

SOME CONSIDERATIONS REGARDING MOTIVATIONS AND OVERALL PERCEPTIONS ON FILM FESTIVALS

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Abstract

At the global level the events industry is developing and it is directly connected with sustainable development of communities in each country. Festivals are perceived nowadays as an important part of cultural and leisure attractiveness of destinations. Festivals as major events have the power to mobilize large numbers of people and create a significant impact on their lives by creating a positive experience for spectators and by changing humans' behavior on long term in a positive way.

The main purpose of the research is to study participants' motivations for attending a film festival, their perceptions and overall impression from different segments point of view. An exploratory and descriptive research was conducted. Data were collected from the attendees of the Transilvania International Film Festival, which takes place on a regular basis in Cluj-Napoca, Romania using a face-to-face interview based on a short questionnaire. The obtained results reveal significant variations in motivations and overall impression across main demographic features of the participants. The study brings some theoretical contributions, but also managerial implications.

Keywords: events, festivals, film festival, motivation, perception on festivals, socio-demographic characteristics, differences.

JEL Classification: L83, M31

Introduction

In the last decades, events registered one of the fastest grows in the leisure industry (Getz, 1991, McDowall, 2011). The middle to the latter half of the twentieth century is identified as the moment of transforming events' field into an industry (Bowdin et al., 2006). Berridge (2007) suggested that the events industry became a growing global business as the role and impact of events in society is more than ever recognized. At the global level the events industry is developing and it is directly connected with sustainable development of communities in each country (Getz 1991). Festivals are perceived nowadays as an important part of cultural and leisure attractiveness of destinations (Yolal et al., 2015).

Festivals as major events have the power to mobilize large numbers of people and create a significant impact on their lives by creating a positive experience for spectators and by changing humans' behavior on long term in a positive way (Cudny et al., 2012). Because of their exponential growth more researches investigated different dimensions of festivals.

Films have become one of the popular themes for the festival organizers and film festivals and follow the trend of increasing significantly in number and variety (Grunwell and Ha, 2008; Park et al., 2011). Film festivals are special and unique events that attract audiences for varying reasons: tend to offer a high quality product, films not easily found in conventional cinema circuits, less common formats, or minority cinema, that is, movies produced in countries whose films do not tend to travel beyond their borders and furthermore often include complementary activities such as courses, workshops, meetings with the audiences, special sessions for certain groups or film markets (Báez and Devesa, 2014).

Previous studies on this topic had the main objectives to identify attendees' motivations, satisfaction level and revisit intention (Gursoy and Kendall, 2006, Yolal et al. 2009, 2012). Another researches focused on analyzing the perceived value of the experience as a driver of satisfaction and revisit intention (Kim and Uysal, 2003, Gursoy et al. 2011). Few studies examine these variables as segmentation criteria to find any specific group cluster (Kim et al. 2014). Local tourism officials need to diversify their marketing strategies and film festival-related product developments in order to capitalize on film festivals that generate tourism opportunities for the local areas (Park et al. 2011).

This study attempt to fill this gap by offering an attendees' segmentation based on motives and overall impression on film festival. The purpose of the research is to study the participants' motivations for attending Transilvania International Film Festival, their perceptions and overall impression from different segments point of view. The present research reveals a segmentation of the attendees into small, homogeneous subgroups and can be considered as first steps in cluster analysis.

Material and methods

An exploratory and descriptive research was performed. Data were collected thorough a survey from the attendees of the Transilvania International Film Festival (TIFF), which takes place in Cluj-Napoca, Romania each year starting from 2002 using a face-to-face interview based on a short questionnaire. The study is a longitudinal one and it have started in 2013 with analysis of the spectators' motives for attending a film festival, their perceptions of socio-economic impacts of the festival to the host community, and their satisfaction with the festival. The present paper uses data undertaken on the attendees to the 14th edition of TIFF. Questionnaires were randomly handed out during the festival days at the entrances of cinemas to the participants. As a result, a sample of 1005 valid questionnaires was retained in the analysis. For the present research three categories of primary data were considered. The first measures the motivation to attend the festival using an adapted form of motivation scale proposed by Uysal et al. (1993) and widely tested and confirmed in the literature (Schneider and Backman, 1996; Formica and Uysal, 1998; Gursoy et al., 2004; Yolal et al. 2009; Yolal et al. 2015). The second category analysis the perception and overall impression on TIFF measured on a five-point Likert-type scale. The final section of the questionnaire included demographic variables such as gender, age, education, monthly income, marital status etc. The main objective of this research is to contribute to the understanding of the motivation and satisfaction with attending to a film festival and to use this knowledge in identifying different attendee's profile that could form

specific segments or clusters. The obtained results reveal significant variations in motivations and overall impression across main demographic features of the participants. The study brings some theoretical contributions, but also managerial implications.

