

THE INFLUENCE OF PRICE AND DISTANCE ASPECT TOWARDS VISITORS' DECISION: A COMPARATIVE STUDY BETWEEN PAID & FREE ENTRY EVENTS IN SARAWAK

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Abstract

The decision to travel and attend event is usually an important process for the visitor that involves many key factors especially motivation. Besides the most straight forward motivation question such as "Why do they come?", this study have also asked "what are the main reasons they come and how price and distance factors influence their attendance?". In this respect, the purposes of this study were to examine the importance of motivational items and investigate the underlying dimensions of motivation; focusing on price and distance aspects which lead to extension studies of willingness to travel and willingness to pay across two different events which were categorized as paid event (Rainforest World Music Festival 2014) and free entry event (Bintulu International Kite Festival 2013). The result of factor analysis suggested three motivation factors derived from 14 motivational items in both selected events. The findings proposed that price aspect influence greatly in free entry event but moderately in paid event. Surprisingly, distance aspect influence moderately in both events. This research also suggested that visitors' WTP between free entry and paid event shares different pattern. As for visitors' WTT research, different pattern of distance scale recorded in different events. Thus, this study has a contribution to understand event motivations as well as the visitors' willingness to travel and willingness to pay to three different annual events held in Sarawak.

Key words: Price, Distance, Motivation, Willingness to Pay (WTP), Willingness to Travel (WTT), Factor analysis

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INTRODUCTION

In consumer behavior, price is one of the most important factors to be considered in the buying decision process. Price aspect could easily influence consumer to buy or to reject the product and service due to its effect on consumers' daily activity (Abrams, 2008). Price aspect also acts as quality indicator because without 'price', there was no value on the offered products or services. Same goes to festival or event which based on entertainment services. Without price indicator regarding the event (free or paid), visitors might have problem in making decision due to the need of price consideration before decision can be confirmed.

Furthermore, 'distance' aspect also plays a role in decision making in the tourism field such as selection of travel destinations and decision to attend an event in specific venues. Moreover, one could perceive distance positively or negatively. Generally, the further the distance the higher the cost and may act as constraint for people involving in leisure activities (Lee et al., 2008). In contrast, distance travelled can be a component of tourism products and can give satisfaction to visitors until the distance is preferred (Baxter, 1979). Therefore distance aspect can be considered as important factor to visitor due to its effect on decision making. However, the impact and the influence of price and distance aspects toward visitors' attendances were unknown if compared to other motivation aspects, particularly in the events studied by researcher. Therefore, conducting a research focusing on these two important aspects of price and distance were crucial to examine its influence and level of importance on event attendance.

Although there was a set of general motivation factors that influence visitor to an event, the influence of each factor can be differ from one event to another (Nicholson & Pearce; 2001). In fact, there were also specific motivations that draws visitor to an event. Different people have different needs and wants. Same goes to event, different events have different characteristics and underlying factors of motivation in each event may vary as well. Therefore, identification of these factors was crucial so that a motivation framework for event attendance in both selected events can be formulated. The importance of motivation factors will be examined and compared between two different types of events held in Sarawak, particularly between free and paid event.

Another useful research relating to price and distance aspects were the visitor willingness to pay (WTP) and willingness to travel (WTT). WTP is the sum of money that a person is willing or able to pay to get the given product (Powe &

Willis, 1996; Gans et.al, 2012) or service. Hence, WTP research can be a tool to measure how much visitors willing to contribute financially to attend an event. Study showed that visitors have the willingness to pay higher to access better quality of experience and greater information (International Visitor Survey, 2011). By determining visitors' willingness to pay and their associated values, researcher is able to capture public opinion on the value they put on selected events regardless weather the event is free to visit or paid per admission.

On the other hand, willingness to travel can be considered as the length of distance that a person is willing to travel from one location to another location. Distance is a concept that is widely used from simple everyday life to complex scientific formulas and it is important to also know how to calculate it. Therefore, WTT research can be a distance measurement tool to identify how far visitors are willing to travel to attend an event. Studies suggests that distance factor is not necessarily a deterrent factor but some research also suggests that distance can affect negatively and considered one of the constraints for people to travel (Um & Lee, 1998), which could directly affect the length of one's willingness to travel. However, due to lack of WTT studies on events held in Sarawak, the distances that visitors' willing to travel has yet to be documented. By classifying visitors' willingness to travel, researcher is able to capture public opinion on the distance they could travel on selected events regardless how far or near the event was from their residencies.

