event experience of performance. These expectations are set as a standard against which performance is measured, and where performance matches expectations, *confirmation* occurs while *disconfirmation* occurs where there is a mismatch. Where this disconfirmation is positive (i.e., performance exceeds expectations) satisfaction occurs, and where it is negative, dissatisfaction occurs. Despite the wide acceptance and application of the EDT in various fields of consumer behaviour, it has its shortcomings. It has mostly been critiqued on its use of ‘expectations’ which is subjective in nature, has different meanings to different people, and would vary with the timing of its measurement. These, critiques argue that, combined with the lack of standardisation in the measure of satisfaction, these bring to question the reliability of the EDT as an valid and consistent measure of consumer satisfaction (Yüksel and Yüksel, 2001). Other theories have been developed to address some of the shortcomings of the EDT and include the Value Percept Theory (Barsky, 1992; Westbrook and Reilly, 1983), the Importance-Performance model (Martilla and James, 1977), the Equity theory (Oliver and Swan, 1989), the Social Cognition Model (Sirgy, 1984), and the Person-Situation-Fit theory (Pearce and Moscardo, 1984), amongst others.

A characteristic of these theories of satisfaction is that they are duo-dimensional in nature – judged in relation to a standard which requires the capturing of measurement information for dual, related, stages of experience. While the majority of these theories are adaptable to the consumption of tourism products, scholars have argued for tourism-context specific approach because “*it might be envisaged that the particular characteristics of tourism have a notable effect on tourism satisfaction*” (Bowen and Clarke, 2002, p. 301), which in some cases requires unidimensional evaluations of satisfaction determinants as opposed to duo-dimensional evaluations. Consequently, various studies have adopted theories with a unidimensional focus of satisfaction determinants which do not require dual-stage information. These include Maslow’s (1943, 1954) ‘Hierarchy of needs’ and Herzberg’s (1974; 1959) two-factor theory of motivation (see Blackwell, 2007; Chan and Baum, 2006; Jensen, 2004)

In the tourism literature, the focus on satisfaction studies is driven primarily by its relationship to tourism service success and sustainability. The events

and festival literature to date has repeatedly demonstrated the reliability of satisfaction as a psychological precursor for behavioural intention and planned volitional behaviour (Baker and Crompton, 2000; Hubbard et al., 2012; Lee, Hwang, et al., 2017). This behaviour, often branded as loyalty, has been used as an indicative measure of product/service success (Yoon and Uysal, 2005), for evaluating marketing strategies and event performance, predicting service viability and sustainability, and assessing service/product competitiveness (Báez-Montenegro and Devesa-Fernández, 2017; Savinovic et al., 2012). In the context of events literature, it focuses on assessing attendees’ level of commitment to an event over time. The higher their commitment levels, the higher the likelihood of increased word-of-mouth advertisement and return intentions which are both relevant to destination promotion and tourism (Kim and Malek, 2017; Tanford and Jung, 2017).

In measuring loyalty in tourism and events satisfaction studies, including festival studies (see Table 1), various measures have been used, ranging from spending and purchase behaviour (Bruwer and Kelley, 2015; Hubbard et al., 2012; Kim et al., 2013), to regularity of prior event attendance (Kruger, 2019; Kruger and Saayman, 2013; Lee and Back, 2009); word-of-mouth recommendation and voluntary positive event promotion (Báez-Montenegro and Devesa-Fernández, 2017; Kim and Malek, 2017; Severt et al., 2007; Tanford and Jung, 2017); return intentions for the future (Báez-Montenegro and Devesa-Fernández, 2017; Kruger and Saayman, 2013; Lee, Sung, et al., 2017; Özdemir and Çulha, 2009; Pope et al., 2017; Savinovic et al., 2012; Tanford and Jung, 2017); and in many cases, a combination of two or more of these measure. The majority of these studies have adopted revisit intention as a measure of attendees’ loyalty, primarily due to its direct implication for the event’s longevity. With the exception of a few, most of these studies, also, conclusively and consistently find that attendees’ satisfaction is a positive and significant predictor of event loyalty, confirming anecdotal expectations as well as well-documented postulations (Tanford and Jung, 2017). Consequently, given the established reliability of ‘return intention’ as a measure of loyalty across the literature, it is adopted in the current study as a measure of loyalty, and its relationship to attendees’ satisfaction is evaluated.

## 2.3 Festival Motivation and Satisfaction

From Table 1 the following key motivation factors which influence satisfaction and behavioural intentions across different studies are identified:

1. Overall *quality* of festival organisation (see Bruwer, 2015; Bruwer and Kelley, 2015; Lee, Hwang, et al., 2017; Lee, Sung, et al., 2017; Özdemir and Çulha, 2009; Pope et al., 2017; Tanford and Jung, 2017);
2. *Cost* related factors (see Lee, Sung, et al., 2017; Pope et al., 2017; Tanford and Jung, 2017);
3. *Location/venue* (see Pope et al., 2017; Tanford and Jung, 2017);

4. Festival *program/entertainment* (Özdemir and Çulha, 2009; Savinovic et al., 2012; Tanford and Jung, 2017); and
5. Festival *environment and aesthetics* (Lee, Sung, et al., 2017; Savinovic et al., 2012).

In addition to the motivations dimension, the current study also incorporates an expenditure dimension, following the findings of Zhang *et al.* (2010) which demonstrate that measuring consumers overall satisfaction levels with a product/service expenditure, especially for tourists, is more sophisticated than measuring satisfaction with unique characteristics of the experience. Zhang *et al.* (2010) also indicate that although satisfaction levels are highly related to tourists' overall expenditure, very few studies have investigated the relationship between tourism visitors' expenditure at a destination and their satisfaction levels with the destination.

In evaluating the novelty of the current study by identifying the literature gap, the following studies similar to the current study were identified. Schofield and Thompson (2007) and López-Guzmán *et al.* (2017) investigated the relationship between visitors motivation, satisfaction levels, and behaviour intentions festival in Mongolia and Ecuador, respectively. Schofield and Thompson (2007) find that while the motivation factors were identified as strong influencers of satisfaction levels, this did not translate to strong return intentions for the festival attendees. These studies, however, do not consider the expenditure dimension of satisfaction. The current study, hence, contributes to existing body literature by investigating the moderating effect of expenditure levels/patterns on satisfaction levels and return intentions of festival attendees.

## 2.4 From Motivation to Satisfaction at Events – Adapting Herzberg's two-factor theory

Herzberg, Mausner, and Snyderman (1959) proposed the two-factor theory to explain the motivational factors that influence satisfaction in the workplace. The theory postulated that the motivational factors which influence job satisfaction can be grouped into two. The first they referred to as *hygiene factors* – which are the basic necessities of a job, the presence of which does not increase satisfaction, but would lead to dissatisfaction if absent. These factors, also referred to as *maintenance* factors, are a standard component of the job and represent the 'minimal expectations' that are considered a normal part of the job (Crompton, 2003). They include salary, job security, working conditions, interpersonal relations, company policy, and quality of job supervision (Blackwell, 2007; Herzberg, 1974). The second set of factors are referred to as *motivator factors*, and encompass factors that facilitate intrinsic psychological benefits which leads to a sense of fulfilment on the job. They include achievement, recognition, personal growth, responsibility, and the nature of the job in terms of intellectual stimulation (Blackwell, 2007; Crompton, 2003).

