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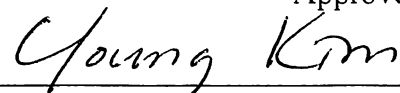
A STUDY OF ATTENDEES' MOTIVATIONS: OXFORD FILM FESTIVAL

by
Taylor Elizabeth Thomas

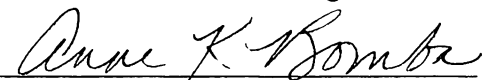
A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of
the requirements of the Sally McDonnell Barksdale Honors College.

Oxford
May 2011

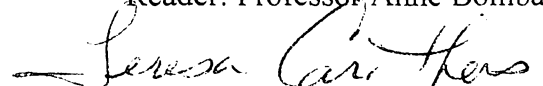
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This thesis process has made my undergraduate experience an enriched educational experience that I feel lucky to have had. It has taught me many things that otherwise I would not have encountered during my undergraduate degree. Throughout this process I have received the invaluable help of many people.

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ABSTRACT

The purpose of this study was to explore the motivations of attendees at the Oxford Film Festival. 109 surveys were collected and factor analysis was used to condense 10 individual motivators into 3 factors. The three factors found were *Togetherness in Good Environments, Money, and Film Itself.*

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INTRODUCTION

Festivals play a significant role for communities by attracting tourists, creating positive economic impact, enhancing the image of the destination, creating opportunities for community involvement and togetherness and more. Festivals and special events have grown in all destinations and are the fastest growing segment of the tourism field (Park, Reisinger, & Kang, 2008). Special interests in festivals and events such as cultural preservation, experiencing local foods and cultures, and community involvement in a destination have led to an increased emphasis on regional and local festivals. According to the Historic/Cultural Traveler (2003), approximately 41% of travelers attended a festival and/or fair during their travel. A number of studies have been done on festivals and events with their many advantages for communities (Getz, 1993). However, many festivals are still in the early stage in both practical management and theoretical study, particularly film festivals which have increased each year leading to more attention being paid by destination marketing organizers and researchers.

Juan (2004) states that it is widely accepted that understanding travel motivations is vital to predict future travel patterns. According to Park, Reisinger, and Kang (2008), understanding consumer's motivations is a key prerequisite to creating desirable experiences and satisfaction for customers. By understanding tourists' motivations, their needs can be fulfilled through marketing activities (Xie, Costa & Morais, 2008). Fodness (1994) also stated that effective marketing is impossible without identifying, understanding, and prioritizing consumers' motivation. Increasing interests and more involvements in festivals have contributed to the growth of festivals. However, little attention has been paid to film festivals and especially attendee's motivation.

For this study a film festival, which is held annually in Oxford, Mississippi, was selected. The data were collected at the seventh year of the *Oxford Film Festival* in 2010. The primary purpose of this study was to investigate attendees' motivations at a film festival. The factor analysis method was employed by reducing variables and putting them together with similar variables. A factor extraction was conducted through Principle Component Analysis (PCA) and factor rotation was performed through the Varimax with Kaiser Normalization. Also, Cronbach's alpha coefficient was used to evaluate the reliability of scales. The implications of this study have provided festival organizers with valuable information concerning the motivations of festival attendees. The results showed that attendees were motivated by a desire to attend a festival with quality films that could be enjoyed in a good environment.

LITERATURE REVIEW

Festivals and Destination Management

Festivals have been recognized as one of the most important areas of the tourism industry. Festivals have contributed to their host communities in a number of ways; creating economic impact, enhancing the overall image of the destination, and creating community involvement. Festivals have also provided the community with the recognition of the destination. According to Grunwell, Ha, and Martin (2008), festivals can bring a whole new group of tourists to a destination. When visitors have a positive experience in the host community, they will return to that destination in the future (Woosnam, McElroy, & Winkle, 2009).