Therefore, this study attempts to make comparisons of event motivation, the influence of price and distance aspects between two different event concept (paid and free entry event). Specifically, this study is designed to achieve the following objectives:

- i. examine the level of importance of price and distance aspects in free and paid events
- ii. investigate the underlying dimensions of motivation in both selected events
- iii. classify visitor willingness to travel in KM scales and willingness to pay in RM scales
- iv. compare and evaluate the overall results in explaining visitor attendances and willingness to travel and pay between both events

In summary, the theoretical contribution of the study was that it investigated the influence of price and distance in a context that has not previously been researched, namely in a free entry event and paid event as well as the visitors' willingness to travel and willingness to pay to three difference annual events held in Sarawak.

LITERATURE REVIEW

The influence of price

Price referred in this literature is concerned with the entry fee to the event: 'ticket price' and 'free to visit (zero price)' aspects. Generally, price represents the sum of money that will be transferred to acquire products or services. In consumer study, Ebitu, Essien and Basil (2012) stated that price is one of the important costs that buyers examine in the buying process. Price is also among one of the prevalent variable that has been use as a key to evaluate product (Nickels and Wood, 1997). One line of thought considers the increasing price of tourism product will reduce purchasing power (Smith, 1995). This point may support a theory that high ticket prices have a negative impact on visitors to attend the event. Price is also regarded as a multidimensional impact to consumers because it influences consumers buying intentions both negatively and positively (Dodds, Monroe and Grewal, 1991). Different consumers react differently to price.

On one side, the negative relationship between price and trip destination choice has been supported by some research among them are Riera (2000), Haider & Ewing (1990), Eymann & Ronning (1992), Siderelis & Moore (1998). But on the contrary side, a greater price may lead to a greater prestige or higher perceived quality and could raise one's willingness to buy (Zeithaml 1988). However, Nicolau and Mas (2005) argue that the investigation has not reached a consensus on the influence of price on choice of destination. This highlight helps researchers to understand the relationship between price (expenses to the event including ticket prices) and who want to visit the event location (close or far away from the place of residence) to motivate visitors.

On the other hand, price aspect was not only acted as monetary value for products and services but as customers' attraction as well. This statement supported by Lin, Li & You (2011), as the results of factor analysis for evaluation of consumption behaviour has proposed six reasons that attract tourists come to the amusement park, with 'reasonable entrance ticket price' as the most important reason for tourist decision to the park. Chen & Mo

(2014) in their research also proposed easy access and affordable price as a factor that attract visitor to visit a green event. Hence, this research data once again proves that price aspect was considerably important in term of admission price, which lead to a though that “if the event is free to visit, would it be the ‘free to visit’ reason as the most crucial factor for visitor to attend an event?”. In other words, price factor has a significant influent on decision making.

The influence of distance

Generally, a distance is the amount of space between two things or people and is related to the dimensions between ‘near’ and ‘far’. In this research, bear in mind that distance will not be measured numerically since only the calculation of mean values on distance aspect (based on Likert scale) will be analyze to identify its influence and important on visitor attendance to an event. Distance can be a decisive factor in many and various parts of life activity, including tourism. Distance is a very important factor in terms of tourism since it is a very explanatory variable for tourism activity. Most of the tourists’ decisions are taken in order to minimize as much as possible the related effects of distance (Cooper C, Hall C.M., 2008).

Regarding event research, Lee et al., (2008) had found that event attendance may be affected by distance due to incomes and physical limitations if event venues are far from cities. The further the distance, the more cost needed as well as might increase the risk due to the longer journey which could affect motivation and intention (Lee et al., 2008). Besides, the gravity model (Um & Lee, 1998) proposes distance acts as huge obstacles to restrict tourists from going to distant destinations. Lee, Yoon, and Lee (2011) also discover that distance had an undesirable impact on visit intentions to Yeosu Expo. Based on various researches on distance aspect, researchers are confronted with a dilemma (Harrison-Hill 2000) as distance aspect is perceived to have multidimensional impact to tourists and visitors in that it influences their visitation intention in a positive and negative way. The destinations attractiveness has been found to increase with distance, in spite of the common belief that distance acts as limitation to travel (Mayo, Jarvis and Xander 1988). This literature proposes that the pull factors of a destination increases with distance. Therefore, the further the distance, the more tourists want to receive pleasure or satisfaction by visiting more destinations, travelling longer

distance. This is what Babin, Darden, and Griffin (1994) called “hedonistic values”.