This theory has been adapted to the tourism literature to explain motivation and satisfaction in various contexts. The first adaptation was by Howard

and Crompton (1980) who applied the theory to explaining visitors satisfaction with tourism and recreational facilities. Subsequently, Baker and Crompton (2000) and Crompton (2003) adopted the theory to explaining relationship between perceived quality and satisfaction levels in the festival and event contexts, respectively. A review of the literature by the authors revealed a limited application of the Herzberg theory to explaining the motivation-satisfaction relationship as it relates to the tourism context. The authors also found one study by Tkaczynski and Rundle-Thiele (2013) where the Herzberg theory was used to in market segmentation analysis of music festival attendees; another qualitative study by Chan and Baum (2006) on distilling tourists' responses in the accommodation sector into hygiene and motivator factors; one study by Jensen (2004), as reported by Alegre and Garau (2010), which applied the theory to the tourism context, but with limited findings; and the study by Alegre and Garau (2010) which provide evidence of the applicability of the two-factor theory to the evaluation of satisfaction with 'destination's attributes' in a *sand-sun* destination context. The authors did not, however, find any study in the current literature which explicitly modelled motivations and satisfaction in a tourism context within the framework of the two-factor theory.

Consequently, this paper models the relationship between motivations and satisfaction within the two-factor framework and by adopting the model's adaptation in Blackwell (2007, p. 42) and extending it to the framework implemented to analyse the festival quality-satisfaction relationship by Baker and Crompton (2000, p. 791). In line with these, the theoretical model in Figure 1 is developed and tested. The model proposes that: the motivation factors which influence satisfaction can be separated into hygiene and motivator factors; and that attendees' satisfaction levels are moderated by cost considerations, but also influence revisit intentions.

According to Florin and Rusu (2014), hypothesis testing is one of the key methods/theory for evaluating customer satisfaction and has been applied extensively in the literature. Consequently, based on the framework developed in Figure 1, we test the following hypotheses:

*H1: Festival attendance motivation factors significantly influence satisfaction levels.*

*H2: The impact of motivations factors on satisfaction is significantly moderated by expenditure levels*

*H3: Satisfaction levels significantly influence return intentions*

The motivation factors used are based on those identified in the literature, and on the data available. Consistent with the adaptation by Blackwell (2007) and Crompton (2003) of the Herzberg's (1974; 1959) hygiene-motivator model, Table 2 shows how the two-factor model is adapted to the current study of Arts and Cultural Festivals.

In the case of an art and culture festival, the hygiene-motivator theory suggests festival tourists' satisfaction may be influenced by the following factors: the festival's programme and entertainment activities, attendees' love for art festivals, and thrill from the getaways and promotions at the festival. Conversely, the absence of the following factors may cause dissatisfaction, but their



presence might not necessarily improve satisfaction: the cost of attending the festival, the location/area the festival takes place, the aesthetics in the festival's environment, and the overall quality of the festival. This, therefore, suggests that event planners and managers should address the lower-level hygiene factors are met reduce incidences of negative experiences, and at the same time focus on fostering opportunities for event attendees to achieve the higher-level motivator factors if they intend to increase positive experiences (Blackwell, 2007; Crompton, 2003).

### 3 Data and Methodology

To test the stated hypotheses, the following generalised model is evaluated:

$$Satisfaction\ Level_i = f(Motivation\ Factors_i)$$

$$Return\ intention_i = f(Satisfaction\ level_i)$$

Where:

$$Motivation\ Factors_i = f(Hygeine\ Factors, Motivator\ Factors)$$

$$Hygeine\ Factors_i = f(Overall\ Cost_i, Event\ Location_i, Decorative\ Atmosphere_i, Festival\ Quality_i)$$

$$Motivator\ Factors_i = f(Love\ for\ art\ festivals_i, Promotion\ and\ Getaways_i, In\ festival\ Entertainment_i)$$

Satisfaction levels are measured by two dependent variables – ‘Overall satisfaction’, and ‘Satisfaction based on expenditure’. The latter dependent variable allows for testing the hypothesis that satisfaction levels are moderated by expenditure levels/patterns.

Both the dependent and independent variables are categorical in nature and the categories in the dependent variable are ordered such that they are equally spaced in a meaningful sequential order with each successive value higher than the previous one. Given this ordered nature of the dependent variable, the ordinal logit model is best suited for econometric analysis (Green, 2002; Jeliazkov and Rahman, 2012; Long and Freese, 2001; Winkelmann, 2008).

#### 3.1 The Ordinal Logit Model (OLM)

Given the dependent variables (represented as  $Y$ ): Satisfaction level with 5 ordered categories (Very Dissatisfied, Dissatisfied, Neither Dissatisfied nor Satisfied, Satisfied, and Very Satisfied); and Return intentions with 5 ordered categories (Very Likely, Likely, Neither Likely nor Unlikely, Likely, Very Likely);

with categories represented as  $j = 1, 2, \dots, 5$ ; the probability of each ordered category occurring is

$$P(Y = j) = \pi^{(j)} \text{ for } j = 1, 2, \dots, 5$$

For the ordered logistic model, the ‘5 – 1’ cumulative probabilities are:

$$\gamma^{(j)} = P(Y \leq j) = \pi^{(1)} + \dots + \pi^{(j)} \text{ for } j = 1, 2, 3, 4$$

Where  $\gamma^{(5)} = P(Y \leq 5) = 1$  always, so that it does not have to be modelled.

For the dependent variables ( $Y_i$ ) and Independent variables (i.e. Motivation factors and Satisfaction Levels)  $X_{1i}, \dots, X_{ki}$ , the ordinal logistic model for  $\gamma_i^{(j)} = P(Y_i \leq j)$  for each unit  $i$  and each category  $j = 1, 2, 3, 4$ ; “the ordinal logistic model considers a set of dichotomies, one for each possible cut-off of the response categories into two sets, of “high” ( $Y > j$ ) and “low” ( $Y \leq j$ ) responses” for ( $j = 1, 2, \dots, 5$ ) (Benoit, 2012, p. 26; Hosmer and Lemeshow, 2000):

$$\log \left( \frac{\gamma_i^{(j)}}{1 - \gamma_i^{(j)}} \right) = \log \left( \frac{P(Y_i \leq j)}{P(Y_i > j)} \right) = \alpha^{(j)} - (\beta_1 X_{1i} + \beta_k X_{ki})$$

For the Satisfaction levels dependent variables, these cut-offs are: Very dissatisfied vs. (Dissatisfied, Neither Satisfied nor Dissatisfied, Satisfied, and Very satisfied), i.e. VD vs. (D, NSD, or VS); (VD or D) vs. (NSD, S, or VS); (VD, D, or NSD) vs. (D, or VD); and (VD, D, NSD, or D) vs. VD; and likewise, for the Return intentions dependent variable.

