

Agricultural shows: visitor motivation, experience and behavioural intention

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Table 1. Agricultural Show Data

Show	Attendance	Year Established	Duration	Days held	Time of Year
Royal Cornwall	120,000	1793	3 Days	Thursday - Saturday	Early June
Royal Three Counties	97,000	1798	3 Days	Friday - Sunday	Mid June
Royal Highland	179,000	1840	4 days	Thursday - Sunday	Late June
Royal Norfolk	85,000	1847	2 days	Wednesday - Thursday	Early July

Table 2. Sample Profile

	Total	1	2	3	4
Sample size	825	259	74	151	341
Age:	%	%	%	%	%
18-25	17.7	17.3	16.2	19.7	17.4
26-35	21.8	24.2	21.6	20.4	20.7
36-50	30.6	35.5	27.0	33.3	26.6
51-65	21.9	17.7	21.6	19.0	26.3
66-80	7.7	4.8	13.5	7.5	8.7
>80	0.2	0.4	-	-	0.3
	($\chi^2 = 18.39$; df = 15; p = 0.24)				
Gender:					
Male	29.2	19.3	39.2	28.5	35.0
Female	70.8	80.7	60.8	71.5	65.0
	($\chi^2 = 21.37$; df = 3; p<0.001)				
Party composition:					
On my own	8.2	5.4	6.8	13.2	8.5
With a friend	11.0	13.5	6.8	9.3	10.9
With children	6.7	8.5	5.4	4.0	6.7
With partner	31.3	26.5	28.4	19.9	16.4
With partner and children	21.5	27.8	27.0	29.8	35.5
With friends	21.3	18.1	25.7	23.8	22.0
	($\chi^2 = 28.56$; df = 15; p<0.018)				
Distance travelled (miles):					
0-10	12.8	10.8	2.7	18.5	14.1
11-19	13.3	6.6	16.2	11.9	18.5
20-39	23.2	11.2	16.2	29.8	30.8
40-69	25.0	28.6	36.5	25.8	19.4
70-100	8.0	14.3	9.5	7.3	3.2
>100	17.6	28.6	19.0	8.6	14.2
	($\chi^2 = 146.34$; df = 21; p<0.001)				
Trip Context:					
Local visit	28.4	16.6	4.1	29.8	41.9
Day trip	47.6	49.4	64.9	57.6	38.1
Short break	18.7	29.3	28.4	12.6	11.1

Part of longer break	5.3	4.6	2.7	-	8.8
	($\chi^2 = 114.54$; df = 9; p<0.001)				
Visitation frequency:					
First time	12.5	10.0	20.3	16.6	10.9
2	10.2	6.6	21.6	13.2	9.1
3	16.4	20.5	12.2	16.6	14.1
4	10.5	12.7	12.2	13.2	7.3
5	5.7	6.6	1.4	7.3	5.3
6	2.4	3.1	1.4	2.6	2.1
7+	42.3	40.5	31.1	30.5	51.3
	($\chi^2 = 51.07$; df = 18; p<0.001)				

Notes: 1 = Royal Highland Show; 2 = Royal Norfolk Show; 3 = Royal Three Counties Show; 4 = Royal Cornwall Show;

Table 3. Motivation Dimensions of Agricultural Shows

Variables	Factors			Communality
	1	2	3	
Factor M1: <i>Socialisation and Relaxation</i>				
Spend Time with Friends and Family	.968			.846
Socialise and Interact	.432			.353
Escape from Everyday Life	.357			.234
Factor M2: <i>New Knowledge and Experiences</i>				
Expand Knowledge		.773		.589
New Experiences		.573		.325
Factor M3: <i>Prestige and Tradition</i>				
Prestigious Event			.684	.510
Tradition of Attending			.549	.267
Eigenvalue	2.312	1.243	1.067	
Variance (%)	33.026	17.764	15.242	
Cumulative Variance (%)	33.026	50.790	66.032	
Cronbach's Alpha	.63	.61	.57	

Notes: KMO: 0.653; Bartlett's test of sphericity: 855.24; df: 21; p<0.001. Parallel analysis using Monte Carlo Simulation confirmed the 3-dimensional structure.