One of the most distinguished characteristics of festivals is their ability to create high returns on small investments (Getz, 1993). One way that festivals create less financial responsibilities for themselves is by holding events in temporary or already existing physical locations (Gursory, Kim, & Uysal, 2004). Most festivals do not own permanent physical structures that are a constant financial burden. Additionally, many festivals are managed and operated by a small staff or volunteers (Gursoy, Kim & Uysal, 2004), which is beneficial for both the residents and the festival. Residents benefit by being able to stay active in their community and the festival benefits from a labor force that does not require much monetary compensation. These characteristics make festivals more tolerant of economic downturns. Their resistance to poor economic environments makes festivals more attractive to communities or organizations looking to start a new project.

Festivals provide an opportunity for residents and businesses of the local community to get involved and become an active participant in their community. The ability of festivals to involve members of the host community gives festivals an important role in the preservation of a community's culture. During festivals, an atmosphere is created with valuable and cultural ideas, practices, and traditions, which can be shared with others. New members of a community can learn vast amounts of knowledge about a community's culture from festivals by the hosting community. Festival events create a sense of community and cohesiveness among community members (Gursoy, Kim, & Uysal, 2004). Festivals can celebrate the music, art, food, film, or countless other aspects of a community's culture and heritage, which makes communities use festivals to further develop unique aspects of their culture. As a community celebrates together, a sense of pride is developed. This pride and excitement from the host community can be an important factor in attracting non-resident tourists to a festival as well as providing a great opportunity for residents to be involved in community events. According to Lee et al. (2004), festivals enhance tourists' experiences by using the local community's culture to create a unique experience for tourists.

Film Festivals

According to Bauman (2001), film festivals are one of the youngest segments among the different types of festivals because of one major characteristic of film festivals: the history of film making which is just over 100 years. The first film festival, the *Columbus International Film and Video Festival*, was founded in 1953. Film festivals were created as competitive events in which the winners were bestowed with a

widely accepted artistic merit that many films did not have. As a major impact on the film business, cinema began in the 1890's and by 1950 approximately 22,000 films had been produced in the United States. In 1958, the *San Francisco Film Festival* began, followed by the *New York Film Festival* in 1963, the *Chicago International Film Festival* in 1965, the *Seattle International Film Festival* in 1974, and the *Boston Film Festival* in 1985, respectively with countless other film festivals occurring in between each of those (Baumann, 2001). There are numerous film festivals that happen each year around the world, and new ones are added every year.

The first film festival was held for the purpose of showing films as an event for the film industry. Attendees at the film festivals were comprised of audiences, filmmakers, actors, crews, producers, directors, distributors, and people directly related to the films. The creation of film festivals helped spark growth in the world of film. The film industry grew along with a rapid increase in the number of film festivals. Film festivals created a place where filmmakers could meet producers and distributors and find possible ways for their movies to be produced on a large scale (Baumann, 2001). As a result of films' increasing in numbers and popularity, festivals grew into bigger events that also included the general public. Many film festivals began to grow and include films of all types; student and professional competitions, seminars with film industry professionals, workshops on many aspects of the film industry, technical exhibits, tours of locations, and gala events (Grunwell, Ha, & Martin 2008).

Although film festivals became more open and attractive to the general public, most film festivals are still categorized in attracting a small niche of tourists compared to other kinds of festivals (Grunwell, Ha, & Martin 2008). Within limited physical spaces

and a smaller niche market to attract, film festivals can still create large positive effects on host communities. Film festivals are frequently held outside of a destination's normal tourism season (Grunwell, Ha, & Martin 2008), which positively impacts the host community by bringing in tourists during a typically "down" time of the year. Even with the many advantages and merits of film festivals, only a few studies have been done on the characteristics and behaviors of attendees at film festivals.

Grunwell, Ha, & Martin (2008) examined attendees' behavior and their characteristics at the Asheville Film Festival. They found that the attendees' expenditure per person at the film festival was greater than that of the attendees at a general festival, which was also held in Asheville, Tennessee. A study by the European Coordination of Film Festivals in 1999 also showed that attendees at film festivals spent more money per person than attendees at other types of festivals. The European Coordination of Film Festivals' study showed that film festival attendees have a higher income and education level than attendees at other kinds of festivals. More importantly, Grunwell, Ha, & Martin (2008) found that the environmental impact of the film festival was much more positive than the environmental impact of a general festival.

