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How Event Awareness, Event Quality and Event Image Creates Visitor Revisit Intention?: a lesson from car free day event

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Abstract

This study aims to determine the effect of event awareness, event quality and event image on visitor revisit intention of a regular event. One hundred and seventy three respondents participated in this study. Multiple regression was employed to analyse the data. The finding shows that the image of an event plays an important role in enhancing the intention of visitors to revisit a regular event. The positive event image, will lead to the higher visitor's intention to revisit the event. This finding contributes to both theoretical and practical perspectives. For theoretical standpoint, this result supports previous studies that found the importance of event image in creating revisit intention. For practical perspective, this study can be used by an event organizer to create a strategy to increase the number of visitors on the local regular event.

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Keywords: regular event; event awareness; event quality; event image; revisit intention

1. Introduction

Event industry is regarded as an industry that provides a big number of job opportunity and contributes in a major positive economic impact (Kose, Argan, & Argan, 2011). Generally, event can be divided into mega event and local event, which have different characteristics (Kim, Kim, Ruetzler, & Taylor, 2010). This study focuses on local event, that is dependent on the participation and contribution of both organizer and community. Local event is essential in creating destination brand and generating revenue for the local people.

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Ardiansyah (2011) contends that the visitor number attending an event is one of indicators of event success. With regard to the number of visitors coming to the event, visitor revisit intention is important for a local regular event (Huang Songshan, 2006). Oppermann (1998) suggests that attracting previous visitors are more cost-effective than attracting the new one. For that reason, there is a need to investigate the factors affecting visitor revisit intention to a local regular event.

The individual's awareness about the existence of the event is one of factors influencing visitor's revisit intention. Some studies have shown the positive relationship between event awareness and visitor revisit intention (Macdonald & Sharp, 2000; Mason & Nassivera, 2013; Yuan & Jang, 2008). These studies indicate that the higher individual's awareness toward a particular event, the higher their intention to revisit. Although the relationship between event awareness and visitor revisit intention has been empirically proven, this relationship still equivocal since some other scholars found the non-significant effect of event awareness on revisit intention (Boo, Busser, & Baloglu, 2009; Oh, 2000).

Similar to the relationship between event awareness and revisit intention, there is no consensus among scholars about the relationships between event image and revisit intention; and event quality and revisit intention. As a well-known construct in the area of marketing study, event image is proposed to have an important effect on behavioural intention. Some studies have found that event image significantly affects visitor revisit intention (Gibson, Qi, & Zhang, 2008; Kaplanidou & Vogt, 2007; Moon, Ko, Connaughton, & Lee, 2013). In contrast to these studies, scholars (Chi & Qu, 2008; Hernández-Lobato, Solis-Radilla, Moliner-Tena, & Sánchez-García, 2006) did not find the effect of image on revisit intention. Contradict findings are also found in the relationship between event quality and revisit intention. Scholars (Jin, Lee, & Lee, 2013; Moon et al., 2013; Son & Lee, 2011) indicate that event quality is the robust determinant of visitor revisit intention in a particular event. However, Esu (2014) claims that there is a non-significant effect of event quality on revisit intention.

Apart of the inconsistent findings among scholars acknowledged above, the other gap identified in this study is about the nature of the event investigated. Most previous studies evaluated a mega event (Bb Esu & Arrey, 2009; Gibson et al., 2008; Hsing-Hui Lin, 2011). To date, there is no published study has been found in investigating a local regular event especially in Indonesian setting. For that reason, this study focuses on a local regular event and uses Ijen Car Free Day (ICFD) as the setting of the study.

Based on these gaps in the literature, this study aims to:

1. Investigate the effect of event awareness on visitor revisit intention of ICFD
2. Investigate the effect of event image on visitor revisit intention of ICFD
3. Investigate the effect of event quality on visitor revisit intention of ICFD

Upon the completion of these research objectives, this study provides contribution to both theoretical and practical perspective. For theoretical contribution, this study would provide evidence about the effect of event awareness, image and quality on visitor revisit intention of a local regular event. For practical contribution, this study would provide an insight for an event organizer to make the visitors revisit the event.

2. Literature Review

Within marketing concept, brand awareness can be defined as the consumer's ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance (Kotler & Keller, 2012). Brand awareness provides foundation for brand equity. In managing brand equity, it is important to recognize the trade-offs between those marketing activities that fortify the brand and reinforce its meaning and those that attempt to leverage or borrow from existing brand equity to reap some financial benefits. At some point, failure to reinforce the brand will diminish brand awareness and weaken brand image.

In term of revisit intention, event awareness had a considerable contribution in influencing tourist's revisit intention. The study of Mazu religious event, event awareness was found as the robust predictor of revisit intention (Hsing-Hui Lin, 2011). Similarly, Yuan and Jang (2008) found that the intention of visitor to revisit a wine festival was significantly influenced by the awareness toward the event.

The concept of event image is derived from the concept of brand image. Scholars suggest that brand image is an

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