



## The Investigation of Festival Loyalty of Local Public According to Demographic Variables\*\*

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### Abstract

The aim of this study is to examine the perception of local people about festival loyalty in terms of demographic variables. The sample of this study consists of indigenous people living in Şile destination. Data were collected from 501 people face to face with the questionnaire using the easy sampling method. Factor analysis, t-test and Anova analysis were applied to the data obtained. According to the results of the study, no significant difference was found between the festival loyalty of the local people and gender, marital status, life expectancy, education level and monthly income levels in Şile. In contrast, there was a significant difference between festival loyalty of local people and age groups and occupational groups. The festival loyalty of the local people was the highest among the 18-24 age group and the lowest among the 45 age group. It was seen that the loyalty of the local people to the festival was mostly composed of the local people in the tourism worker and farmer profession group. It can be argued that the research will contribute to Şile Municipality, Directorate of Culture and Social Affairs, event organizers and literature.

### Article Type

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## INTRODUCTION

Festival tourism is the planning, development and marketing of tourist attractions to maximize the number of visitors to the festivals (Getz, 2008, p. 23). O'Sullivan & Marion (2002, p. 338) divided the festivals into three genres. They are divided into homemade (small-scale), tourist-attracting (medium-sized) and vocal (large). The effects of the festival tourism are both positive and negative. Positive effects include social pride, economy, personal benefit, quality of life and negative effects. Many studies on event and festival tourism are included in the literature. Karagoz (2006) in his study of Formula One Turkey direct spending by visitors to the Grand Prix they have done has made a research on measuring indirect and induced economic effects.

With the increasing prosperity level, the number of people participating in tourism activities has increased, alternative tourism festivals have started to be diversified according to different needs and needs and has become increasingly important. International Culture and Art Festival in Chile Cloth receipt of the scope of the research to be one of the oldest festivals in Turkey and is an important contribution to the festival of indigenous peoples. In addition, the reason why the locals are chosen rather than the tourists who come to visit the research festival; destination marketing should take part in decisions, practices and participation in the festival, with the participation and agreement of all stakeholders (including the public) for a sustainable festival. The participation of the public to the festival and the local cooperation, the economic input created with their interest, etc. It was deemed appropriate to be selected as a sample for reasons. For this reason, in this study, it was tried to examine the perceptions of local people about festival loyalty in demographic terms. It can be argued that the results of the study will contribute to the marketing of Şile destinations and the development of the festival, while improving the perception of the local people towards the festival. At the end of the study, the findings of the research were discussed and recommendations were made for the organizers and researchers.

### Theoretical Framework on Festival Tourism

Festival tourism is a powerful tool for the promotion and marketing of destinations, but also creates a different market option for event managers (Getz & Page, 2016, p. 597). Festival tourism has goals such as increasing tourism attractiveness of destinations, extending tourism season, strengthening environmental protection (Ekin, 2011, p. 27). Festival tourism can affect many events. These impacts include negative effects on community pride, economy, personal benefit and quality of life as well as negative effects. Festivals strengthen awareness of the identities of cultures by strengthening communication between different cities and different cultures. Accordingly, the organization of festivals allows local people to act together by increasing the sense of community pride (Wang, 2009, p. 19).

Among the economic effects of festivals, one of the most important goals of hosting is making money. It may provide some form of economic incentives for the local economy, such as the direct income from the festival. In addition, events and festivals are thought to contribute significantly to the development of tourism for host communities. It will also create new business opportunities to meet the growing demand in the labor market. The economic effects of the festivals will spread to other sectors with the multiplier effect and create a fluctuation effect (Wang, 2009, p. 17-19). The effects of the festivals on personal benefit include the relief of people from their daily stresses, the acquisition of individual experiences, the excitement of their lives, the increase in the quality of social life, the personal happiness of the citizens and the pride of the society in which they live (Delamere, 2001; Chen,

2011; Lee, Arcodia & Lee, 2011). Festivals are organized to display the heritage reflecting the cultural characteristics and to attract visitors by increasing the attractiveness of the destination (Cudny, Korec & Rouba, 2012). The adverse effects of the festivals include noise and pollution during the festival. Traffic congestion and transportation are other important factors (Allen, Harris & McDonnel, 2002, p. 35). It is possible that the natural environment is polluted and the quality of the landscapes is damaged at events and festivals (Gossling, 2002). Natural elements should come to the fore in the destination and arrangements should be made. Environmental awareness should be established (Allen, Harris & McDonnel, 2002, p. 35).