First of all, film festivals are environmentally friendly: typically not causing a traffic or safety hazard, or other negative environmental impacts on a host community. The importance of ecotourism or "green tourism" has become evident over the recent past. With those many advantages of film festivals, a previous study has been conducted to create a measurement tool of the "greenness" of tourists (Bergin-Seers & Mair, 2009). Although the tool could not provide enough range to measure the levels of "greenness," the study still showed that tourists were concerned with environmental issues. More

studies are being conducted to find correlations between tourists' level of "greenness" and how that translates into purchasing decisions.

Motivations

Through the numerous studies that have been done on tourists' motivations it has become a widely accepted fact that tourists' motivations play an important role in tourism planning and marketing (Backman, Backman, Uysal, & Sunshine, 1995; Kim, Goh, & Yuan, 2010; Lee, 2000; Lee, Lee, & Wicks, 2004; Park, Reisinger, & Kang 2008; Uysal, Gahan, & Martin, 1993; Schneider & Backman 1996). According to Goossens (2000), a motivation was defined as something that leads to an action that will fulfill a need. Also, it is said that human beings have multitudes of needs and constantly seek a balance of what is needed and what is already obtained (Crompton, 1979). There are many factors that influence human needs. They may include demographic, geographic, socioeconomic, cultural, physical, and psychological factors. Therefore, most tourism operations or organizations are seeking to create tourism products or services that fulfill the needs of tourists. A number of previous festival studies showed that finding attendees' or tourists' motivations for a specific theme or type of festival is a very critical step in successful planning and executing of a festival (Backman, Backman, Uysal, & Sunshine, 1995; Crompton & McKay, 1997; Formica & Uysal, 1995; Formica & Uysal 1998; Kim et al., 2010; Lee, 2000; Mohr, Backman, Gahan, & Backman, 1993; Schneider & Backman 1996; Scott, 1996 and Uysal, Gahan, & Martin, 1993).

Yoon and Uysal (2005) proposed a model showing an ideal process towards destination loyalty. The model is based on consumer motivations and it shows that

knowledge of consumer motivations can lead to destination loyalty. It is festival loyalty that organizers seek and this festival loyalty creates repeat visitors who are vital to the success of any operation (Petrick, 2004). A common business strategy is to separate potential visitors into segments. Once visitors are separated, specific targeting can be done to market tourism products to each specific segment. Knowing the motivations of each segment aids festivals in meeting the needs of each and every visitor, which in turn leads to repeat customers.

Several studies have been done in order to form a simple and standard way of measuring and comparing tourists' motivations. Dann (1981) and Crompton (1979) developed a way to measure motivations using push and pull factors. Push factors come from within an individual and affect the desire to travel. Pull factors are things outside of the individual and deal more with choosing a specific destination after the desire to travel has already been established by the push factors. Push factors include desires to escape everyday life, or to find new adventures, and pull factors include destination attractions such as lodging, food, and entertainment.

Iso-Ahola (1982, 1989) also developed a framework by which motivations should be categorized and measured. His model is based on two types of motivations, seeking and escaping. Seeking and escaping are further separated as personal and interpersonal. Tourists can seek personally to find knowledge and new ideas or seek interpersonally to create new friendships and bonds with others. Tourists can also be motivated by needs to escape, either personally from their own anxieties and stresses or interpersonally from problems dealing with other people. These findings tie into the belief that humans are constantly struggling to find a balance between too much and too little stimuli. When a

person is experiencing too much stimuli in life they will have a need to escape, whereas a person looking for stimuli will seek out new opportunities and knowledge.

Maslow (1954) provided one of the most important theories for motivation: the Hierarchy Theory of Needs. Maslow's hierarchy of needs is a pyramid structure that puts human motivations into five categories with the most important and most basic at the bottom. The category in the first level is physiological needs including basic human needs such as food and shelter. The next level is safety, which plays into human's tendencies to avoid the unknown. For the next upper level from safety, socialization is addressed, referring to human needs for relations with other humans, followed by ego and finally self-actualization. Self-actualization is related to human needs for growth in cognitive and aesthetic aspects. Cognitive growth includes areas such as gaining knowledge and understanding while aesthetic growth refers to a constant search for beauty and balance in the world.