Another line of research suggests that distance may not necessary act as barrier or constraint for travel and to specific location (Baxter, 1979; Wolfe, 1972). In different research, Nicolau & Mas (2006) carried out a research in Spain with 2127 respondents and the research shows that the dissuasive influence of distance on the destinations selection is moderated by motivations. In other words, motivations have a direct or inverse moderating impact on the influences of distance. With various references especially the positive and negative effects of distance aspect on travel decision making, these statements give a sense of sight that distance aspect as well have a dissuasive and attraction effect on event research, since visitor require to move to a certain location (destination) to attend an event, which similar to tourist decision to a specific travel destination.

Motivation

Motivation is one of the significant parts of event research and has gained noticeable attention. In Event Management, motivation has also been regarded as a significant topic. Huge numbers of previous literature has focused on visitor’s motivation to festivals and events (Telfer, 2001; Thrane, 2002; Robinson & Gammon, 2004; Hall & Mitchell, 2005; Poitras & Gets, 2006). Nevertheless, Getz (2010) has listed a total of 57 journal articles that significantly relevant to motivations to attend festivals. Motivation can be described as the fundamental reason for behaviour (Snepenger et al., 2006) and the driving force within individuals that impels them to action (Shiffman & Kanuk, 2000). Understanding visitors’ motivations to attend different type of event or festival in Sarawak is beneficial for community developers and festival professionals because different visitors’ have various needs and wants. Based on the literatures, numerous motivation factors were identified in regards to various kind of festival research. Uysal & Li (2008) classified the most frequently mentioned dimensions of festival motivations from existing empirical research of festival and event motivation, the results indicate that socialization (24%) were the most identify motivation, followed by family togetherness (19.8%), novelty (19.0%), and escape (15.7%). The other major dimensions were cultural exploration (5%), entertainment (5.8%), and excitement (6.6%). In addition, the motivations of visitors may be expected to vary greatly from event to event and visitor demography (Nicholson & Pearce,

2001). Fodness (1994) found significant demographic differences exist in the leisure motives of tourists. Sirakaya, Uysal, and Yoshioka (2003) and Jang, Bai, Hong, and O'Leary (2004), also noticed that significant differences exist in tourists' background information among various segments.

General findings throughout literature review indicate that dimensions of motivation are similar in all the festival research; however, the specific components of factors may vary depending on types of festivals and events, and the item use to determine the underlying factor. If there are some frequent dimensions identified from various events, what motivation factors would particularly influence visitor to Sarawak Regatta, BIKF and RWMF? Therefore, by using fourteen motivational items to identify the underlying factor in both event used in this current research, the second objective of this study can be achieved. The motivational items were carefully selected based on previous research findings; general and non-specific to only one event so all the questions are applicable for both events.

Willingness to pay

Generally, willingness to pay is the amount a person would be "willing to pay" to obtain a good or service (Powe & Willis, 1996; Gans et.al, 2012). Moreover, it can also be described as how much money the person is willing to sacrifice to get a good or to receive a service. For example, how much would you be willing to pay for a haircut? You can either choose to pay the actual offered price, or; you can pay more or less from the offered price, which is based on your willingness to pay, in term of money. Therefore, willingness to pay is a measure of marginal benefits or the demand curve.

Hence, WTP research can be a tool to measure visitors' willingness to contribute financially to attend an event. This statement was in line with research question as visitor would be ask to classify how much are they willing to pay in Ringgit Malaysia to go to the selected events in this study. Furthermore, inquiries about willingness to pay are part of the contingent valuation method (CVM). The method is functioned to estimate economic values of goods, especially those non-commercial, such as environmental or cultural resources. The method helps to estimate the value of resources producing benefits that cannot be valued with reference to a specific market price as they are not sold on an actual market (Bateman and Turner, 1995). Therefore, the method can be used to estimate the monetary values to attend event, festival, and museum in term of entrance fee.