There are many studies in the related literature in festivals and events. Ispas and Hertanu (2011) tried to reveal the importance of event tourism, marketing mix policies and activities in the development of a destination. As an example of the study, Brasov region, which hosted the winter version of the European Youth Olympic Festival in 2013, was selected (Ispas & Hertanu, 2011). Ekin (2011) conducted a research on the social effects of activities. The study aimed to reveal the perceptions of the local people in response to the social effects of the festivals. As a result, it has been concluded that the activities have many social effects such as entertainment and socialization opportunities and the gathering of different groups through activities. Bilgili, Önder and Yazarkan (2012) evaluated the effectiveness and efficiency of Kırdag Festivals held in Oltu district of Erzurum in terms of the consumers participating in the festival and the costs of the festival. In their study, Çelik and Çetinkaya (2013) emphasize the importance of festivals in event tourism and the importance of event tourism with many different festivals, religious / cultural organizations, sports events and scientific organizations in order to ensure the advancement of İzmir at international level. As a result of the research, it is understood that the İzmir International Art Festival, which has been held for the last 26 years, has played an important role in the international recognition of İzmir. Srikanth and Ram (2013) conducted a study to analyze the effect of Diwali Festival in India on the stock market. In this study, all components of BSE-100 index were selected. The non-parametric test, Wilcoxon test, was used to analyze the impact on the Indian stock market, and it was concluded that the Diwali Festival was not significant on the Indian stock market (Srikanth & Ram, 2013). In his study, Luna (2015) examined the perceived effects of Bañamos Festival on Laguna's economy and tourism industry. At the end of the study, they claimed that most of the participants believed that the festival affected the economy of the destination and led to an increase in their economic activities. Gordillo (2015) conducted a study on the socio-cultural effects of the Pesta Pinji festival in Malaysia. To this end, the festival aims to develop the local economy and to be proud of local products and to create local food appeal among young people. Shivhare and Rastogi (2016) conducted a study on their environmental impacts from festivals. In the study, impact assessment was made and recommendations for reducing these impurities were developed. Şengül and Genç (2016) aimed to ensure that local cuisine culture is used as a supportive product within the scope of festival tourism. At the end of the study, it was revealed that the usage of local kitchen products in promotion materials, the provision of local dishes to the festival visitors coming to the region, the archiving of local delicacies and the field researches about the participants of the festival should be conducted. Yıldız and Polat (2016) tried to determine the perception of local people about the effects of the festivals held in Eskişehir. As a result of the research, it was determined that the most important factors affecting the urban pride of the local people were socio-economic and cultural effects dimensions. Birdir, Toksöz and Bak (2016) aimed to determine the reasons that motivate the participation of International Orange Flower Carnival participants in the carnival. The study is important for the contribution of carnival to the promotion and sustainability of Adana local culture by providing interaction between local people and