Most tools used to measure motivations look at specific dimensions of motivations rather than just the overall motivation (Lee, Lee, & Wicks, 2004). Over the last two decades, the previous studies have found a number of important dimensions of motivation factors of tourists and attendees at different festival events (Backman, Backman, Uysal, & Sunshine, 1995; Crompton & McKay, 1997; Formica & Uysal, 1995; Formica & Uysal 1998; Kim et al., 2010; Lee, 2000; Mohr, Backman, Gahan, & Backman, 1993; Schneider & Backman 1996; Scott, 1996 and Uysal, Gahan, & Martin, 1993). Those studies emphasized that these categories of motivations must be considered to understand festival attendees' behavior: e.g., escape, excitement, novelty

(novelty/regression), socialization/family togetherness (gregariousness), nature appreciation, curiosity, cultural/historical, festival attributes, and recovering equilibrium.

METHODOLOGY

Study Site

This study was conducted at the Oxford Film Festival in Oxford, MS, a destination known for a strong artistic community based in its literary roots. Bill Thomas from the Washington Post (2010) also describes Oxford's literary roots this way:

Oxford also occupies a unique place in American literary history. William Faulkner lived here for most of his life, using the town as a setting for many of his novels and short stories. Willie Morris, whose own work explores the strange hold his native state has on Mississippians, wrote that Faulkner's "physical and emotional fidelity to Oxford ... was at the core of his being, so that today Oxford [is] the most tangibly connected to one writer's soul of any locale in America." In addition to Morris, who lived here for years before his death in 1999, the town has been home to dozens of authors, including John Grisham, Barry Hannah, Larry Brown and Richard Ford. (p. 1)

The 7th annual Oxford Film Festival was held Thursday February 4th through Sunday February 7th 2010. Between 55 and 75 films are shown at the event each year. Many types of films are accepted into the festival including: animation, documentary feature and short, experimental, and narrative feature and short. Films are shown in both competitive and showcase settings. Although the showing of films is the major purpose of a film festival, the festival also includes panel discussions with film industry professionals, social events, and children's activities.

Instrument and Motivation Measurements

The instrument for this study was designed to measure the motivations of attendees at the Oxford Film Festival. Based on a previous study (Kim et al., 2010), the literature review was performed to develop the twelve motivation factors included on the instrument. The twelve factors used were chosen and refined specifically for the film festival. Using undergraduate and graduate students, a pre-test was conducted to see the clarification of the instrument. Experts in tourism research, film, and festivals also reviewed a draft of the instrument. Comments and inputs were discussed and revised for the final instrument.

The final instrument was a two-page, one page front and back, survey consisting of twenty-four total items. The twenty-four questions were composed with three different sections: socio-demographics, travel arrangements and accommodations, and festival motivations. Attention was paid to the festival motivation section for this study. The twelve motivation factors included: Self-Actualization (Understanding & Knowledge of Film), Quality of Film, Meet Actor or Actress, Ticket Price, Overall Costs, Loves Films and Movies, Socialization, Area Weather and Good Residents, Promotions and Giveaways, In-Festival Entertainment and Events, Relaxation, and Family Togetherness. The question was asked, "How important was each motivation in your decision to visit today? Please circle one that best describes on each question." Attendees were asked to rank the level of importance of each factor on a 7 point Likert scale, from "(1) least important" to "(7) most important."

Data Collection and Analysis

A data collection was conducted at the Oxford Film Festival on Friday night, Saturday evening, and Sunday afternoon. Five CITI (Collaborative Institutional Training Initiative) certified research assistants from the University of Mississippi administered and collected the surveys under the supervision of one academic researcher. Attendees were randomly approached and the purpose of the study was explained. They were then invited to participate: only those who said "yes" were administered a survey. Attendees completed the survey in front of the research assistants, and the surveys were checked briefly and collected immediately after completion. Each participant was given a raffle ticket and entered into a drawing for a pass to the 2011 Oxford Film Festival. The statistical Package for Social Science (SPSS 15.0 for Windows) was used for data analysis. After encoding data in SPSS, the data were screened for usable data. For the representation of the sample, descriptive statistics were used, and factor analysis was used for item elimination.