In other words, CVM method was very important method in order to estimate WTP values.

Findings by Siti (2009) on her research regarding visitors' willingness to pay for an entrance fee to marine parks in Malaysia using the CVM; has proved that Malaysians are willing to pay for environmental goods. Numerically, the mean WTP for recreational purposes in Malaysia were ranging from as low as RM5.00 to as high as RM100.00 per visit. In this research, a simple and close ended approach were chosen to classify visitors willingness to pay, using a price scales (in Ringgit Malaysia) that has been established by researcher through price consideration especially on various paid admission event and festival in Malaysia. Moreover, studies also indicate that the value of WTP depends on income, education, profession and visiting group composition, as well as on demographic and psychographic features. It also largely depends on the features of the attraction itself, such as service quality or infrastructure (Mitchell & Carson, 1989; Powe & Willis, 1996; Kawagoe & Fukunaga, 2001).

In addition, it has been observed that repeat visitors are less sensitive about the price than first-time visitors (Petrick, 2004), thus repeat visitor will have higher willingness to pay. Apart from that, willingness to pay the admission fee was also linked to the behavioural intentions in investigative models of the recreation theory used to employ satisfaction as the marker of service quality by Baker and Crompton (2000). They found that while quality does influence satisfaction and satisfaction does influence intentions, the perception of the performance of the service provider has a much significant impact on behavioural intentions (which affect loyalty and willingness to pay) than satisfaction when investigating relationships between quality, satisfaction and behavioural intentions. In summary, WTP was an important study in consumer research as it is becoming more and more important for companies to accurately know the willingness of customers to pay for their products. The same situation applies in event or festival as the organizer need to evaluate the price that visitor willing to pay for admission ticket so that a fair and right price for the visitor can be established. Therefore, the result of this WTP study will provide a useful knowledge for local event organizer to predict and evaluate visitors' price acceptance.

Willingness to travel

Willingness to travel (WTT) can be considered as the length of distance that a person is willing to travel from a place to another place. The distance a person willing to travel can be a distance from ones' home to a grocery store, to a hospital, to a workplace as well as to a holiday destination in different country which require faraway distance travel. Distance is a concept that is widely used from simple everyday life to complex scientific formulas (Nyaupane, Graefe & Burns, 2003) and the length of distance ones' willing to travel may differ from one person to another person. For example, a person with stable economic resource (high income) may have the willingness to travel further than a person with fewer budgets (low income) to travel longer distance (Bagely & Mokhtarian).

Moreover, WTT can also be described as the maximum length of distance a person is willing to travel to reach a specific location. In this research, a simple and close ended approach was chosen to classify visitor willingness to travel, using a distance scales in kilometer, which was established with the observation of several research results on respondents profile regarding residency to event location, for example in Yolal et al., (2012) and Chang & Yuan (2011) research.

Um & Lee (1998) suggested that distance can affect negatively and considered one of the constraints for people to travel, which could directly affect the length of one's willingness to travel. In the event context, if the event location was considered far by visitor, then their intention to attend the event will decrease because they are not willing to travel a big distance. Furthermore, Liang, Illum & Cole (2008) stated that visitor with lack of motivation such as no interest in folklore and history based festival may not be willing to travel to come to such a festival. In other words, the lesser the motivation, the lesser the amount of distance would be travelled to a specific location. On the other hand, people with motivation to discover new places have the willingness to make longer journeys for their holidays. That is, people with this intention may be willing to cover long distances to satisfy his/her intellectual need as novelty facilitates long distances (Harrison-Hill's, 2000). On this account, Mokhtarian & Salomon (2001) indicate that curiosity increases willingness to travel, so that an individual may wish to visit a place regardless how far it could be.

