

THE USE OF SOCIAL MEDIA AND LOCAL FESTIVAL

- A CASE STUDY OF LOCAL FESTIVALS IN HILTON HEAD ISLAND AREA -



CLEMSON
PARKS, RECREATION AND
TOURISM MANAGEMENT



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Background

- Positive impacts of local festivals
 - 1) Economic benefits of the host community
 - 2) Promotion of positive destination images
 - 3) Contribution to sustainable tourism development
 - 4) Enhancing the sense of community
 - 5) Unique attraction by itself

(Allen et al., 2002; Finkel, 2009; Font, 1996; Getz, 1991; O'Sullivan & Jackson, 2002; Gursoy, Kim, & Uysal, 2004; Li, Huang, & Cai, 2009; Oh & Lee, 2012)
- Level of awareness of festivals effects on the number of tourist visiting them (Oh & Lee, 2012).

Background

What Is Social Media?

- The group of Internet-based applications that build on the ideological and technological foundations of Web2.0. (Kapland & Haenlein, 2010).
- A platform to share travel consumers' experiences, opinions, insights and perspectives online in forms of text, images, audio and video.
- Regarded as eWOM, social media builds a major source of travel information for travelers.

Background

Types of Social Media?

- **Virtual communities:** groups of people who exchange information and ideas through Internet bulletin boards and networks (e.g., Facebook, MySpace).
- **Review sites:** consumers to provide both qualitative and quantitative reviews of tourism products (e.g., TripAdvisor.com).
- **Blogs:** online diaries and stories meant to provide information and engage the reader in the travel experience.
- **Supplier travel sites:** hotels, destinations and festivals.

(Rheingold 1993; O'Conner 2008; Banyai & Glover 2012; Wilson et al., 2012)

Background

eWOM (electronic word-of-mouth)

- Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004).

Differences from traditional WOM

- No geographical and time constraints
- Conveying information faster
- Distributing information to many people at the same time
- Existing information searched online

Background

eWOM (electronic word-of-mouth)

- A powerful force in influencing consumers' attitudes and behaviors, awareness, knowledge, and perceived value
- The intangible nature of tourism products and services make traveler rely on eWOM.
- Travel consumers are more influenced by other consumers' opinions or reviews than information of suppliers in purchase decisions.

(Brown&Reingen,1987;Gilly,Graham, & Yale,1998; Litvin, Goldsmith, & Pan, 2008; Wang,Li,&Wei,2010)