RESULTS

A total of 113 attendees agreed to complete the questionnaire. Two questionnaires were eliminated from the analysis because substantial sections were not completed correctly and two other questionnaires were eliminated because respondents marked the same ratings on consecutive questions. A total of 109 useable surveys were collected. The table 2 shows the summary of attendees' socio-demographics.

Table 2. Attendees' Socio-demographics

	Frequency	Percentage (%)
Age (n=86)		
18-27	40	47
28-37	22	26
38-47	9	10
48-57	9	10
58 and older	6	7
Gender (n=109)		
Male	52	47.7
Female	57	52.3
Education (n=109)		
Some high school graduate	2	1.5
High school graduate	6	6
Some college graduate	39	36
College graduate	28	26
Post-graduate	32	29
Other	2	1.5
Marital Status (n=93)		
Single	65	70
Married	22	24
Divorced/Separated	3	3
Other	3	3
Annual Household Income (n=99)		
< \$20,000	34	34
\$20,001 - \$35,000	17	17
\$35,001 - \$50,000	9	9
\$50,001 - \$65,000	7	7
\$65,001 - \$80,000	5	5
\$80,001 - \$95,000	3	3
\$95,001 - \$110,000	8	8
\$110,001 - \$125,000	3	3
\$125,001 - \$140,000	1	1
> \$140,000	12	12
Spending per Person (n=101)		
< \$100	69	68
\$100.01 - \$150	14	14
\$150.01 - \$200	10	10
\$200.01 - \$250	7	17
> \$250	1	1

The female attendance (52.3%) was a little higher than male attendance (47.7%). The largest age group of attendees ranged from 18 to 27 years old (47%), reflecting the large student population that is one of the main characteristics of a college town. Thirty-six percent of respondents reported that they had earned some college degrees followed by post-graduates (29%). About thirty-four percent of respondents reported an annual income of \$20,000 or less. On the other hand, approximately twelve percent of respondents reported that they earn more than \$140,000 per year. More than two thirds of attendees were single (70%) and about sixty-eight percent of attendees were willing to spend less than \$100 per person for their visit. Festival attendees were mostly residents of Oxford, MS (67%), which led to lower spending per person due to less need for travel arrangements and accommodations.

Table 3. Factor Loadings and Communality

Factors	Attributes	Factor Loadings	Communality	Eigen-Value	Variance (%)	Reliability Coefficient
Factor 1: Togetherness in Good Environments	In-Festival Entertainments and Events	.80	.67	2.81	28.13	.77
	Family Togetherness	.71	.53			
	Relaxation	.69	.49			
	Area, Weather, and Good Residents	.63	.43			
	Promotions and Giveaways	.63	.56			
	Socialization	.62	.51			
Factor 2: Money	Overall Costs	.92	.89	1.92	19.18	.90
	Ticket Price	.90	.82			
Factor 3: Film Itself	Quality of Films	.84	.75	1.58	15.79	.68
	Self-Actualization	.81	.67			

Table 3 shows the results of factor analysis. After Exploratory Factor Analysis (EFA), the 3rd, 6th, and 13th items were eliminated. The 13th item (others) was eliminated because of its low response rate. Later, the 3rd item (meeting actors/actresses) was eliminated because the mean score was low and it was unrelated to the other items: items

1 and 2 (Costs and Price). Finally, the 6th item (love films & movies) was eliminated in order to have a higher Cronbach's Alpha for Factor 3: Film Itself. The results of factor analysis formed three factors: *Togetherness in Good Environments*, *Money*, and *Film Itself*.

Factor 1 included six attributes and had a reliability of .77. Factor 1 included the following: In-Festival Entertainments and Events, Family Togetherness, Relaxation, Area, Weather, and Good Residents, Promotions and Giveaways, and Socialization and accounted for 28.13% of the total variance. The attributes of factor 1 suggest that attendees were looking for enjoyable entertainment at the film festival where they could socialize with family and friends in a relaxing environment. Factor 2 was named *Money*. The two attributes of Factor 2 were Overall Costs and Ticket Price and it explained 19.18% of the total variance with a reliability of .90. With a reliability of .68, the two attributes of Factor 3, Quality of Films and Self Actualization, contributed 15.79% to the total variance. It was named *Film Itself*.