participants. Sert (2017), in his study, aimed to reveal the social effects of festivals in rural areas on local people and the attitudes of local people about the festival. As a result of the research, it was concluded that the local people support the festivals when they believe that the social benefits of the festivals are higher than the social costs. In this study, Çelik (2009) conducted research on fair organizers and travel agencies in Istanbul and organizing events in order to reveal the effects of the events on the destination to the socio-economic and destination marketing. At the end of the research, it was found that the activities were educational but still increased the crime rate and the activities were used as an element in destination marketing. Kızılırmak (2006)'s work in the areas in which organized festivals in Turkey, has classified according to their content and regulation range. Small (2007), in order to measure the social perceptions of local people, developed Social Impact Perception (SIP) scale. In the study conducted by Getz (2008), he studied the definition, development and applications of event tourism. Atak (2009) conducted a research on the characteristics of local and international festivals held in the Antalya region. There are different studies in the literature about event and festival tourism. (Ispas & Hartanu, 2011; Ekin, 2011; Bilgili, Yağmur & Yazarkan, 2012; Çelik & Çetinkaya, 2013; Srikanth & Ram Hindistan, 2013; Luna, 2015; Gordillo, 2015; Shivhare & Rastogi, 2016; Şengül & Genç, 2016; Yıldız & Polat, 2016; Birdir, Toksöz & Bak, 2016; Sert, 2017; Çelik, 2019). These studies are discussed in detail in the theoretical framework of the study.

Behavioral intentions and loyalty are interchangeable concepts in marketing and tourism literature (Yoon et al., 2010). The festival includes a variety of measurement elements, such as loyalty, commitment and preference, willingness to pay more, offering to friends and families, spreading from mouth to mouth (Lee et al., 2008). Chen and Chen (2010) concluded that the quality of experience can be created by increasing the interest and participation of festival visitors, thus leading to perceived perception of value and satisfaction and as a result contributing to visitor loyalty. It has significant contributions to the tourist destinations where festivals take place. Local people living in these destinations benefit from these contributions and also provide significant benefits to the festival. For this reason, the loyalty of the local people is also important for the sustainability of the festivals. From this point of view, it is important to examine the festival loyalty of the local people in terms of demographic variables and to determine which variables affect this point.

## **Methodology**

### **Purpose and Importance of Research**

In addition to promoting and promoting the destination at the national and international levels, the festivals have many positive and negative effects on the local people living in the destination. For this reason, in this study, it is tried to examine the festival loyalty of the local people in terms of demographic variables. It can be argued that the results of the study will primarily contribute to the marketing of the Şile destination and the development of the festival, while further improving the perception of the local people towards the festival. The study is thought to help the International Şile Cloth Culture and Art Festival to develop and continue and to Şile Municipality. It is also expected to contribute to festival visitors, festival participants, festival organizers and literature. At the end of the study, the findings of the research were discussed and various suggestions were presented for the organizers and researchers.

## Population and Sample of Research, Data Collection Tool

The population of the research is indigenous people living in Şile district of Istanbul. International Culture and Şile Cloth is one of the oldest festivals in Turkey and Arts Festival in taking the scope of the research has been effective. The population of Şile is 35,131 people. (TUİK, 2017-2018). In the research, the size of the universe is 35 thousand 131 people. According to Sekaran (2003, p. 294), the sample size should be 380. Data were collected face-to-face from 600 local people selected through convenience sampling. However, analyzes were conducted on 501 questionnaires that were reliable. The survey was conducted between February and May 2017, where more locals were more active than tourists. In order to measure Festival Loyalty, scales from different sources such as Sanchez et al., 2006; Selected & Yılmazdoğan, 2016; Doğrul, Atçeken & Şahin, 2016; İlban et al., 2016 were used.

## Research Hypothesis and Analysis

The data obtained from the study were evaluated with statistical package program. Error checking was performed during data entry and then all dimensions were subjected to factor analysis. Then, the reliability levels of the factors were determined. In deciding whether to perform parametric or non-parametric tests, it was determined whether the data showed normal distribution. In the normality test, it was concluded that skewness and kurtosis values were between +2 and -2. (George & Mallery, 2010; Karaatlı, 2014, p. 3). The reliability rate of the total items related to festival loyalty was determined as (0,968). Factor load of the statement "I will continue to participate in the festival" from the items related to festival fidelity (0,968); The factor load of the statement "I will tell the festival to my friends and people around me" (0,974) the factor load of the expression "I do not intend to attend the festival events again" (0,968) was found. It has been determined that the average ( $\bar{x} = 4,23$ ) of local people's loyalty to the festival is quite high. t-test and ANOVA analyzes were applied to demographic analysis of local people's perception of festival loyalty.