### 3.2 The Data

The data was collected from 324 attendees at the second FESTAC festival held between the 2<sup>nd</sup> and 9<sup>th</sup> of April 2016 in the city of Limbe, Cameroon. The sample was determined using a spatially-based purposive sampling technique. This technique is ideal in situations where the population size is unknown prior to the study (Jupp, 2006; Zhang et al., 2008) as was the case with the current study where the estimated population size was unknown due to the non-availability of pre-existing attendance figures. On each day of the festival, attendees were approached by various fieldworks to complete the questionnaire at different locations within target areas of the festival, and at different times of the day to ensure sample representativity. To ensure consistency in the responses, all fieldworkers were trained and debriefed on the survey instrument prior to going into the field. The survey instrument was developed from intensive literature review, benchmarked with a similar study by Kim, Goh and Yuan (2010), and cross-validated with local industry practitioners and stakeholders. The questionnaire captured attendees’ motives for attending the festival, as well as their satisfaction levels and return intentions.

Various motivation factors (beyond those specified in the econometric model above) were included in the final questionnaire, including ‘Family’ togetherness, ‘Good’ residents, ‘Previous’ attendance, and ‘Meeting’ people/Socialising (see

Figures 1, 2, and 3). Tichaawa (2016) provides details of the motivation factors for this festival and attendees’ rankings of their importance. However, the econometric analysis was limited to a few motivation factors as response patterns of attendees made other factors have covariate patterns with one outcome, leading to collinearity and questionable standard errors (Stata, 2018). Consequently, these factors were dropped from the OLM regression.

Table 3 reveals that although the respondents had 5 options to choose from when rating their satisfaction levels (i.e., Very Dissatisfied, Dissatisfied, Neither Dissatisfied nor Satisfied, Satisfied, and Very Satisfied), the lowest rating chosen by respondents was the “Neither Dissatisfied nor Satisfied) and this group accounts for less than 10% of responses.

This reveals that over 90% of respondents were at least satisfied with the event and that no respondent was dissatisfied. This data, hence, provides the ideal context for testing the hygiene-motivator theory as one will expect that the hygiene factors would have no significant relationship to satisfaction while the motivator factors will be significant. Consequently, the theoretical model proposed in Fig 1 is updated to modify the first hypothesis as follows (see Figure 2).

## 4 Results and Discussion

### 4.1 Attendees’ Descriptive Statistics by Satisfaction Levels and Return Intentions

Figure 3, 4 and 5 present a graphical relative proportion-based representation of the mean importance levels by ‘Overall satisfaction levels’, ‘Satisfaction based on expenditure’, and ‘Return intentions’, respectively. A comparison of Figure 3 to 4 indicates that participants’ satisfaction levels vary more when the expenditure component is taken into account.

Figure 3 indicates that of the seven motivation factors, the most important determining factor for overall satisfaction levels (i.e. with the highest mean for ‘Very important’) is the ‘Love’ for art festivals, followed by ‘Event’ location/area and the ‘Quality’ of the festival. When the expenditure component is taken into account, the most important determining factor is the ‘Quality’ of the festival, followed by the in-festival ‘Entertainment’.

These indicate that event participants are particular about the overall quality of the festival, as well as of the specific offerings at, the event. In Figure 5, the importance of the various motivation factors is disaggregated by the return intentions. The factor with the highest average importance (i.e. highest mean for ‘very important’) by revisit intentions is ‘Quality’ of the festival, followed by in-festival ‘Entertainment’.

The repeated occurrence of the ‘Quality’ of the festival amongst the top important factors for the two satisfaction measures, as well as return intentions, suggests that attendees’ perceptions of the quality of the festival might be a strong positive influencer of satisfaction and return intentions.

## 4.2 The Ordered Logit Model (OLM) Results<sup>1</sup>

To validate the significance and consistency of the suggestions from the framework proposed in Figure 2, the hypotheses posed earlier in this paper are tested within the Ordered Logit framework previously discussed. The results of this model are reported in Table 4 where the dependent variables are ‘Overall satisfaction levels’ (column 1 and 2); ‘Expenditure based satisfaction levels’ (column 3 and 4); and ‘Revisit intention’ (column 5 to 12). For each dependent variable, the log-odds (column 1, 3, 5, 7, 9, and 11) and odds-ratio (column 2, 4, 6, 8, 10, and 12) are reported. In Table 4, the independent variables are the hygiene and motivator factors (column 1 to 4), and the satisfaction variables are added in column 5 to 12. The OLM regressed respective dependent variables on these factors.

It should be noted that the coefficients in this regression cannot be interpreted in the same way as the Ordinary Least Square regression. The coefficients in the OLM regression are in the ordered log-odds units and implies that, holding all other variable constant, a one unit increase in the independent variable will lead to a change in the dependent variable level by its respective regression coefficient in the ordered log-odds scale (Benoit, 2012; IDRE, 2017). The odds-ratio, on the other hand, calculated as  $e^{coef}$ , views the levels in a cumulative sense and refers to the proportional/partial odds ratio of being in the higher half of the dichotomy rather than in the lower half (Benoit, 2012; IDRE, 2017).

## 4.3 Motivation and Satisfaction within Herzberg’s two-factor Model

These results of the ordinal logit model in Table 4 confirm the propositions of the Herzberg two factor model adopted for this study. Results in column 1 tests the hypothesis H1, splitting the factors into motivator and hygiene factors (H1a and H1b) indicate that the motivator factors (i.e. Love for arts festivals, promotions and giveaways, and in-festival entertainment) are significant predictors of overall satisfaction (at the 99% confidence interval), while the hygiene factors all have highly insignificant coefficients. The implication of these results is even more significant when the responses to the Overall Satisfaction dependent variable is closely evaluated (see Table 3). Given that the ‘Overall Satisfaction’ variable only captures satisfaction and not dissatisfaction, the insignificance of the hygiene variables stand out as it clearly confirms that their presence does not affect satisfaction levels. This, however, does not mean that their absence immediately causes dissatisfaction. Analysis that captures dissatisfaction, especially on a specific dissatisfaction, rather than satisfaction scale will be relevant for further confirming these results. However, given the data limitations in the study, such an analysis is recommended for future studies.

The sign, and size of the significance of the log-odds coefficients provide

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<sup>1</sup>All results are interpreted *Ceteris paribus* (i.e. holding all other variables in the model constant), and relative to their respective base categories (Idahosa et al., 2017, 2018).

information on participants' experience of the festival<sup>2</sup>. With regard to size, the coefficients reveal that 'Love for art festival' is the strongest predictor of overall satisfaction, followed by 'promotions and getaways'. 'In-festival entertainment' has the least impact on satisfaction and is also less significant (at 95% confidence) than the other two motivator factors (at 99% confidence).