Problem Statement

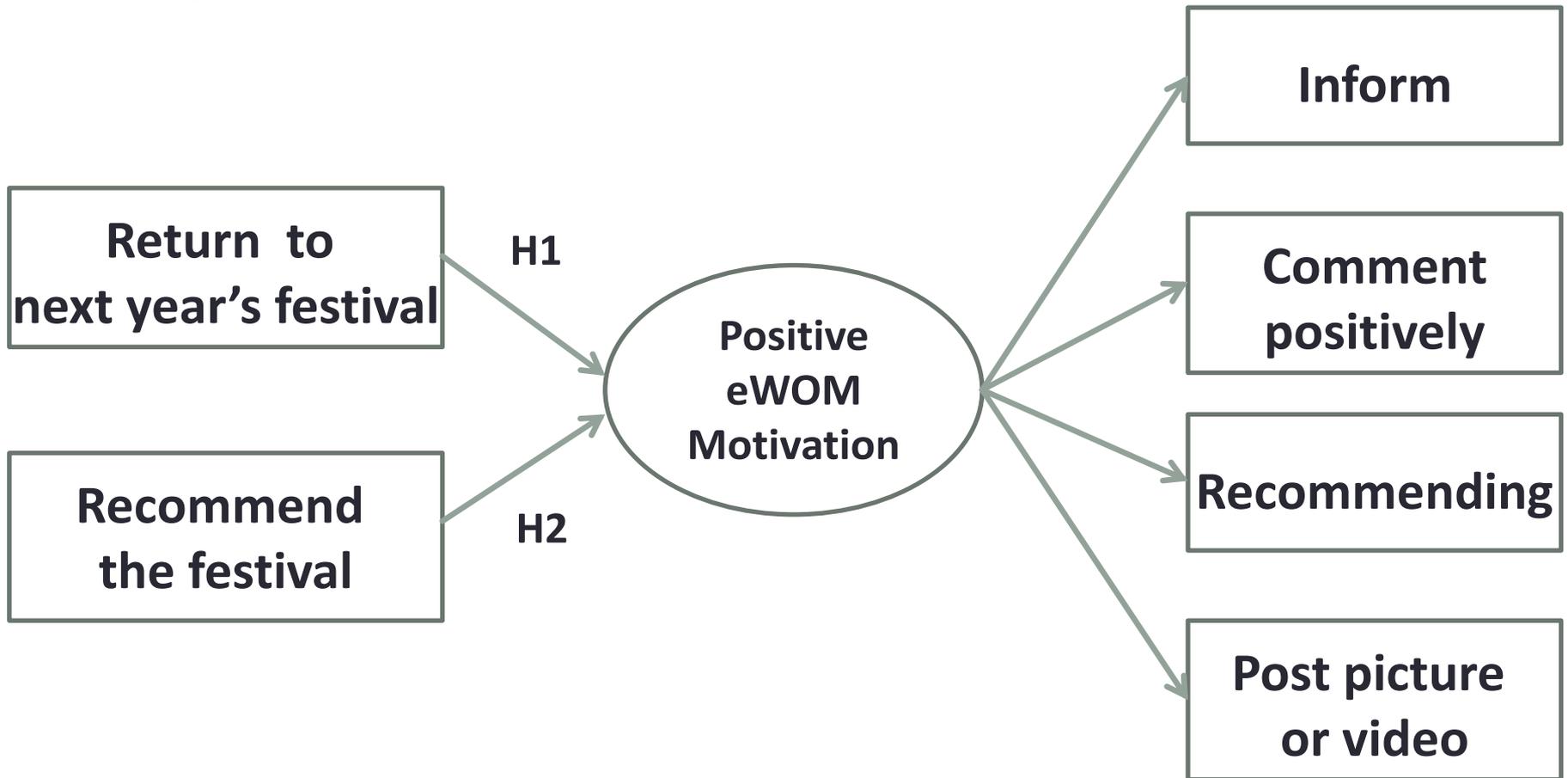
- Although the increasing importance of social media for promoting local festivals was recognized, **the social media activity of festival visitors has rarely been explored.**

The Purpose of the Research

The purpose of **this study** is

- To explore social media activity of festival visitors participating in four community festivals in Hilton Head Island area.
- To examine the relationship between 'Festival loyalty' and 'Positive eWOM motivation'.

Hypotheses



Path diagram (Theoretical model and hypotheses).

Methods : Data Collection

- **Research Site Information:**

Festival	Date	Theme	No. of estimated visitors
2012 Concours All Days	Sep. 12	a classic car show	7,225
2012 Oyster Festival	Oct. 13	culinary	2,098
2012 Hilton Head Island Italian Festival	Oct. 25-27 Nov. 3-4	Culture	4,713
2012 Burgers and Brew	Nov. 10-11	culinary	1,852

Methods : Data Collection

- **Participants:**

Festival	Response		Total Asked	Response Rate	Research period	
	yes	No				
2012 Concours All Days	904	207	1111	81%	3day	Sep. 12
2012 Oyster Festival	245	122	367	67%	2day	Oct. 13
2012 Hilton Head Island Italian Festival	220	150	370	59%	1days	Oct. 25-27 Nov. 3-4
2012 Burgers and Brew	280	35	315	89%	1days	Nov. 10-11
Total	1,649	514	2,163	76%	7days	Sep.-Nov.

Methods : Data Collection

- Systematic random sampling (i.e., every “nth” person selected to participate in the survey).
- Touchscreen computers were used for the survey.
- Trained undergraduate students and researchers collected the data.
- Data analysis : Descriptive analysis, ANOVA (Analysis of variance), CFA(Confirmatory Factor Analysis), a latent path analysis (by using SPSS 19.0 & AMOS 18).