Results and discussions

In Table 1 are presented some of the demographic characteristics of the respondents. Almost 60% of the respondents are female and 40% are male.

Concerning the age of the respondents, the majority of them (40.50%) are between 23-30 years old. Another important segment, representing almost 30% is aged between 31 and 40. Those that are under 22 years old (scholars and students) represent 14.53%. Seniors (up to 50 years old) represent a small percentage (6.47%).

Table no. 1 Demographic characteristics of the respondents

<i>Variable</i>	<i>Frequency</i>	<i>Percent</i>
Gender		
<i>Female</i>	597	59.40%
<i>Male</i>	408	40.60%
Age		
<i><22</i>	146	14.53%
<i>23-30</i>	407	40.50%
<i>31-40</i>	297	29.55%
<i>41-50</i>	90	8.95%
<i>>50</i>	65	6.47%
Education		
<i>high school</i>	174	17.31%
<i>University</i>	831	82.69%
Marital status		
<i>Single</i>	745	74.13%
<i>Married</i>	260	25.87%

Source: Author's calculation

As analyzing the level of education, an interesting fact can be noticed: the vast majority (82.69%) has university studies. Looking at the marital status, almost 75% from the respondents are single. It is important to say that among those who say they are single, it is likely to find people who are in a relationship. From the total number of respondents, 82.29% are residences and 17.71% non-residences.

In Figure 1 are represented the reasons for attending the TIFF film festival. In order to gather the needed information it was used a multiple choice question with seven possible answers, the last one being "other reason, please mention". It was possible to choose more than one answer for this question. Only 17 respondents out of 1005 have mentioned other reasons, so it can be considered insignificant for the research.

"Because I like movies" is considered as being the main reason for attending the festival being mentioned by more than 3/4 from the respondents (76.02%). More than 50% mentioned that "to live the TIFF experience" is one of the reasons for attending the festival. On the 3-rd and 4-rt places are the motives "to spend the time next to friends" and "because

festivals are in general, unique”. Only 127 respondents mentioned “to have the chance to spend time with people that have a good time” as motive for participating.

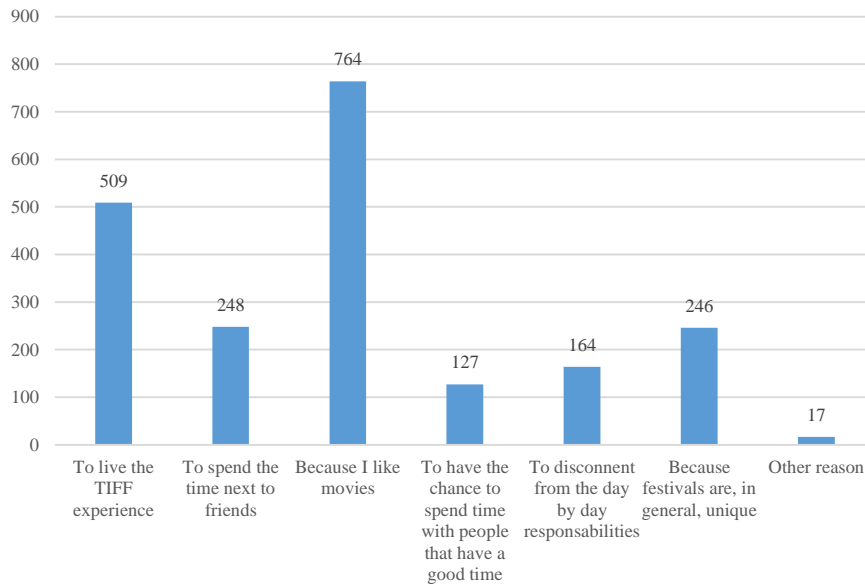


Fig. no. 1 Motives for attending the TIFF festival
Source: Author’s calculation

Regarding the overall impression after attending the TIFF festival, some interesting findings are presented in Figure 2. The vast majority of the respondents (87%) have a very good (56%) and a good (31%) impression about the festival. It can be considered that those respondents are satisfied with attending at the event. The rest of them (13%) were not satisfied having either a very bad or a bad impression or being undecided.

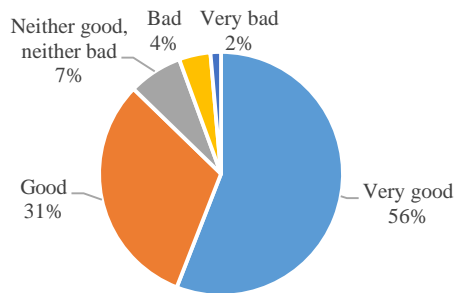


Fig. no. 2 Overall impression after attending the TIFF festival
Source: Author’s calculation

Figure 3 presents the demographical data of the respondents (gender, age, education and marital status) correlated with their satisfaction in attending the festival. The majority of the

respondents being satisfied were females (60%), between 23 and 30 years old, having university studies and being single.