Table 4. Mean Scores and Standard Deviation

	Mean	Standard Deviation
Motivator: Self Actualization (Understanding & Knowledge of Film)	4.86	1.40
Motivator: Quality of Film	5.52	1.24
Motivator: Ticket Price	4.40	1.52
Motivator: Overall Cost	4.64	1.50
Motivator: Socialization	4.97	1.82
Motivator: Area, Weather, and Good Residents	4.43	1.60
Motivator: Promotions & Giveaways	3.11	1.96
Motivator: In-Festival Entertainments & Events	4.05	1.74
Motivator: Relaxation	4.72	1.52
Motivator: Family Togetherness	3.61	2.03

Table 4 shows the mean and standard deviation scores of the 10 motivators as single items. Motivator 2: Quality of Film has the highest score (mean = 5.52) showing that the attendees were very concerned with the quality of films being shown at the festival. This can be compared to research findings at other types of festivals. Kim et. al. (2010) found that the single most important motivator for attendees at a food festival was Quality of Food. Promotions & Giveaways was ranked as the least motivator with the lowest score (mean = 3.11).

CONCLUSIONS

The purpose of this study was to investigate the motivation factors of film festival attendees. The results suggested that factor 1, *Togetherness in Good Environments*, explained most of attendees' motivations to attend the film festival, which is similar to the results of previous studies (Nicholson & Pearce, 2001; Yoon & Uysal, 2005). It was also found that *Quality of Film* was the most important motivator as a single item. This is similar to findings in studies done on other types of festivals. Kim *et al.* (2010) found that the most important motivator for attendees at a food festival was *Quality of Food*.

An interesting comment from one of the attendees brought importance to the opportunity to see films on social issues. As characterized by their population, an educated group, they are more likely to show their interests and desires for social issues than other specific topics. These desires and interests are not only related to factor 3, *Film Itself*, but also to factor 1, *Togetherness in Good Environments*. The interests and desires to view films on social issues include the desire to discuss attendees' reactions to the films. While most film festivals provide some kind of after-sessions they are typically more of a panel discussion with brief audiences' interaction. Film festivals could benefit greatly by creating events within the festival that facilitate discussion between attendees.

This study provided an initial investigation of the film festival attendees' behavior, especially their motivations. The results also provided a profile of film festival attendees' characteristics in a small film festival, which will be very useful for both film organizers and destination marketing organizers. Although the results of the current

study may not be generalized beyond the attendees at the particular film festival, it is still valuable in findings and suggestions.

LIMITATIONS AND FUTURE STUDY

There were several limitations that may have affected the processes and results of this study. Since the film festival for the study was not randomly selected, the results of the current study may not be generalized to other areas. In addition, limitations may be associated with the measurement questions and tools. Although the modified scale was adopted from the literature review and other empirical studies, it may need more attention to be refined.

Future research is planned to compare attendees of differing types of festivals such as arts, food, and film festivals and sporting events that are held in the same geographic area. Researchers hope to gain more knowledge by comparing results from these activities. The destination will benefit by knowing which festival will make a better fit and the best contribution to that destination. For future study, examining factors such as attendees' perceived value, satisfaction, intent to revisit, and expenditures could provide valuable information to festival organizers and destination marketers.

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APPENDIX A

Oxford Film Festival Survey



The Hospitality Management Program at the University of Mississippi is conducting a survey of "Oxford Film Festival." Your input is very valuable and we greatly appreciate your time and answers to this survey. The survey takes less than 5 minutes to complete. Any information you would share with us will be kept completely anonymous. If you have any questions or concerns, please contact Young Kim at (662) 915-1359 or e-mail to ykim@olemiss.edu. Thank you!