Similarly, Anderson (1970) also proves that individuals might prefer to travel further because they are more likely to uncover new aspects. In other words, discovering new places can moderate the effect of the distance between the place of origin and the destination. This statement is supported by Moutinho & Trimble (1991) in the Grand Canyon case as they found that a first time visitor has a greater willingness to travel long distances than a repeat visitor. By the meaning of first time visitor, a certain location or destination would be a new place to visit and thus a person is willing to make longer journey toward it (curiosity). In another proposition of distance aspect, if the journey itself acts as a component of the tourism product, it could give satisfaction in its own term so that longer distances are preferred to destinations (Baxter, 1979). Based on this explanation, if a journey to a destination is perceived positively regardless how far the destination is, visitor would have the willingness to travel longer distance. Therefore, visitor might choose maximum distance scale as their answer regarding WTT in this research instead of minimum distance.

WTT was also an important study in destination choice research as it is important for companies especially travel agencies to know the willingness of tourists to travel to a certain destination as the longer the distance the higher the cost needed; hence they can design and provide their travel package to the customer accordingly. The same situation applies in event or festival as the organizer need to evaluate the visitor willingness to travel to a certain event which could allow event organizers to better design their strategies and broaden their marketing scope based on visitors' perception on the distance they willing to travel.

METHODOLOGY

Study Site

The first Borneo International Kite Festival was held in Bintulu Sarawak in the year 2005. This event has become an annual event and successfully attracted large crowd witnessing and participating, as well as attracted more kite enthusiasts locally and internationally to come to Bintulu. The event is free to visit and held for three days on 6 to 8 September 2013. Rainforest World Music Festival on the other hand was held in the living museum of Sarawak Cultural Village, Santubong for the first time in the year 2005 until now. This festival is an annual three days music event starting from 20 to 22 June 2014, celebrating the diversity of world music with admission fees of RM90 per person.

The questionnaire instrument was developed in both Bahasa Malaysia and English and consisted of three sections: A) Demographic profile B) Motivational aspects and C) Willingness to travel and Willingness to pay that were able to solicit for answers in relation with the research questions. As for data collection, the self-administrated survey was conducted at both events venues with the helps from trained enumerators. A total of 300 valid questionnaires were collected from each event, meaning an overall of 600 questionnaires from each respondent was analyzed using SPSS version 20.0. A series of exploratory factor analyses were also applied to further purify the measurement indicators, using the Principle Component Extraction method; utilizing the Varimax Rotation with Kaiser Normalisation to assess the underlying dimensions associated with the 14 items of event motivation questionnaires.

Measurement of Motivational Aspects (Price & Distance), WTT & WTP

Analysis of data in section A and section C will be based on frequencies and percentages of each answer whereas analysis of data in section B will be based on mean value to rank and measure the items importance. In Section B, 14 items of external and internal aspects that influence desire to an event were measured on a five point Likert-type scale: 5-very important, 4-important, 3-neutral, 2- slightly important, and 1-not important at all. Respondents were asked to indicate how strongly they agree or disagreed with each item on the scale. Minor difference in one item which was ‘this event is free to visit’ applied in free entry event (BIKF) and ‘ticket price’ item applied in paid event (RWMF); which both of these items referred as “price” item in this study. In

Section C, respondents were further requested to indicate their WTT and WTP on the given answer based on the scales established by the researcher in kilometer (KM) and Ringgit Malaysia (RM).

Table 1: Distance (KM) & Price (RM) scales

Distance Scale (KM)									
1-10 KM	11-20 KM	21-50 KM	51-100 KM	101-150 KM	151-200 KM	201-250 KM	251-300 KM	301 KM>	
Price Scale (RM)									
RM1 -RM2 5	RM2 6- RM5 0	RM5 1- RM7 5	RM76 - RM10 0	RM10 1- RM12 5	RM12 6- RM15 0	RM15 1- RM17 5	RM17 6- RM20 0	RM20 1- RM22 5	RM22 6>

RESULTS

Table 2: Demographic profile in both events

Demographic Profile (BIKF 2013)

Demography	Details	%
Gender	Male	44%
	Female	56%
Age	19<	36.7%
	20-29	32.7%
	30-39	17.7%
	40-49	8.7%
	50-59	4%
	60>	0.2%
Attended with	Family	33.4%
	Friend	60.3%
	Alone	6.3%
Job status	Working	48.3%
	Student	28%
	Not Working	22.7%
	Retired	1%
Residency	Sarawak	85%
	Sabah	4.7%
	West Malaysia	10.3%
	Foreigner/Tourist	0%
Total		100%