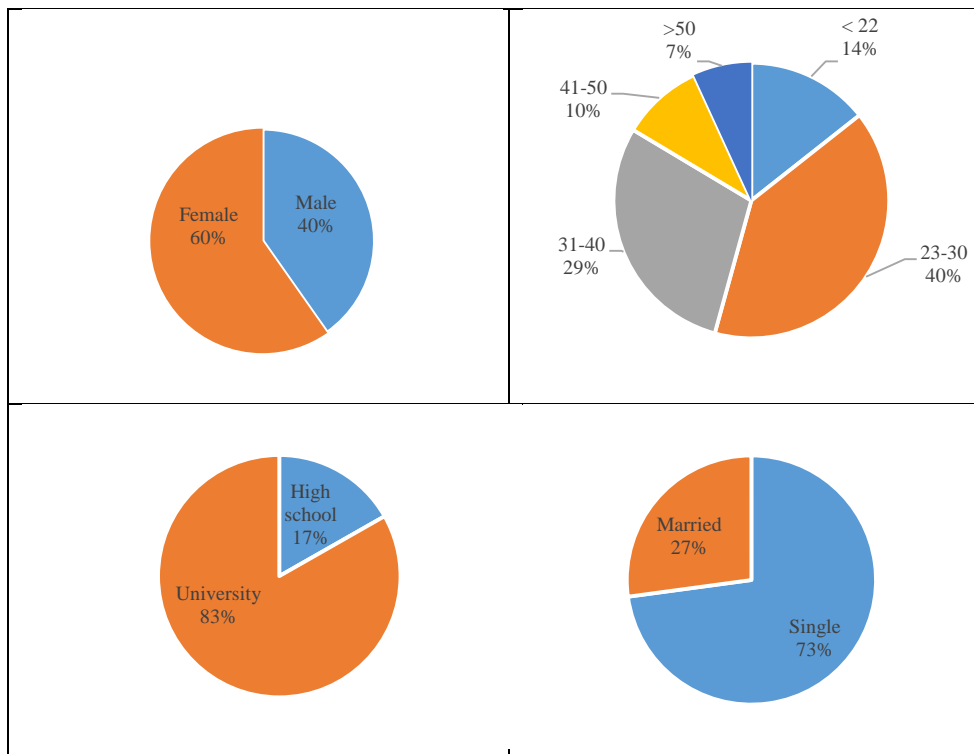
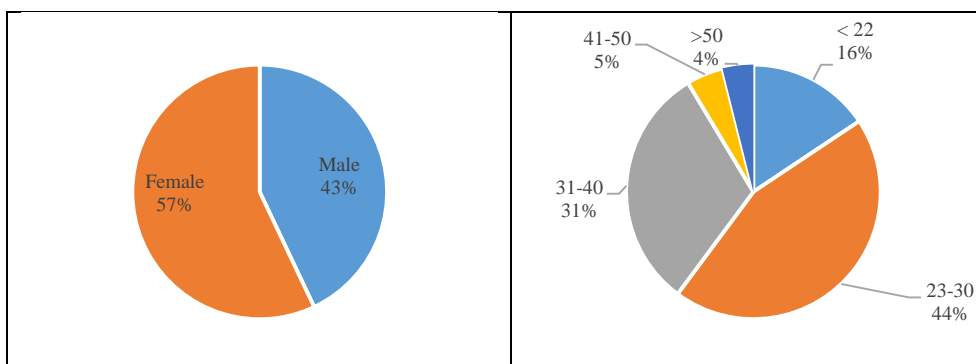


Fig. no. 3 The satisfaction in attending TIFF
Source: Author's calculation

Figure 4 presents the demographical data of the respondents correlated with their dissatisfaction in attending TIFF. The majority of the respondents being unsatisfied were also females (57%), between 23 and 30 years old, having university studies and being single.