1. What is your primary reason for being here today?

<input type="checkbox"/> To attend Film Festival	<input type="checkbox"/> To attend other events on campus	<input type="checkbox"/> To visit friends or relatives
<input type="checkbox"/> To attend Film Festival & other events on campus	<input type="checkbox"/> Just passing through Oxford	<input type="checkbox"/> Business related to this festival
<input type="checkbox"/> Because I live in Oxford	<input type="checkbox"/> On Vacation in this area	<input type="checkbox"/> Other: _____

2. What type of transportation did you use to get to today's visit? (Check all that apply)

<input type="checkbox"/> Own Car	<input type="checkbox"/> Walk (Live in this area)	<input type="checkbox"/> Rental Car	<input type="checkbox"/> Airplane	<input type="checkbox"/> Bus	<input type="checkbox"/> Other: _____
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3. What is the zip code of your residence? _____

4. What is the length of your stay?

<input type="checkbox"/> Same day trip	<input type="checkbox"/> Staying overnight . If so, _____ Number of night(s)	<input type="checkbox"/> N/A
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5. Where are you staying while you are visiting? (Check all that apply)

<input type="checkbox"/> Not staying overnight	<input type="checkbox"/> Home (Live here)	<input type="checkbox"/> Friend or relative's house	<input type="checkbox"/> 2nd home in Oxford
<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Campground (RV's)	<input type="checkbox"/> Hotel or Motel	<input type="checkbox"/> Other: _____

6. Approximately when did you decide to make this year's visit?

<input type="checkbox"/> After arriving at this area	<input type="checkbox"/> Less than 1 Week	<input type="checkbox"/> At home before this trip	<input type="checkbox"/> En route to this area
<input type="checkbox"/> Less than 1 Year	<input type="checkbox"/> More than 1 Year	<input type="checkbox"/> Other: Specify _____	<input type="checkbox"/> Less than 6 Months

7. How many people (including yourself) are in your group for this visit? Adults (18 years +): _____ Children (under 18 y/o): _____

8. Who are people in your group? (Check all that apply)

<input type="checkbox"/> Alone	<input type="checkbox"/> Friend(s)	<input type="checkbox"/> Spouse	<input type="checkbox"/> Club members of Film
<input type="checkbox"/> Any Club members	<input type="checkbox"/> Family members (Other than Spouse)	<input type="checkbox"/> Significant other	<input type="checkbox"/> Other: _____

9. Including this visit, how many times have you been to the Oxford Film Festival?

<input type="checkbox"/> First time	<input type="checkbox"/> Second time	<input type="checkbox"/> Third time	<input type="checkbox"/> More than three time (how many?) _____
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10. Overall, how satisfied are you with your visit?

Very Dissatisfied	1	2	3	4	5	6	7	Very Satisfied
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11. Based on your total expenditures, how satisfied are you with your visit?

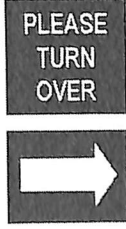
Very Dissatisfied	1	2	3	4	5	6	7	Very Satisfied
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12. How likely are you going to attend the 2011 (next year) Oxford Film Festival?

Very Unlikely	1	2	3	4	5	6	7	Very Likely
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13. Please select the level of importance of each of the criteria below when choosing a restaurant or foodservice establishment during your visit.

	Least Important			N	Most Important		
	1	2	3	4	5	6	7
Price	1	2	3	4	5	6	7
Cuisine type	1	2	3	4	5	6	7
Decorative Atmosphere (Furnishing, decorations, lighting, ...)	1	2	3	4	5	6	7
Intangible Atmosphere (Excitement, other customers, ...)	1	2	3	4	5	6	7
Reputation or Name Brand (Franchise, local, ...)	1	2	3	4	5	6	7
Location (Accessibility, distance, parking, ...)	1	2	3	4	5	6	7
Architectural Design (Interior, exterior, number of floors, ...)	1	2	3	4	5	6	7
Previous Experiences	1	2	3	4	5	6	7
Service Quality (Personal attention, speed, accuracy, ...)	1	2	3	4	5	6	7
Food Quality (Taste, quantity, food presentation, ...)	1	2	3	4	5	6	7
Others	1	2	3	4	5	6	7



14. Please circle one which best represents your evaluation of today's visit:

Today's visit made me feel pleased Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 The overall quality was outstanding Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 Today's visit was worth my time and money Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

15. How much are you willing to spend for this visit per person? (i.e. lodging, meals, transportation, etc. DO NOT INCLUDE TICKETS)

Less than \$100 \$100.01 to \$150 \$150.01 to \$200
 \$200.01 to \$250 More than \$250

16. How important was each factor in your decision to visit today? Please circle one that best describes on each question.