Demographic Profile (RWMF 2014)

Demography	Details	%
Gender	Male	58%
	Female	42%
Age	19<	19.7%
	20-29	56.7%
	30-39	20.3%
	40-49	3.0%
	50-59	0.3%
	60>	0%
Attended with	Family	37.0%
	Friend	55.7%
	Alone	7.3%
Job status	Working	72.2%
	Student	18.3%
	Not Working	8.0%
	Retired	1.0%
Residency	Sarawak	41.3%
	Sabah	5%
	West Malaysia	20.7%
	Foreigner/Tourist	33%
Total		100%

The descriptive analyses of the demographic profiles of attendees in both events are summarized as in Table. Overall, the average age for both events was below 39 years old with the majority aged between 20-29 years old. In addition, coming with friends were the most common visit characteristics of the respondents, with a frequency exceeding 50% respondents for both events. Concerning the employment status, there was differences between the free entrant event (BIKF) with a paid entrant event (RWMF). The combined frequency of students and non-working group participated in RWMF were quite low and only represent 26.3% of respondents, in contrast with free entrant event.

This may be due to the ticket prices of RM90 per admission, which strongly related to financial factor or budget aspect especially for the students and non-working group. Based on respondent residency, the BIKF event recorded the highest percentage of respondents originated from Sarawak, in contrast with the RWMF event, which recorded higher percentages of respondents from outside of Sarawak (combined respondents from Peninsular Malaysia, Sabah and abroad). Data recorded no foreign respondents in BIKF event. Based on the selected event reviews, RWMF was well-known event to tourist because the event has been well promoted internationally. Furthermore, this event has been recognized as one of the largest musical events in Malaysia with a total weekend audience approaching 30,000; locally and internationally. This shows that each event has its own market segment or attraction which leads to specific market segment.

Additionally, based on distance aspect relating with respondents residence to event location (respondent from Sarawak only) in both events, the result shows that the greater the distances from one's residency, the lesser the involvement be made. Distance factors are considered as obstacles in making decision because it is considered to involve more physical, time and cost from visitor (Taylor & Knudson; 1976, Fesenmaier; 1988, Schroeder & Louviere; 1999). Therefore, this study proposed that distance aspect was capable to influence respondent decision to an event, as well as affecting the number of visitors related with residency.

Overall Mean Scores of Visitors Motivation in BIKF & RWMF

In general, the calculated percentages for 'important' score for all fourteen items in both events were found to be higher than 'neutral' and 'not important' scale, indicates that all items have some influence on visitor motivation to

some extent. Also, most of the motivational items had a mean score of 4.00 or higher in all events, suggesting these motivations are of great importance when in relation to event attendance.

Based on distance and price aspect, free entrant event (BIKF) recorded high importance on price aspect compared to distance aspect, suggesting 'free to visit' item as important motivator cue in event motivation researches. While in RWMF event, both price and distance item influence moderately on visitor motivation to the event.

Table 3: Top 5 Motivation Items based on Mean Scores in both events

Rank	BIKF	RMWF
1	This event is free to visit	To rest & escape from daily routine
2	Seek enjoyment & entertainment	Seek enjoyment & entertainment
3	Having a holiday/free time	Having a holiday/free time
4	To rest & escape from daily routine	Spend time with friends & family
5	Activities/Program held	Interest & expand knowledge
Lowest Mean	Distance from home to event location	Distance from home to event location

Focusing on price (because this event is free/ticket price) and distance (from home to event venue) aspects in all events, the result shows that: *i)* The price item (this event is free to visit) has the highest mean while distance item recorded the lowest mean of all motivator items. These data suggest that free admission encouraged visitors while distance factor had moderate impact on visitor's arrival to the BIKF 2013 event. In conclusion, price aspect was more influential than distance aspect and as the main reason that influenced respondents visited the event. *ii)* In RWMF, the distance item ranked the lowest mean of all items while 'ticket price' item ranked second lowest mean. These result has lead the researcher to assume that respondents were agreed with the ticket prices set by the organizer and suggest that people may not asked about 'how much is the ticket price' and 'where is the event going to be held?' as the most important questions in making decision to attend the RWMF event.