Table 4. Experience Dimensions of Agricultural Shows

Variables	Factors			Communality
	1	2	3	
Factor E1: Machinery and Livestock				
Importance of Agricultural Machinery	.835			.716
Importance of Livestock	.650			.518
Factor E2: Exhibitors and Amenities				
Importance of Clothing Stands		.695		.631
Importance of Vehicle Stands		.523		.337
Importance of Food and Drink		.502		.290
Importance of Child Friendly Activities		.409		.244
Factor E3: Equestrian and Main Ring Events				
Importance of Equestrian Displays			.695	.494
Importance of Main Ring Events			-.618	.458
Eigenvalue	2.416	1.551	1.223	
Variance (%)	30.205	19.383	15.283	
Cumulative Variance (%)	30.205	49.588	64.871	
Cronbach's Alpha	.66	.61	.60	

Notes: KMO: 0.635; Bartlett's test of sphericity: 1260.61; df: 28; p<0.001. Parallel analysis using Monte Carlo Simulation confirmed the 3-dimensional structure.

Table 5. Variation in Visitor Motivations and Experiences by Demographics and Behaviour

Motivations and Experiences\	Mean	SD	Show	Age	Gender	Party Composition	Distance	Trip Context	Prev
Independent Factors:									
M1 Socialisation and Relaxation	-	-	7.99 ^{***1}	10.73 ^{***3}	2.67 ^{**1}	14.98 ^{***3}	1.10	8.99 ^{***1}	3.77 ^{**1}
M2 New Knowledge and Experiences	-	-	1.91	0.33	0.23	0.84	2.33 ^{*1}	2.97 ^{*1}	0.30
M3 Prestige and Tradition	-	-	13.02 ^{***2}	2.02 ^{*1}	0.86	5.28 ^{***1}	1.37	8.07 ^{***1}	39.24 ^{***1}
E1 Machinery and Livestock	-	-	4.64 ^{**1}	3.18 ^{**1}	8.51 ^{***3}	2.69 ^{*1}	1.62	2.10	11.14 ^{***3}
E2 Exhibitors and Amenities	-	-	1.87	9.67 ^{***2}	4.43 ^{***1}	9.43 ^{***2}	0.85	1.13	0.91
E3 Equestrian and Main Ring Events	-	-	12.95 ^{***2}	2.25 ^{***1}	11.64 ^{***3}	6.22 ^{***1}	1.52	2.41	2.14 ^{*1}
Dependent Outcome Variables:									
D1 Intention to Revisit the Same Show	4.66	0.64	12.88 ^{***1}	1.67	1.09	3.36 ^{**1}	1.33	0.99	20.36 ^{***1}
D2 Intention to Visit Another Show	4.00	0.96	12.53 ^{***1}	4.53 ^{***1}	0.47	2.55 ^{*1}	7.24 ^{***2}	23.41 ^{***3}	0.75
D3 Intention to Buy New Products	3.93	0.90	8.74 ^{***1}	0.77	0.04	1.88	1.96	4.52 ^{**1}	0.86

Notes: Means= Motivation: Strongly Disagree (1) - Strongly Agree (5); Importance of Item in Show: Not at all Important (1) - Very Important (10); Dependent Outcome Variables: 'Very Unlikely (1) - Very Likely (5). One-Way ANOVA and T-test (Gender) results: * = p<0.05; ** = p<0.01; *** = p< 0.001. SD = standard deviation. 1 = small effect size: ≤ 0.4; 2 = moderate effect size: 0.5 to 0.7; 3 = large effect size: ≥0.8 (after Cohen 1988: Eta squared). Show: Royal Highland, Royal Norfolk, Royal Three Counties or Royal Cornwall; Age: Respondent Age Group; Gender = Respondent Gender; Party Composition = Who Attendee Visited With; Distance = Distance Travelled to Show; Trip Context = Local Visit, Day Trip, Short Break or Part of Longer Holiday; Prev = Number of Previous Visits to Show.