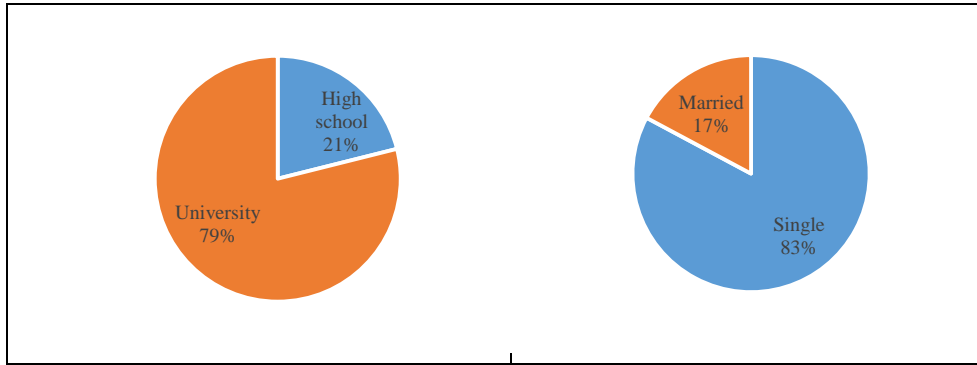


Fig. no. 4 The dissatisfaction in attending TIFFF
Source: Author's calculation

Those results reveal that the demographic profile of those being satisfied is very similar to the profile of those unsatisfied with the festival.

Table 2 presents some interesting findings regarding the motives for attending TIFFF. It was made a correlation between the reasons for attending and the demographic characteristics of the respondents (gender, age and education). They were assigned numbers from 1 to 7 for the answer possibilities (1 – to live the TIFFF experience; 2 – to spend the time next to friends; 3 – because I like movies; 4 – to have the chance to spend time with people that have a good time; 5 – to disconnect from the day by day responsibilities; 6 – because festivals are in general unique; 7 – other reason).

An interesting aspect found is that the answer "because I like movies" was the most common reason for all categories of respondents considering demographic characteristics.

Table no. 2 Reasons for attending TIFFF correlated with demographic characteristics of the respondents

Reasons	1	2	3	4	5	6	7
<i>Demographic characteristics</i>							
Female	303	147	457	79	103	167	10
< 22 years old	58	36	73	10	17	27	0
High school	58	36	73	10	17	27	0
23-30 years old	142	70	189	44	54	79	2
High school	3	1	3	0	0	0	0
University	139	69	186	44	54	79	2
31-40 years old	73	26	119	13	27	43	2
High school	0	0	4	2	0	1	0
University	73	26	115	11	27	42	2
41-50 years old	20	9	42	5	3	7	4
High school	1	0	2	0	0	0	0
University	19	9	40	5	3	7	4
> 50 years old	10	6	34	7	2	11	2
High school	0	0	4	1	0	2	0
University	10	6	30	6	2	9	2

<i>Demographic characteristics</i>	Reasons	1	2	3	4	5	6	7
Male		206	101	307	48	61	79	7
< 22 years old		25	8	26	4	4	6	0
High school		25	8	26	4	4	6	0
23-30 years old		88	43	120	23	24	35	1
High school		1	2	5	1	2	0	0
University		87	41	115	22	22	35	1
31-40 years old		72	43	116	17	24	27	2
High school		0	0	2	0	0	1	0
University		72	43	114	17	24	26	2
41-50 years old		16	6	29	1	6	6	2
High school		1	0	1	0	0	0	0
University		15	6	28	1	6	6	2
> 50 years old		5	1	16	3	3	5	2
High school		1	0	2	0	0	0	0
University		4	1	14	3	3	5	2
Total		509	248	764	127	164	246	17

Source: Author's calculation

Looking to the sample, the less mentioned reason for attending TIFF was "to have the chance to spend time with people that have a good time". By splitting the sample through the demographic characteristics, it can be noticed the same situation excepting the females up to 40 years old and men up to 50 years old.

Conclusions

This research continues the trial of understanding participants' motivation to TIFF, their perception and overall satisfaction and starts concerning about attendees' segmentation of the famous film festival in Romania.

Results indicated that concerning the age, the majority (70,05%) of the respondents are between 23 and 40 years old, representing the main segment for the TIFF festival. Respondents up to 50 years old are a small percentage (6.47%) and represent the senior segment.

Regarding the overall impression after attending the TIFF festival the vast majority of the respondents (87%) have a very good and a good impression about the festival.

It can be noticed similarities between those being satisfied and unsatisfied with the event. The majority of the respondents being satisfied or unsatisfied were females, between 23 and 30 years old, having university studies and being single.

"Because I like movies" was the most common reason for all categories of respondents considering demographic characteristics.

The results of this study offer practical implications and recommendations especially for film festival organizers and local authorities in their planning process of future events and in crafting unique marketing programs to target. The study offers a better understanding of target segments and also the possibility to improve the service and the effectiveness of the promotional mix and increase the satisfaction of the attendees.

Longitudinal researches are recommended to monitor demographic, behavioral, geographical and psychographic differences regarding participants, target segments and their needs and expectations.

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