Factor Analysis

Fourteen motivational items were factor analyzed using the principal component method and varimax rotation procedure in order to delineate underlying dimensions of motivation associated with BIKF and RWMF event. During several iterations, a certain amount of items were eliminated because they failed to meet a minimum criteria of having 0.5 or higher MSA and communality value, plus an item loaded only on one component. In this research, all factors with eigenvalues greater than 1 were retained, because they were considered significant. Furthermore, a reliability coefficient was computed for each factor in each event to estimate the reliability of each scale. All factors had relatively high reliability coefficients ranging from 0.634 to 0.802. The labelling of the factors was determined by the appropriateness of the individual items under each factor grouping.

Table 4: Factor analysis of in both event motivations

BIKF 2013 Motivation Items / Factors	Factor Loadings	Eigenvalue	Variance Explained	Reliability Coefficient
<i>Event Attractions</i>		4.455	37.121	0.802
Ticket prices	.804			
Activities/Program held	.789			
Strategic and convenient location	.757			
Distance from home to event venue	.563			
Event reputation	.522			
<i>Escape</i>		1.820	15.166	0.792
Having a holiday/free time	.825			
Because I enjoy festival crowd	.783			
To rest & escape from daily routine	.751			
Having new experience	.688			
<i>Known-group socialization</i>		1.304	10.870	0.772
Socializing / meet new people	.801			
Invited by friends and family	.781			
Spend time with friends and family	.755			
<i>Total variance explained</i>			63.157	

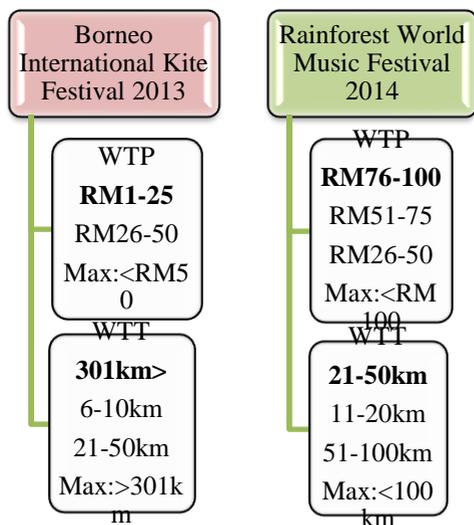
RWMF 2014 Motivation Items / Factors	Factor Loadings	Eigenvalue	Variance Explained	Reliability Coefficient
<i>Escape</i>		2.541	31.759	0.734
To rest & escape from daily routine	.814			
Seek enjoyment & entertainment	.764			
Interest & expand knowledge	.730			
<i>Event Attractions</i>		1.321	16.507	0.715
Event reputation	.814			
Activities/Program held	.803			
Strategic and convenient location	.668			
<i>Known-group socialization</i>		1.096	13.704	0.634
Socializing / meet new people	.783			
Spend time with family and friends	.742			
<i>Total variance explained</i>			61.970	

The overall results indicated that most people were drawn to the event or festival for multiple factors. The factor analysis results proposed three factors explaining the reasons people attending both BIKF and RWMF event. These factors were labelled as escape; event attractions and known-group socialization. The findings of this study closely reflect the results reported from various event motivations studies and are present in the great majority of articles reviewed, for example: Hall & Mitchell (2005); Poitras & Getz (2006); Kim et al (2006); Li & Petrick (2006); Schofield & Thompson (2007); Liang et al (2008); Park et al (2008) Slack et al (2008); Wooten & Norman (2008); Chang & Yuan (2011) and Yu & Yen (2012). In BIKF event, the results found ‘escape’ to be the most important motivation factor, explained 31.759% of the variance from total of 63.157% variance explained. This may due to visitors tended to use the kite-flying event to walk out of their routine environment and refresh their minds while seeking enjoyment and entertained by the appealing kite performances from various countries.