The demographic variables of the local people are used as a basis in forming the hypotheses. The hypotheses realized within the scope of the research are as follows:

- H<sub>1a</sub>: Festival loyalty of local people varies by gender.
- H<sub>1b</sub>: Festival loyalty of local people varies according to their marital status.
- H<sub>1c</sub>: Festival loyalty of local people varies according to age groups.
- H<sub>1d</sub>: Festival loyalty of local people varies according to their educational status.
- H<sub>1e</sub>: Festival loyalty of local people varies according to occupational groups
- H<sub>1f</sub>: Festival loyalty of local people varies according to their monthly income.
- H<sub>1g</sub>: Festival loyalty of local people varies according to their life time in Şile.

## Research Findings

### Demographic Findings

166 people with the highest number of local people participating in the survey and visitors between the ages of 25-34 make up 33.13 percent of the total participants. 239 (47,70%) of the participants were female and 262 (52,30%) were male. Of the participants, 266 (53,69%) were married and 232 (46,31%) were single. When the educational

level of the participants is examined, it is seen that they are mostly high school graduates (34,13%). In general, an average participant for each occupation from 10 different occupational options was tried to be included in the research. When the occupational groups of the participants are examined, it is seen that they consist mostly of public employees (19,16%) and private sector employees (17,76%). According to the monthly income levels of the participants, 107 participants were between 2001-1500 (21,36%) and 93 participants were between 3001-5000 tl (18,56%). One of our most important demographic questions, life time in Şile district is very important because the locals constitute the research. The life expectancy of the local people in Şile is 173.5 people with 16 years and over, representing 34,53% of the participants.

### Factor Analysis and Reliability Analysis Findings

When Table 1 is examined, the level of participation of local people who answered the questionnaire under the expressions of the festival loyalty dimension was most commonly observed in the following statements; *I will continue to participate in the festival* ( $\bar{x} = 4,26$ ), *I think to participate in the festival activities again* ( $\bar{x} = 4,22$ ), *I will recommend the festival to my friends and the people around me* ( $\bar{x} = 4,20$ ). These expressions are between “Strongly Agree” and Agree”. In general, the participation of local people in all statements on the scale was found to be over 4,00 and they perceived a high level. The loyalty ( $\bar{x} = 4,23$ ) of the local people to the festival was found to be very high.

**Table 1:** Festival Loyalty Variable Factor Analysis Findings

FACTOR	Factor Loading	Eigenvalue	Exp. Variance (%)	$\bar{x}$	S.S.	CA
<b>Festival Loyalty – KMO: .783 /BKT:p&lt;.000 (Chi-Square 1783,454, df= 3)</b>		2,823	94,091	4,2315	0,99424	0,968
I will continue to participate in the festival.	0,968			4,2675	1,00614	
I will recommend the festival to my friends and the people around me.	0,974			4,2036	1,05379	
I intend to attend the events of the festival again.	0,968			4,2236	1,01485	

5: Strongly agree, 4: Agree, 3: Neither Agree Neither Disagree, 2: Disagree, 1: Strongly disagree.

### Findings of t-test Analysis Between Festival Loyalty and Gender and Marital Status Variables

The t-test was used to determine whether there is a difference between the festival loyalty variable and marital status and gender of the indigenous people participating in the study. The data for the results are as follows.