For the signs, the only positive significant log-odds coefficient is for the 'Love for arts festival' variable. This means that for the festival attendees, the higher the importance of love as a motivation, the higher the odds that they will be satisfied. This suggests that internal factors which may be described as sentimental will have a strong positive effect on satisfaction as attendees will be more prone to accept their experiences in a positive light, hence boosting satisfaction. The coefficients on the other two motivator factors indicate that the lower the importance of 'promotions and getaways' and 'in-festival entertainment', respectively, the higher the satisfaction levels. It can be inferred from this that attendees who had high expectations for these two factors were disappointed by their experience which negatively affected their satisfaction, suggesting that the festival organisers could do more to improve the quality of entertainment and promotion offerings at FESTAC.

The implication of confirming the two-factor theory confirmation is that for such festival events, as suggested by Baker and Crompton (2000) and Blackwell (2007), to improve attendee satisfaction, event and festival planners need to distinguish between motivator factors and hygiene motivation/expectation factors and how these are assigned preference. Motivation factors categorised as hygiene factors can be assigned to technicians and semi-skilled workers to ensure that event attendees do not get dissatisfied. Motivator factors, on the other hand, should be the focus of event planners if they wish to improve overall satisfaction of attendees. These results are relevant for the festival and events planning industry.

#### **4.4 The Moderating Impact of Expenditure Consideration on Satisfaction**

To test the second hypothesis that expenditure considerations significantly moderate the impact of motivation factors on satisfaction, the dependent variable for the regression was switched from overall satisfaction to 'Expenditure-based satisfaction' which captures respondent's rating of their satisfaction based on their total expenditure. The expectation is that if expenditure is a significant moderator of satisfaction, then there will be changes to the sign, size, and/or significance of the coefficients.

Results in column 3 and 4 of Table 4 confirm that expenditure considerations, indeed, moderate the satisfaction levels of festival attendees. First, it is observed that the two-factor model becomes redundant once the expenditure consideration is factored into satisfaction. This is evinced by the fact that in

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<sup>2</sup>For interpreting the odds-ratio, the sign of the coefficient is determined by examining if it is greater or less than one. Positive coefficients are greater than one while negative coefficients are less than one.

comparing column 1 (overall satisfaction) to column 3 (expenditure-based satisfaction), one immediate observation is that more of the dependent variables become significant. Three of the four hygiene variables are now significant at the 95% confidence interval and one of the motivator variables becomes insignificant. Also, for all but one of the significant variables in column 3, a comparison to column 1 indicates an increase in the size of the coefficients suggesting that not taking expenditure into consideration led to an under-estimation of the impact of these variables. Also, for one of the significant variables in column 3 (the in-festival entertainment variable), the sign of the coefficient changes from column 1.

These changes in the sizes, signs, and/or coefficients of these motivation variables when the total expenditure associated with making the trip for the festival is taken into consideration when evaluating satisfaction strongly indicates that expenditure considerations are significant moderators of satisfaction levels at festival events.

This implies that for festival and event planners, when packaging and planning these events, the costing all expenditure items related to the attendees' visit for the trip need to be considered and not just the immediate cost of the festival/event access fees. These items would include the cost of accommodation, transportation, feeding, and overall cost of living while attending the event. While most industry participants already consider these factors, this study provides substantive evidence that the total expenditure considerations, beyond the access fees for the events, significantly affect satisfaction levels, sometimes by up to 50% (see Table 2).

## 4.5 Satisfaction and Revisit Intentions

Column 5 to 12 of Table 4 reports the results of testing the third hypothesis proposed in the conceptual model. In this analysis, the impact of overall satisfaction and expenditure-based satisfaction are separately investigated. Columns 5 to 8 focus have 'overall satisfaction' as the dependent variable while columns 9 to 12 have expenditure-based satisfaction as their dependent variable. Furthermore, the impact of the gross and net/pure impact of satisfaction are separately analysed. Column 5 and 6, and 9 and 10, respectively report the results of the gross impact of satisfaction on revisit intentions while columns 7 and 8, and 11 and 12, respectively report the results of the net/pure impact of satisfaction after controlling for motivation factors.

The results show that satisfaction is positive and significant in predicting satisfaction levels, implying that the higher attendees' satisfaction levels, the higher the odds that they will return. In comparing columns 5 to 8 to 9 to 10, the moderating impact of expenditure is once again revealed. For all model specifications, it is observed that by taking expenditure into considerations, the impact of satisfaction levels on revisit intentions more than doubles in size (from 0.72 to 1.51 and 0.78 to 1.72, respectively). This implies that by not taking the expenditure aspect into consideration when evaluating satisfaction and revisit intentions, the impact of satisfaction on revisit intention can be significantly

downplayed.

Finally, the results also indicate that the pure/net effect of satisfaction on return intentions is higher than the gross effect. This is evidenced by the fact that the coefficients in columns 5 and 6(9 and 10) are lower than those in columns 7 and 8(11 and 12). The positive relationship between satisfaction and revisit intention picked up here is consistent with the findings of Lee, Sung, *et al.*, (2017) who find a positive and significant relationship between satisfaction and destination loyalty (measured by revisit intentions) for attendees of an American Food and Wine Festival. Tanford and Jung (2017), Kim and Malek (2017) for participants at an America Medical convention, Lee, Hwang *et al.*, (2017) for attendees of Korean domestic festivals, and a host of other events related studies. This re-iterates the importance of satisfaction in determining attendees' loyalty across different event types.

## 5 Conclusion

This study set out to evaluate the relationship between festival attendees' a priori motivation/expectation factors, satisfaction levels, and return intentions. Testing various hypotheses within the Ordinal logit framework, the analysis makes a distinction between hygiene and motivator factors based on Herzberg's two-factor theory and confirms the validity of distinguishing between the two factors when assessing the importance of the factors which motivate individuals to attend a festival and their subsequent overall satisfaction. The implication of two-factor theory confirmation is that for such festival events, as suggested by Baker and Crompton (2000) and Blackwell (2007), to improve attendees' overall satisfaction, event and festival planners need to distinguish between hygiene factors and motivator factors and how these are assigned preference. Hygiene factors can be assigned to technicians and semi-skilled workers to ensure that event attendees do not get dissatisfied. Motivator factors, on the other hand, should be the focus of event planners if they wish to improve overall satisfaction of attendees.

This study makes a unique theoretical contribution to the literature by presenting the first explicit modelling of the relationship between the importance of festival attendees' a priori motivation and their subsequent satisfaction using Herzberg's two-factor theory. Where Crompton (2003) applies the Herzberg theory to a festival context, the focus of his study is on the relationship between 'festival attributes' and satisfaction measured by 'perceptions of quality', as opposed to the focus of the current study on 'importance of motivation factors' and 'ranking of satisfaction levels'. Similarly, Baker and Crompton (2000) apply the two-factor theory to evaluate the relationship between festival attendees' 'perceptions of the quality' of certain features and their 'satisfaction levels'. While the focus on festival attributes and features in these previous studies are important for understanding festival attendees' experience of immediate festival characteristics, the current study's focus on the 'importance of a priori motivation factors' adds to the literature by providing festival planners with insight

as to the importance of catering to a priori motivation/expectation that drive attendance, and more specifically, how these expectations should be prioritised to promote satisfaction and avoid dissatisfaction.