Table 6. Predicting Revisitation and New Product Purchase Intention

Independent Variables	Beta	t	p
1. Royal Highland Show			
D1 Intention to Revisit Show (Adjusted R² = .17; F = 9.80; p <.001)			
M1: <i>Socialisation and Relaxation</i>	.25	3.67	<.001
E3: <i>Equestrian and Main Ring Events</i>	.23	3.92	<.001
E1: <i>Machinery and Livestock</i>	.16	2.62	.009
D2 Intention to Visit Other Agricultural Shows (Adjusted R² = .16; F = 8.28; p <.001)			
E1: <i>Machinery and Livestock</i>	.26	4.26	<.001
M3: <i>Prestige and Tradition</i>	.17	2.35	.019
D3 Intention to Purchase New Products (Adjusted R² = .15; F = 8.70; p <.001)			
E2: <i>Exhibitors and Amenities</i>	.31	5.16	<.001
M2: <i>New Knowledge and Experiences</i>	.15	2.37	.019
2. Royal Norfolk Show			
D1 Intention to Revisit Show (Adjusted R² = .50; F = 13.04; p <.001)			
M3: <i>Prestige and Tradition</i>	.57	5.85	<.001
E3: <i>Equestrian and Main Ring Events</i>	.22	2.06	.040
D2 Intention to Visit Other Agricultural Shows (Adjusted R² = .25; F = 5.10; p <.001)			
E1: <i>Machinery and Livestock</i>	.65	4.61	<.001
E3: <i>Equestrian and Main Ring Events</i>	.39	2.94	.005
D3 Intention to Purchase New Products (Adjusted R² = .25; F = 5.15; p <.001)			
M3: <i>Prestige and Tradition</i>	.35	2.90	.005
M2: <i>New Knowledge and Experiences</i>	.23	2.20	.030
3. Royal Three Counties Show			
D1 Intention to Revisit Show (Adjusted R² = .20; F = 7.37; p <.001)			
M3: <i>Prestige and Tradition</i>	.31	3.26	.001
M2: <i>New Knowledge and Experiences</i>	.22	2.24	.027
D2 Intention to Visit Other Agricultural Shows (Adjusted R² = .12; F = 4.15; p = .001)			
M1: <i>Socialisation and Relaxation</i>	.23	2.49	.014
E1: <i>Machinery and Livestock</i>	.22	2.76	.007

D3 Intention to Purchase New Products (Adjusted R² = .17; F = 6.04; p <.001)

E2: <i>Exhibitors and Amenities</i>	.33	4.04	<.001
M2: <i>New Knowledge and Experiences</i>	.24	2.43	.016

4. Royal Cornwall Show

D1 Intention to Revisit Show (Adjusted R² = .11; F = 7.20 ; p <.001)

M3: <i>Prestige and Tradition</i>	.38	5.44	<.001
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D2 Intention to Visit Other Agricultural Shows (Adjusted R² = .15; F = 10.86; p <.001)

E1: <i>Machinery and Livestock</i>	.32	5.89	<.001
E3: <i>Equestrian and Main Ring Events</i>	.14	2.67	.008

D3 Intention to Purchase New Products (Adjusted R² = .22; F = 16.98; p <.001)

E2: <i>Exhibitors and Amenities</i>	.27	5.29	<.001
M3: <i>Prestige and Tradition</i>	.22	3.38	.001
M2: <i>New Knowledge and Experiences</i>	.16	2.76	.006

Notes: Durbin-Watson statistics (1.98-2.03) indicate that the assumption of independent errors is tenable in all models. VIF values (1.05-1.27), tolerance statistics (>.2) and predictor variance dimension loadings indicate the absence of collinearity in the data. In all models, confidence intervals indicate that the estimates are likely to be representative of 95% of other samples.

Table 7. Summary of Motivational and Experiential Predictors of Visitor Behavioural Intentions

Shows\	Intention to Revisit Show (D1)	Intention to Visit Other Shows (D2)	Intention to Purchase New Products (D3)
Royal Highland	<i>Socialisation and Relaxation (M1)</i> <i>Equestrian and Main Ring Events (E3)</i> <i>Machinery and Livestock (E1)</i>	<i>Machinery and Livestock (E1)</i> <i>Prestige and Tradition (M3)</i>	<i>Exhibitors and Amenities (E2)</i> <i>New Knowledge and Experiences (M2)</i>
Royal Norfolk	<i>Prestige and Tradition (M3)</i> <i>Equestrian and Main Ring Events (E3)</i>	<i>Machinery and Livestock (E1)</i> <i>Equestrian and Main Ring Events (E3)</i>	<i>Prestige and Tradition (M3)</i> <i>New Knowledge and Experiences (M2)</i>
Royal Three Counties	<i>Prestige and Tradition (M3)</i> <i>New Knowledge and Experiences (M2)</i>	<i>Socialisation and Relaxation (M1)</i> <i>Machinery and Livestock (E1)</i>	<i>Exhibitors and Amenities (E2)</i> <i>New Knowledge and Experiences (M2)</i>
Royal Cornwall	<i>Prestige and Tradition (M3)</i>	<i>Machinery and Livestock (E1)</i> <i>Equestrian and Main Ring Events (E3)</i>	<i>Exhibitors and Amenities (E2)</i> <i>Prestige and Tradition (M3)</i> <i>New Knowledge and Experiences (M2)</i>