	Least Important				Most Important		
	1	2	3	4	5	6	7
Self-Actualization (Understanding & Knowledge of Film)	1	2	3	4	5	6	7
Quality of Film	1	2	3	4	5	6	7
Meet Actor or Actress	1	2	3	4	5	6	7
Ticket Price	1	2	3	4	5	6	7
Overall Cost	1	2	3	4	5	6	7
Love Films & Movies	1	2	3	4	5	6	7
Socialization	1	2	3	4	5	6	7
Area, Weather, and good residents	1	2	3	4	5	6	7
Promotions and Giveaways	1	2	3	4	5	6	7
In-Festival Entertainments and Events	1	2	3	4	5	6	7
Relaxation	1	2	3	4	5	6	7
Family Togetherness	1	2	3	4	5	6	7
Other	1	2	3	4	5	6	7

17. What is your gender? Male Female

18. Which year were you born? 19_____

19. Please indicate your highest education level: (Please indicate if you are alumnus of Ole Miss)

Some High School High School Graduate College Attended (Not Graduate)
 College Graduate (Alumnus) Post-Graduate (Alumnus) Other: _____

20. What is your marital status? Single Married Divorced/Separated Other: _____

21. What was your total household income last year? Less than \$35,000 \$20,001 to \$35,000 \$35,001 to \$50,000
 \$50,001 to \$65,000 \$65,001 to \$80,000 \$80,001 to \$95,000 \$95,001 to 110,000
 \$110,001 to \$125,000 \$125,001 to \$140,000 More than \$140,000

22. What is your occupation? _____

23. How many family members reside with you? Adults (18 years and older) _____ Children (under 18 years old) _____

24. How did you hear about the Oxford Film Festival? (Check all that apply)

Radio Word of mouth Brochures or pamphlets Convention & Visitors Bureau
 Television Travel Agency Tourist Information Center Internet Website: Specify _____
 Newspapers Travel Magazine Chamber of Commerce Other: _____

Further Comments: You may have comments and suggestions about your visit today (i.e. issues concerning safety, security, sanitation, cleanliness, and so on). Please write your comments here: (please let us know if you need extra writing pages)

Thank you for taking time to complete this survey. Your contribution to this research is appreciated. We hope you have a great time !!!
 This study has been reviewed by the University of Mississippi's Institutional Review Board (IRB). The IRB has determined that this study fulfills the human research subject protections or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482. Thank You.

APPENDIX B

IRB Approval



Office of Research and
Sponsored Programs
100 Barr Hall
Post Office Box 907
University, MS 38677
(662) 915-7482
Fax: (662) 915-7577

January 22, 2010

Dr. Young H. Kim
108 Lenoir Hall
University, MS 38677

Dear Dr. Kim

This is to inform you that your application to conduct research with human participants, *An Examination of Film Festival Attendees' Behavior* (Protocol 10-094), has been approved as Exempt under 45 CFR 46 101(b)(2).

Please remember that all of The University of Mississippi's human participant research activities, regardless of whether the research is subject to federal regulations, must be guided by the ethical principles in *The Belmont Report: Ethical Principles and Guidelines for the Protection of Human Subjects of Research*.

It is especially important for you to keep these points in mind:

- You must protect the rights and welfare of human research participants.
- Any changes to your approved protocol must be reviewed and approved before initiating those changes.
- You must report promptly to the IRB any injuries or other unanticipated problems involving risks to participants or others.

If you have any questions, please feel free to call me at (662) 915-7482.

Sincerely,

A handwritten signature in blue ink, appearing to read "Diane W. Lindley".

Diane W. Lindley
Coordinator, Institutional Review Board