**Table 2 :** Results of t-test Analysis Between Festival Loyalty and Gender and Marital Status Variables

Variables	Group	n	$\bar{x}$	s.s.	t	p
<b>Gender</b>	female	239	4,0952	1,07350	0,279	0,435**
	male	262	4,0687	1,05048		
<b>Marital status</b>	married	269	4,0771	1,06411	-0,095	0,715**
	single	232	4,0862	1,05867		

\*p<0,05; p>0,05\*\*

The homogeneity test was used to determine whether the variances of the data set according to gender and marital status were evenly distributed, and it was assumed that the variances were equal for both sex ( $p: 0,563 > 0,05$ ) and marital status ( $p: 0,282 > 0,05$ ). As a result of the t-test, between the festival loyalty of women ( $\bar{x} = 4,23$ ) and the festival loyalty of men ( $\bar{x} = 4,23$ ) and between the festival loyalty of married ( $\bar{x} = 4,21$ ) and the festival loyalty of singles ( $\bar{x} = 4,25$ ) no significant difference was found. The hypotheses  $H_{0a}$  and  $H_{0b}$  formed in this direction are rejected.

### Findings of ANOVA Analysis Between Festival Loyalty and Demographic Variables

ANOVA analysis was applied to determine whether there is a difference between the festival loyalty variable and the age, education, occupation, income and life span of the indigenous people participating in the research. The data for the results are as follows.

**Table 3:** ANOVA Results Between Festival Loyalty and Demographic Variables

Variables	Group		n	$\bar{X}$	s.s.	F	p	Post Hoc Test
Age	1	17 and less	20	3,9500	1,15609	3.366	0.010	Tukey 4-5 5-4
	2	18-24	72	4,3472	0,89589			
	3	25-34	166	4,2751	0,93490			
	4	35-44	155	4,3419	0,93740			
	5	45 +	88	3,9242	1,17088			
Education status	1	Primary school	34	3,8725	1,26335	2,266	0,047	Tukey -
	2	Secondary school	71	4,0798	1,01335			
	3	High school	171	4,1871	1,03536			
	4	Associate degree	88	4,3447	1,00884			
	5	Undergraduate	124	4,3629	0,82422			
	6	Graduate	13	4,5641	0,59914			
Profession	1	Tradesman	63	3,8466	1,25984	2.725	0.004	Tamhan e's T2 7>1
	2	Student	44	4,0833	1,01697			
	3	Self-employment	32	4,2396	0,97361			
	4	Worker	45	4,2815	1,05638			
	5	Housewife	48	4,1528	0,95516			
	6	Private sector	89	4,3109	0,94921			
	7	Tourism	42	4,5794	0,69086			
	8	Public employee	96	4,4132	0,80893			
	9	Retired	28	3,8810	1,20429			
	10	Farmer	14	4,4286	0,69711			
	11	Other	-					
Income	1	1000tl and less	87	4,1512	1,00151	1,676	0,125	-
	2	1001-1500	29	3,8851	1,18280			
	3	1501-2000	76	4,1009	1,03282			
	4	2001-2500	107	4,4019	0,96559			
	5	2501-3000	81	4,3004	0,88444			
	6	3001-5000	93	4,2007	1,00859			
	7	5000tl and above	28	4,4167	0,94988			
Life Time in Şile	1	Less than 1 year	44	4,3258	0,95503	1,208	0,307	-
	2	1-5 year	83	4,1847	,99355			
	3	6-10 year	126	4,3148	,98820			
	4	11-15 year	75	4,3511	,89525			
	5	More than 16 years	173	4,1175	1,04532			

When Table 3 is examined, it is concluded that the loyalty of the local people does not differ according to their longevity and monthly income levels in Şile. According to these results,  $H_{1g}$  and  $H_{1f}$  hypotheses were rejected.

When the age groups were analyzed, it was found that the festival loyalty of the local people ( $p:0,00 < 0,05$ ) differed significantly. According to this result,  $H_{1c}$  hypothesis was accepted. Post-hoc tests were used to determine the differences between the groups. Homogeneity (Levene) test results were taken into consideration. According to the age groups of the local population, the variance is homogeneous for homogeneity test significance value  $p:0,160 > 0,05$ . As the variances were homogeneous, Tukey test was preferred among the post-hoc tests. The festival loyalty of the local people varies between 34-44 and 45 age groups. The reason that the average of the local people in the age group 35-44 ( $\bar{x}: 4,34$ ) is higher than the average of the local people in the age group of 45 years and above ( $\bar{x}: 3,92$ ) is due to the fact that the local people are loyal to the events organized in the festival, activities can be concluded.