Methods: Survey Instrument

- Festival Loyalty
 - 1) Intention to return to next year's festival
 - 2) Recommend the festival to friends
- Positive eWOM motivation
 - Post that inform your social network friends that you are in attendance at a festival or special event
 - Post that comment positively about being at the festival or special event
 - Post recommending that your social network friends attend the festival or special event
 - Post pictures or videos of you attending the festival or special event on you social media site
- Demographic questions (including the use of social media)

Results: Demographic Profiles

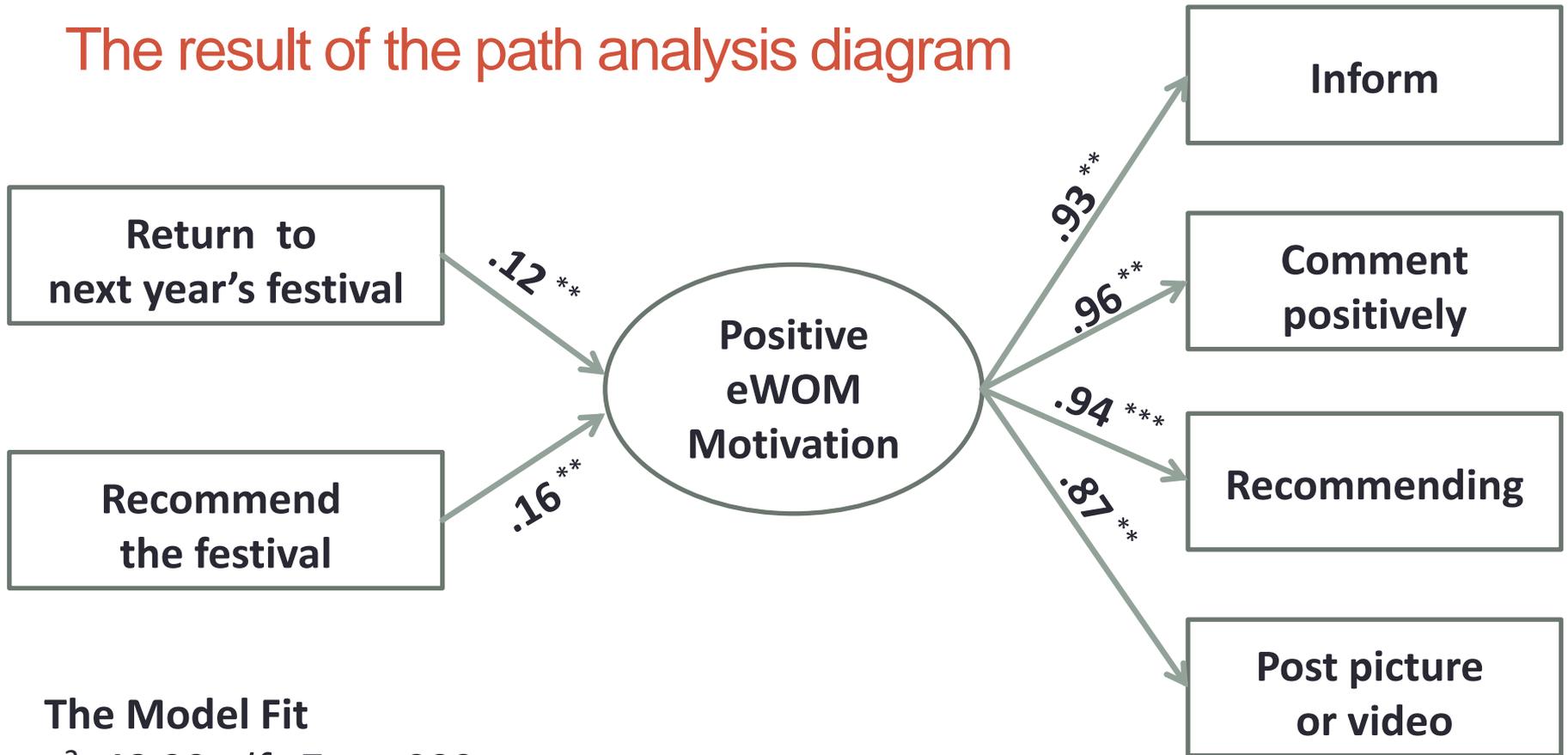
- Over half of the respondents were male (51.5%).
- Over half of the respondents were in **age group** between 51 and 70 (52.1%).
- A majority of the respondents were **married** (71.1%).
- Approximately 37% of festival visitor earned Bachelor's degree and 26% had graduated degree.
- Over half of the respondents (55.3%) were **residents** of the Hilton Island/Bluffton/Beaufort/Savannah area, 33.7% were from **other locations within the United States**, 9.3% were **South Carolina** residents, and 1.7% were **international** visitors.