Furthermore, this study makes a geographical contribution to the literature by presenting the first analysis of a West African festival. Also, the use of the ordinal logit model to predict the odds of satisfaction and return intentions based on motivation factors is novel in the literature and provides a robust indication of the direction and significance of the relationship between these constructs. Finally, this study confirms the moderating effect of expenditure on satisfaction levels and strongly revealed that not taking expenditure into consideration led to an under-estimation of the impact of these variables. This implies that for festival and event planners, when packaging and planning these events, the costing of all expenditure items related to the attendees' visit for the trip need to be considered and not just the immediate cost of the festival/event access fees as total expenditure considerations, beyond the access fees for the events, significantly affects satisfaction levels, sometimes by up to 50%. For future studies, a model that explicitly models the conditional dependence of satisfaction on expenditure, and perhaps details the exact nature of this relationship, would be very useful in understanding the nature of this moderating effect, and hence in product costing decisions made by event planners.

Despite the important contribution to the literature, certain limitations are identified. One limitation is the nature of the data collected which restricted the scope of the model tested in the OLM regressions as certain motivational factors had to be dropped. Consequently, future studies that are able to test the relationship between all the identified motivation factors, satisfaction levels and return intentions at African festivals will be a welcome development. Also, studies that evaluate the impact of motivation on satisfaction, taking into account the demographic characteristics of participants at these African festivals would be welcome.

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**Table 1: Literature Summary on Festival Attendance Motivation, Satisfaction, and Behaviour**

| Author (Date)                                                                                    | Event name, Location                                                | Main Objective                                                                                                                                                                                      | Research Method                                                                                                                     | Key Findings                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Báez-Montenegro & Devesa-Fernández (2017)                                                        | Valdivia International Film Festival, Chile                         | To identify the factors that increase satisfaction and return intentions amongst attendees.                                                                                                         | Structural Equations Modelling                                                                                                      | Leisure, professional motives, and cultural motives were found to be motivations for attending and that this varied for locals and non-locals.                                                                                              |
| Bruwer (2015)                                                                                    | Stellenbosch Wine Festival, South Africa                            | To evaluate the relationship between satisfaction levels, and perceptions of festival features and performance.                                                                                     | Factor and Principal component, and Logit regression                                                                                | No relationship was identified between quality perceptions, satisfaction levels, and wine purchase behaviour.                                                                                                                               |
| Bruwer & Kelly (2015)                                                                            | Annual Finger Lakes Wine Festival, New York, USA.                   | To investigate the relationship between service performance quality, satisfaction and buying behaviour.                                                                                             | Factor analysis and Logistic regression analysis                                                                                    | No relationship between performance quality and satisfaction levels; Quality associated with the facility is a better predictor of buying behaviour compared to quality associated with behaviour.                                          |
| Dash & Samantaray (2018)                                                                         | Nabakalebara transformation festival, Puri, India                   | To identify the determinants and relative importance of the various factors influencing tourism experience.                                                                                         | Exploratory Factor Analysis.                                                                                                        | Tourism experience is typically a combination of five factors: “education, entertainment, aesthetics, escapism, and ease of facilities”.                                                                                                    |
| Duran & Hamarat (2014)                                                                           | International Troia Festival, Çanakkale, Turkey                     | To explain the motivations of visitors attending the festival                                                                                                                                       | Ordinal logistic regression analysis                                                                                                | Motivation factors were Cultural exploration and Family togetherness; both moderated by gender.                                                                                                                                             |
| Hubbard, <i>et al.</i> (2012)                                                                    | Harvest Wine Festival, Las Cruce, New Mexico                        | To explore attendees’ perceptions of quality, satisfaction, loyalty and spending levels                                                                                                             | Descriptive analysis.                                                                                                               | Quality perceptions, satisfaction levels, return intentions and recommendation intentions were high amongst attendees.                                                                                                                      |
| Kruger & Saayman (Kruger et al., 2011; Kruger and Saayman, 2009, 2013, 2017, 2018a, 2018b, 2019) | Various festivals across South Africa over a decade (2009 to 2019). | Analysing and evaluating various aspects associated with festival attendance, including motivation, with the aim of improving marketing quality and improving the quality of attendees’ experience. | Descriptive analysis, ANOVA, Factor Analysis, Market segmentation, and Structural Equations Modelling, depending on the objectives. | Various evidence-based, policy and practice relevant recommendations for, not only improving festival quality and attendees’ experience, but also on the spill-over effects these festivals have as viable stimulants of economic activity. |

| Author (Date)                     | Event name, Location                                             | Main Objective                                                                                                                                 | Research Method                                                 | Key Findings                                                                                                                                                                                         |
|-----------------------------------|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Kruger (2019)                     | Literary art festival, South Africa.                             | To provide details on the profile and loyalty patterns of attendees at a literary arts festival.                                               | Factor analysis and Structural Equations Modelling.             | The festival has potential for significant secondary post-event effects on attendees' behaviour related to art festivals.                                                                            |
| Lee, Hwang, <i>et al.</i> (2017)  | Domestic festivals in Korea                                      | To explore the impact of festival experience on perceived value, satisfaction, and behavioural intentions.                                     | Exploratory factor analysis and structural equations modelling. | Playfulness, Sacredness, and Placeness are key determinants of satisfaction when compared to Escape and Togetherness.                                                                                |
| Li & Lin (2016)                   | Taichung jazz festival, Taiwan                                   | To develop and test the theory of consumption values model for attendees' satisfaction.                                                        | Factor Analysis and Structural Equations Modelling              | Visitors' functional and emotional values influence satisfaction and loyalty                                                                                                                         |
| Lee, Sung, <i>et al.</i> (2017)   | Food Network South Beach Wine and Food Festival, Florida         | To determine the relationship between goal-oriented and experience-oriented event attendees, their satisfaction levels and return intentions.  | Structural Equations Modelling                                  | Consumer return on investment, escapism, service excellence and aesthetics influenced satisfaction levels and differed between goal- and experience-oriented festival attendees.                     |
| López-Guzmán <i>et al.</i> (2017) | Raíces Gastronomy festival, Ecuador                              | To analyse the relationship between attendees' motivation and satisfaction.                                                                    | Cronbach Alpha and ANOVA                                        | Motivations strongly influenced satisfaction levels, especially for new food experiences and socialisation.                                                                                          |
| Özdemir & Çulha (2009)            | International Camel Wrestling Festival, Turkey                   | To determine the impact of festival performance on attendees' satisfaction levels and loyalty.                                                 | Factor analysis and Multiple regression analysis.               | The festival program and quality of activities have a direct effect on satisfaction levels.                                                                                                          |
| McDowall (2010)                   | Tenth-Month Merit Making Festival, Nakhon Si Thammarat, Thailand | A comparison of the motivational factors, satisfaction levels, performance evaluation, and information sources of residents and non-residents. | Factor analysis, Correlation analysis, and Regression analysis  | Residents and non-residents differed based on the comparison factors. Motivation and performance evaluation were found to influence satisfaction levels, and this also differed by residency status. |