Whereas in RWMF ‘event attractions’ emerged as the dominant motivation factor, accounted for 37.121% of the variance from total of 61.970% variance explained. As for RWMF event, it is not surprising that ‘event attractions’ became the main motivation factor because researcher believes that huge visitors were being pulled by the reputation and the success of the event itself,

which considered as a ‘must-go’ annual event in Sarawak by locals and international tourists. Moreover, the location of the event also contributes to the attractiveness of the event as it was held in the Sarawak culture village, where visitors can enjoy the festival and in the same time having opportunity to explore the Sarawak traditional ethnic houses surroundings the venue.

Willingness to Pay & Willingness to Travel in both events



the **bold KM & RM scales indicate highest percentage on each event, followed by percentages that exceeded 10% of respondents on each distance and price scales*

Figure 1: WTP & WTT in both events

The graph shows the summarized results of data analysis in term of WTP and WTT for both events. For the ‘free entrant’ concept event (BIKF), the majority of respondents only have the willingness to pay at the minimum price scale of RM1-RM25 if charge applied on the event. This result correlated with findings in motivation items importance in BIKF events where price item (free to visit) recorded high importance on respondents decision. Although this result proposed that visitors were relatively price sensitive; however they do have the willingness to pay if the event concept for future planning turned from free to fee, but at the lowest price as possible. While for the RWMF event that required admission ticket to participate, the majority of respondents agreed and willing to pay the same amount as the actual ticket prices of RM90. However, most of the respondents also disagreed and chose to pay

lower prices between RM26-RM75. Based on this result, ticket prices to RMWF can be considered as 'value for money' if been charge the same price of RM90 and below; and might act as constraint if exceeded the amount stated.

In terms of WTT, both events listed different results on the distance scales percentages. BIKF event recorded a maximum distance specified in the study (301km>) as the distance that would be travelled by the majority of respondents. This result can be relates with findings by Moutinho & Trimble (1991), which proposed that "an individual has a greater willingness to travel long distances if she/he has not visited previously the destination" or simply because the event has its own attraction that encourage visitor to attend it. While in RWMF the distance range ones preferred to travel was within 21KM-50KM. This study indicates that significant differences in visitor's willingness to travel existed with respect to the different types of festival products. In other words, different events offer different attractiveness therefore one's willingness to travel may vary accordance to many factors; these includes the distance travelled and the visitor motivations.

CONCLUSION

The objectives of this study was to understand what motivates visitors and their willingness to pay and travel to attend two selected events namely Borneo International Kite Festival 2013 and Rainforest World Music Festival 2014. Results of this exploratory examination showed that motivations vary according to different event characteristics. This information could be very important to event organizers in determining ways in which motivations vary from event to event and to explore the issue of whether individuals' motivations vary from event to event.

Based on focused items, what was interesting was distance item moderately affect visitor attendances in all events compared to other aspects of motivation in this research. The scenario was different compare to price item when free entrant event recorded high importance towards price (free to visit) but moderate influence in the paid event (RWMF), which researcher assumes that respondents were agreed with the ticket prices set by the organizer and does not act as important factor to consider when making decision to the event. Additionally, this study also reveals important implications for the tourism

industry; or event's organizer in Sarawak. It is observed that the main factors that determine an intention to attend an event or a festival in selected events seems to be based on the visitor's state of anticipation of escape, socializing and the attractiveness of the event itself. While a significant number of studies have been conducted on various festivals and events, especially their motivation, there is little research to date that examines and understands visitor willingness to pay and travel in event.

Therefore, this study indicates that significant differences in visitor's willingness to travel existed with respect to the different types of festival products. For example, visitors are willing to travel maximum distances for BIKF event but only minimum distances for RWMF. In BIKF event, in term of willingness to pay; majorities were only willing to pay minimum prices to the event. The finding proposes that visitors do have the willingness to pay if the event concept turned from free to fee, but at the lowest price as possible. However for event that required admission ticket to participate, it is suggests that the majority of respondents only willing to pay the same amount as the actual ticket prices to RWMF.

As festivals and events become larger and organizer try to broaden their market base, they will need information and studies such as this one in order to have solid information to develop effective and appropriate marketing and management strategies. In summary, this study empirically explore motivations for BIKF and RWMF and might serve as another step to foster various research on events such as constraints on festival participation or place attachment to events. It is hoped that this study will contribute to the body of knowledge and provide understandings on the nature of the visitor's motivation for events held in Sarawak.

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