Results

- Many respondents reported they use **Facebook**(46.4%), followed by **LinkedIn**(13.3%), *Twitter*(2.6%), and **MySpace**(.3%).
- 31.6% of the respondents answered that they did **not use any social media websites**.
- More than 60% of respondents considered to their **friend or family members' social media posts** about festival or special event as either likely or very likely **important factor for visiting the festival or special event**.
- Approximately 40% of respondents reported they **use i-Phone or smart phone**, followed by **laptop computer**, GPS device, and i-Pad or Tablet. About 6% of respondents did **not use mobile technology when they travel**.

Results

The result of the path analysis diagram



The Model Fit

$\chi^2=48.29$, $df=7$, $p=.000$

NFI=.993; CFI=.994; NNFI=.988; RMSEA =.7

** significant at 0.05 level

*** significant at 0.01

Cronbach's Alpha=.883

Conclusions

- Age group of 51 to 70 was major visitors in the Hilton Head Island festivals.
- Local residents were majorities; however, South Carolina residents' participation rate was very low.
- Demographic profiles were different among festivals.
- Facebook was the most commonly used social media, and followed by LinkedIn.
- 30 % of respondents did not use social media.
- Intention of returning and recommendation act as motivation of positive eWOM to visitors.

Implications of the Study

- Social media can be a powerful and effective means of festival promotion which can draw attention of both locals and visitors.
- Understanding visitors' preference of social media should be considered for marketing planning.
- Creative tactics are needed to stimulate to post festival experience during the festival. It would be better considered from the stage of event venue design.
- Festival organizers should encourage visitors to spread positive eWOM. Extra tools would help to lead intention of eWOM to actual posting.

Limitation and Future Research

- This study cannot be generalized.
- A part of theoretical framework was applied for this study. Further approach based on a full framework will provide a deeper understanding of festival visitors' use of social media.
- More studies on travelers' use of Virtual communities are needed.
- Further research on negative eWOM could provide useful sources for festival marketers.

Questions or Comments?

Thank you very much!



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Results

Intention to Return to Next Year's Festival Recommend the Festival to Friends

	Concours All days	Oyster Festival	Italian Festival	Burgers and Brew		
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	F	P
Return to next year' festival	4.46 ^a (.85)	4.18 ^b (.95)	4.25 (.85)	4.33 (.87)	7.68	.000
Recommend the festival to friends	4.60 ^a (.70)	4.36 ^{a,c} (.75)	4.36 ^{a,c} (.75)	4.43 (.75)	6.71	.000

a, b, c, d indicate the significant relationship on the Scheffe Post Hoc tests (a>b>c>d)
1) Extremely unlikely to 5) Extremely likely

Results

	Concours All days	Oyster Festival	Italian Festival	Burgers and Brew		
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	F	P
Post informing that you are in attendance at a festival	3.54 ^a (1.48)	3.21 ^b (1.57)	3.45 (1.46)	3.71 ^a (1.40)	7.27	.000
Post positive comments	3.71 ^a (1.45)	3.32 ^b (1.55)	3.60 (1.41)	3.79 ^a (1.34)	5.97	.000
Post recommendation	3.60 ^a (1.44)	3.21 ^b (1.55)	3.47 (1.43)	3.65 ^a (1.38)	5.53	.001
Post picture or videos	3.72 ^a (1.47)	3.15 ^{a, b, d} (1.60)	3.30 ^{a, c} (1.46)	3.57 ^b (1.40)	11.2 5	.000

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