| Author (Date)                     | Event name, Location                                                  | Main Objective                                                                                                                  | Research Method                                                | Key Findings                                                                                                                                                                                                                          |
|-----------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pegg & Patterson (2010)           | Tamworth Country Music Festival, Australia                            | To understand attendance motivations and perception of the distinguishing elements of the event.                                | Mixed methods study, including correlation analysis and ANOVA. | Activity engagement, motive for attending, and festival assessment vary with visitor type.                                                                                                                                            |
| Pope, Isely & Agbetunsin (2017)   | LaughFest™ Comedy Festival, Michigan, USA.                            | To examine the key factors that influence satisfaction levels of festival attendees and how these influences return intentions. | Logistic regression analysis                                   | Perception of venue, quality of performers, and perception of ticketing process and pricing were found to be the key influencers of satisfaction and return intentions, and that negative influences are stronger than positive ones. |
| Rezaei <i>et al.</i> (2018)       | Gol-Ghaltan festival, Iran                                            | To identify the factors that motivate attendance at a traditional festival and how this varies by demographic factors.          | Factor Analysis, T-test and ANOVA tests                        | Motivation factors were Cultural exploration, Socialization, Community support, Novelty, Escape, Heritage, Gol-Ghaltan and Family                                                                                                     |
| Saayman (2011)                    | Cultivaria Arts festival, South Africa                                | To identify the motives that influence attendance at this new festival.                                                         | Survey Data Analysis                                           | Contrary to findings in extant literature, Escape was found to be the main travel motives for attendees at this festival.                                                                                                             |
| Savinovic <i>et al.</i> (2012)    | 2009 Festa-Croatian Food and Wine Festival, Adelaide, South Australia | To investigate the relationship between attendees' motivation, satisfaction levels and revisit intentions.                      | Exploratory Factor analysis, Multiple Regression analysis.     | Motivation factors were Community support, Socialization, Entertainment, Food and beverage, Family togetherness, Escape, Knowledge/education, Marketing, and Novelty.                                                                 |
| Song, Bae & Lee (2017)            | Osong Cosmetics & Beauty Expo, Korea.                                 | To investigate the relationship between quality attributes and satisfaction outcomes.                                           | Structural Equations Modelling                                 | Product and hospitality quality positively influenced satisfaction, which in turn positively influences attendees' theme awareness and trust.                                                                                         |
| Tanford & Jung (2017)             | Festivals across different studies.                                   | To evaluate factors that contribute to satisfaction and loyalty at festivals.                                                   | Comprehensive meta-analysis of the literature                  | Festival activities, environment, and cost/value are important for satisfaction and loyalty.                                                                                                                                          |
| Tkaczynski & Rundle-Thiele (2013) | Easterfest Christian music festival, Queensland, Australia            | To investigate the factors motivating attendance, as well as the characteristics of visitors who attend.                        | Two-step cluster analysis                                      | Based on demographics, motivation factors, origin, and behavioural factors, attendees were grouped as Family visitors, local young students, youth groups, and active campers.                                                        |

| Author (Date)                     | Event name, Location                                | Main Objective                                                                                                                | Research Method                                                                 | Key Findings                                                                                                                        |
|-----------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Velikova <i>et al.</i> (2017)     | Annual wine festival, southwestern USA              | To analyse the relationship between festival attributes and attendees' satisfaction.                                          | Mixed methods; factor analysis and Penalty-reward contrast analysis regression. | Personnel interaction and Entertainment were the most important attributes for wine festival attendees and determined satisfaction. |
| Viviers et al. (2013)             | Three Afrikaans festivals, South Africa             | To analyse the push and pull factors influencing attendance at the festivals                                                  | ANOVA, Factor Analysis                                                          | Escape and Exposure is a common as push factor across all three festivals and Art and Festival Experience is a common pull factor.  |
| Williams & Saayman (2013)         | Cape Town International Jazz Festival, South Africa | To evaluate if the managerial needs of festival attendees which affect satisfaction and vary with the market segment.         | ANOVA and Factor Analysis.                                                      | Key success factors vary with market segments.                                                                                      |
| Yolal, Ul, Çetinel & Uysal (2009) | Eskişehir International Festival, Turkey            | To assess the motivational factors and perceived socio-economic benefits of the festival and how this varies by demographics. | Multiple classification analysis, Multivariate ANOVA, Regression Analysis       | Motivation factors were Escape, Family togetherness, Excitement, Novelty; moderated by gender, age, education, and income group,    |

**Table 2: Herzberg's hygiene-motivator theory of motivation as applied to Arts and Cultural Festival (adapted from Herzberg, 1959; 1974)**

|                  | <b>Herzberg's factors</b>    | <b>Application to Festival tourism</b>                  |
|------------------|------------------------------|---------------------------------------------------------|
| <b>Hygiene</b>   | Salary                       | Cost of attending the festival, accommodation, travel   |
|                  | Job security                 | The characteristics of the festival's location and area |
|                  | Working conditions           | The festival environment and aesthetics                 |
|                  | Level/quality of supervision | Overall quality of the festival organisation            |
| <b>Motivator</b> | Sense of achievement         | Thrill from festival getaways and promotions            |
|                  | Personal growth              | Fulfilling one's love for art festivals                 |
|                  | Nature of the work           | Festival's programme and entertainment activities       |

**Table 3**

| <i>Overall, how satisfied are you with this visit?</i> | N          | Per cent   |
|--------------------------------------------------------|------------|------------|
| <i>Neither satisfied nor dissatisfied</i>              | 31         | 9.57       |
| <i>Satisfied</i>                                       | 152        | 46.91      |
| <i>Very Satisfied</i>                                  | 141        | 43.52      |
| <b><i>Total</i></b>                                    | <b>324</b> | <b>100</b> |