Considering the educational status of the local population, the variance is homogeneous for the homogeneity test significance value  $p:0,058 > 0,05$ . As the variances were homogeneous, Tukey test was preferred from post-hoc tests. However, there was no significant difference between the groups. According to this result,  $H_{1d}$  hypothesis was rejected.

Regarding the occupational groups of the local people, the variance is not homogeneous for homogeneity test significance value  $p:0,02 < 0,05$ . Since the variances were not homogeneous, Tamhane's T2 test was preferred from post-hoc tests. As a result of the test, a significant difference was found between the festival loyalty of local people, tradesmen and local people working in tourism. The reason for the fact that the average of the local people ( $\bar{x}: 4,57$ ), who are tourism employees, is higher than the average of the local people in the trades group ( $\bar{x}: 3,84$ ) can be reached as a result of the tourism employees evaluating the festivals in terms of tourism and thinking that the festivals are an important type of tourism. According to this result,  $H_{1e}$  hypothesis was accepted.

## Conclusions and Recommendations

In this study, it was examined whether the festival loyalty of local people changed according to demographic variables about International Şile Cloth Culture and Art Festival organized in Şile destination. The sample of the study consists of 501 local people living in Şile/İstanbul. When the results of the research are examined;

- There was no significant difference between festival loyalty and gender and marital status variables.
- When examining the differences between the festival loyalty variable and demographic variables of the indigenous people participating in the research, it was concluded that the festival loyalty of the local people did not differ according to the festival loyalty and their life expectancy, education level and monthly income levels.
- On the contrary, it was found that there was a difference between the festival loyalty age groups of the local people and this difference was among the highest participants between the ages of 18-24 and the lowest among the participants aged 45 and over. The reason for this is that the activities in the festival appeal to the people in the young age group, that the local people in the age of 45 and older cannot adapt to the activities in the festival, that there are very noisy activities and that they continue until late hours. These results are similar to Yuan et al. (2005), Small (2007), Thompson & Schofield (2009), Ekin (2011) and Lale & Günlü (2014).



- It was also found that there were differences between festival loyalty and occupational groups of local people. As a result of the research, significant difference was found between festival loyalty tradesmen and tourism workers of local people. The reason for the high level of festival loyalty compared to the tradesmen group of tourism employees is that the tourism employees can evaluate the festivals from a tourism perspective and think that festivals are an important type of tourism.

Suggestions developed in line with the results obtained from the research;

- In order to increase the satisfaction and loyalty of the people of Şile to the festival, the festival should be differentiated with different activities every year.
- It may be suggested that people who have lived in the destination for a long time to participate in the festival in a different way.
- To enable local people, who are tradesmen, to participate in the festival more, it can be planned to open different types of stands, to establish areas where they can sell their products in and around the festival area, and to organize events where handicraft masters and craftsmen attending the festival can participate together.
- It has been observed that the loyalty of the local people to the festival is mostly formed by the local people who are in the tourism worker and farmer profession. Based on this result, the festival should be developed by taking the ideas of the local people and tourism employees.
- There should be differences in the festival with local farmers and local products.
- In order to increase the loyalty of the local people to the festival, festivals should be shaped in line with the demands and characteristics of the local people in the high age group.
- By bringing famous celebrities to the festival, it can be made more magnificent with various concerts and panels.
- It is necessary to assign people who have a command of foreign languages and the capacity to promote authentic products at international level as festival promotion ambassadors.
- Our folk music and folklore can be introduced to foreign guests who come to visit through the festival.
- Making and exhibiting handmade products for international handicrafts can also be added to the festival.

It can be argued that the research will contribute to Şile Municipality, Directorate of Culture and Social Affairs, event organizers and literature. Future research can carry out research at different festivals.

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