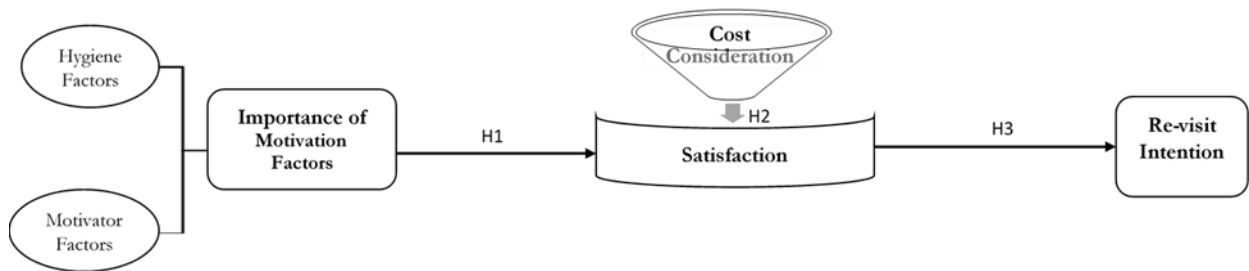
**Table 4: Ordered Logit Regression for Decision Factors**

| VARIABLES                        | (1)<br>Over<br>log-odds | (2)<br>Over<br>odds ratio | (3)<br>Based<br>log-odds | (4)<br>Based<br>odds ratio | (5)<br>Return<br>log-odds | (6)<br>Return<br>odds ratio | (7)<br>Return<br>log-odds | (8)<br>Return<br>odds ratio | (9)<br>Return<br>log-odds | (10)<br>Return<br>odds ratio | (11)<br>Return<br>log-odds | (12)<br>Return<br>odds ratio |
|----------------------------------|-------------------------|---------------------------|--------------------------|----------------------------|---------------------------|-----------------------------|---------------------------|-----------------------------|---------------------------|------------------------------|----------------------------|------------------------------|
| <b>Love for art festivals</b>    | 1.31***<br>(0.21)       | 3.69***<br>(0.79)         | 0.46**<br>(0.19)         | 1.58**<br>(0.30)           |                           |                             | -0.20<br>(0.23)           | 0.82<br>(0.19)              |                           |                              | -0.11<br>(0.24)            | 0.90<br>(0.22)               |
| <b>Promotion and getaways</b>    | -0.42***<br>(0.13)      | 0.66***<br>(0.09)         | -0.05<br>(0.12)          | 0.96<br>(0.11)             |                           |                             | -0.19<br>(0.14)           | 0.83<br>(0.12)              |                           |                              | -0.27*<br>(0.16)           | 0.77*<br>(0.12)              |
| <b>In-festival entertainment</b> | -0.31**<br>(0.13)       | 0.73**<br>(0.10)          | 0.64***<br>(0.12)        | 1.90***<br>(0.23)          |                           |                             | 0.47***<br>(0.14)         | 1.59***<br>(0.22)           |                           |                              | 0.00<br>(0.15)             | 1.00<br>(0.15)               |
| <b>The overall cost</b>          | -0.15<br>(0.13)         | 0.86<br>(0.11)            | 0.22*<br>(0.12)          | 1.25*<br>(0.15)            |                           |                             | -0.21<br>(0.14)           | 0.81<br>(0.11)              |                           |                              | -0.59***<br>(0.17)         | 0.55***<br>(0.09)            |
| <b>Event location/area</b>       | 0.08<br>(0.20)          | 1.08<br>(0.22)            | 0.68***<br>(0.18)        | 1.98***<br>(0.36)          |                           |                             | 0.12<br>(0.22)            | 1.13<br>(0.25)              |                           |                              | -0.34<br>(0.25)            | 0.71<br>(0.18)               |
| <b>Decorative atmosphere</b>     | -0.06<br>(0.17)         | 0.94<br>(0.16)            | -0.53***<br>(0.17)       | 0.59***<br>(0.10)          |                           |                             | -0.42**<br>(0.19)         | 0.66**<br>(0.13)            |                           |                              | -0.24<br>(0.21)            | 0.79<br>(0.17)               |
| <b>Quality of festival</b>       | 0.11<br>(0.14)          | 1.12<br>(0.16)            | 0.27**<br>(0.13)         | 1.31**<br>(0.17)           |                           |                             | 0.45***<br>(0.15)         | 1.57***<br>(0.24)           |                           |                              | 0.39**<br>(0.17)           | 1.48**<br>(0.26)             |
| <b>Overall Satisfaction</b>      |                         |                           |                          |                            | 0.72***<br>(0.18)         | 2.06***<br>(0.37)           | 0.78***<br>(0.20)         | 2.19***<br>(0.45)           |                           |                              |                            |                              |
| <b>Satisfaction/expenditure</b>  |                         |                           |                          |                            |                           |                             |                           |                             | 1.51***<br>(0.17)         | 4.53***<br>(0.79)            | 1.72***<br>(0.20)          | 5.59***<br>(1.13)            |
| Constant cut3                    |                         |                           | 4.62***<br>(1.00)        | 101.35***<br>(101.64)      |                           |                             |                           |                             |                           |                              |                            |                              |
| Constant cut4                    |                         |                           | 7.02***<br>(1.05)        | 1,119.97***<br>(1,173.08)  |                           |                             |                           |                             |                           |                              |                            |                              |
| Constant cut1                    | -0.06<br>(1.05)         | 0.94<br>(0.99)            | 1.41<br>(1.01)           | 4.11<br>(4.14)             | -0.80<br>(0.82)           | 0.45<br>(0.37)              | -0.54<br>(1.29)           | 0.58<br>(0.75)              | 0.60<br>(0.57)            | 1.82<br>(1.03)               | -2.18*<br>(1.25)           | 0.11*<br>(0.14)              |
| Constant cut2                    | 2.85***<br>(1.07)       | 17.26***<br>(18.52)       | 3.36***<br>(1.00)        | 28.86***<br>(28.73)        | 2.69***<br>(0.77)         | 14.71***<br>(11.37)         | 3.15**<br>(1.27)          | 23.37**<br>(29.78)          | 5.21***<br>(0.67)         | 182.23***<br>(121.26)        | 2.68**<br>(1.25)           | 14.61**<br>(18.20)           |
| Observations                     | 324                     | 324                       | 324                      | 324                        | 324                       | 324                         | 324                       | 324                         | 324                       | 324                          | 324                        | 324                          |
| LR chi2(7)                       | 64.48                   | 64.48                     | 64.15                    | 64.15                      |                           |                             |                           |                             |                           |                              |                            |                              |
| Prob > chi2                      | 0                       | 0                         | 0                        | 0                          | 3.58e-05                  | 3.58e-05                    | 7.49e-07                  | 7.49e-07                    | 0                         | 0                            | 0                          | 0                            |
| LR chi2(1)                       |                         |                           |                          |                            | 17.08                     | 17.08                       |                           |                             | 112.1                     | 112.1                        |                            |                              |
| LR chi2(8)                       |                         |                           |                          |                            |                           |                             | 43.37                     | 43.37                       |                           |                              | 138.6                      | 138.6                        |

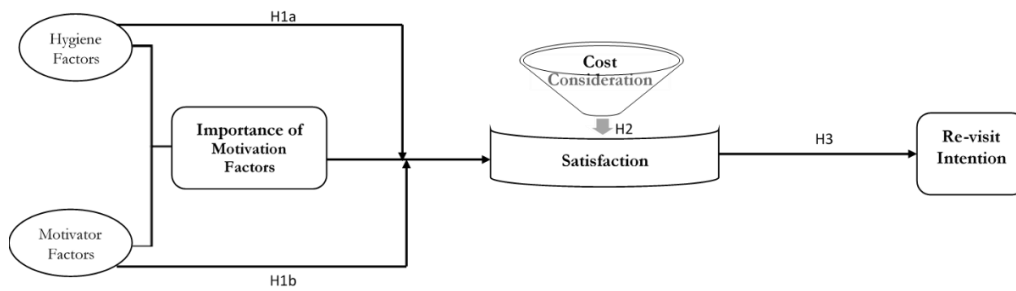
Each variable (excluding 'overall satisfaction') has four categories: Totally unimportant, Unimportant; Important, and Very Important. The reference category for each variable is the one immediately preceding that which is displayed. E.g. 'Totally unimportant' for the Overall cost variable; 'Unimportant' for the Love for art festivals variable. The 'overall satisfaction' variable has three categories: Neither satisfied nor dissatisfied, Satisfied, and Very Satisfied.

\*\*\* p<0.01, \*\* p<0.05, \* p<0.1; Standard errors in parentheses

**Figure 1: Relationship among Motivation, Satisfaction, and Re-visit Intentions, as moderated by cost considerations**



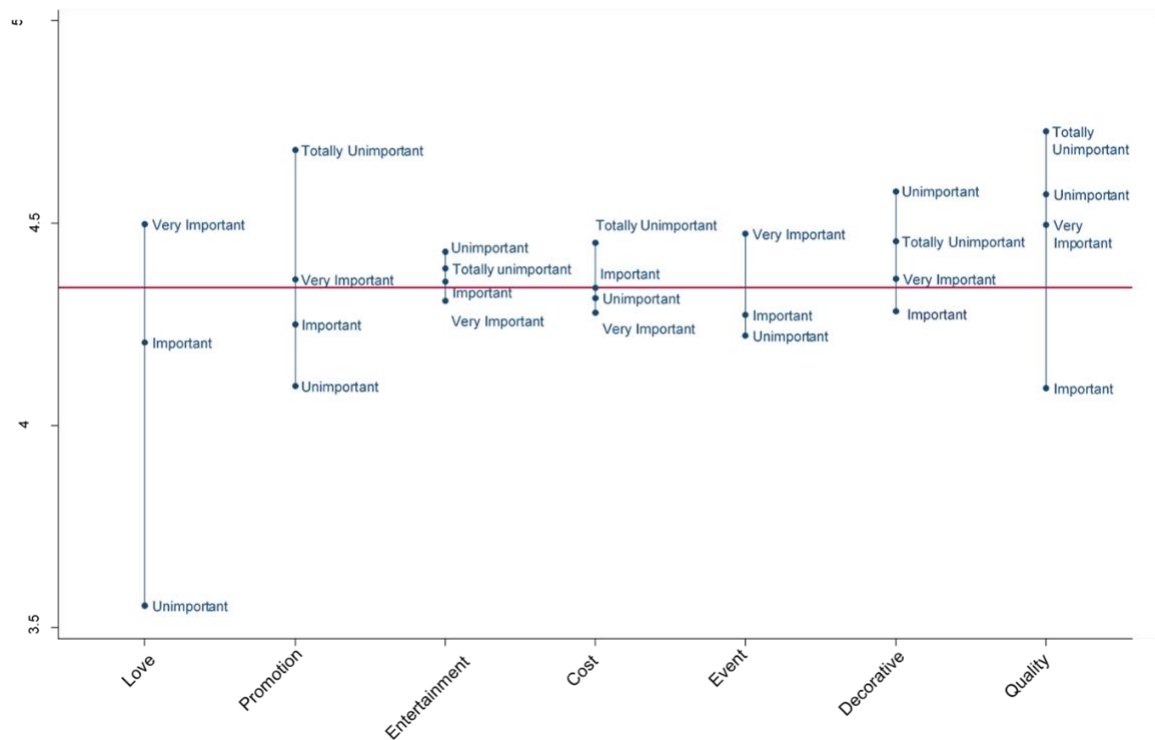
**Figure 2: Updated: Relationship between Motivation, Satisfaction and Re-visit Intentions, as moderated by Cost Considerations.**



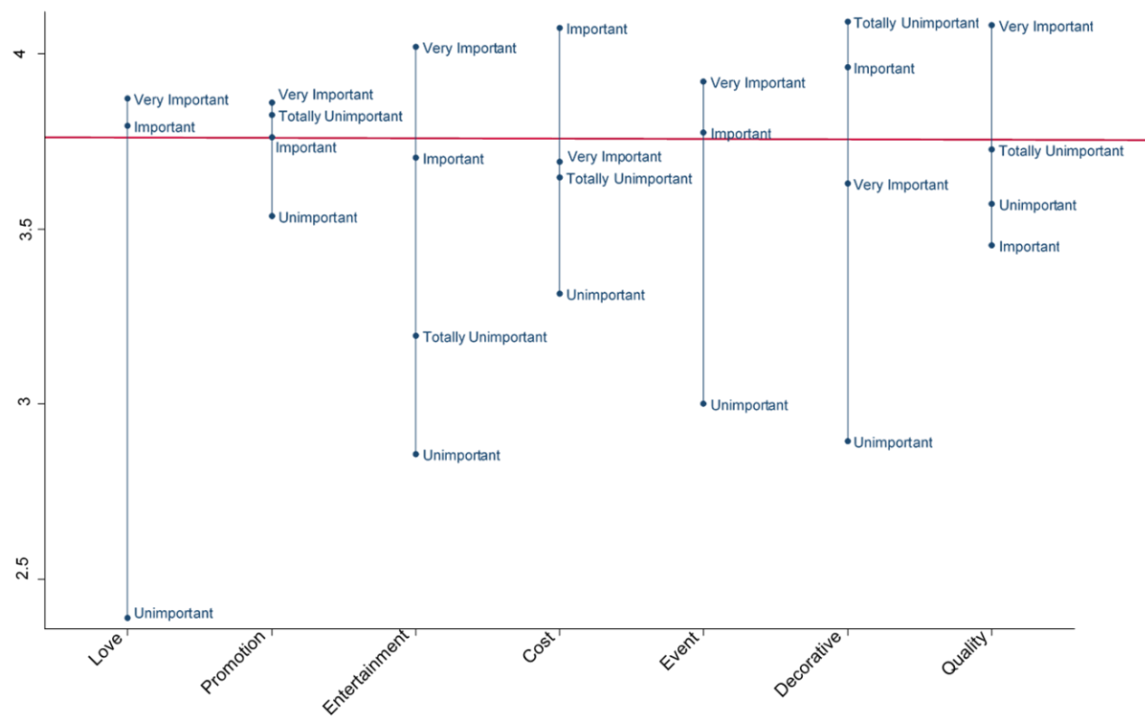
*H1a: Hygiene factors do not significantly affect satisfaction levels.*

*H1b: Motivator factors significantly affect satisfaction levels.*

**Figure 3: Average Overall Satisfaction Levels by Decision Factors**



**Figure 4: Satisfaction Level based on total expenditure, by Decision Factors**





**Figure 5: Revisit Intention, by Decision Factors**

