Factors influencing visitor loyalty at an agri-festival in South Africa

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"Success is not final, failure is not fatal: it is the courage to continue that counts" –
Winston Churchill

ABSTRACT

Factors influencing visitor loyalty at an agri-festival in South Africa

The agri-tourism sector is an important sector, especially in South Africa, since there are rural areas that can still be developed for these purposes. Agri-tourism can be achieved when both the agricultural and tourism sector work together in achieving an entrepreneurial advantage. Some of the benefits of agri-tourism include job creation, new ideas and innovation, it serves as additional income and it has an educational aspect attached to it. Agri-tourism is a form of rural tourism and agri-festivals such as the NAMPO Harvest Day is part of the numerous categories of agri-tourism. The NAMPO Harvest Day is the largest agri-festival in the Southern Hemisphere which attracted over 72 000 visitors in 2013. The NAMPO Harvest Day started in the Bloemfontein district in 1967 and continued its success in Bothaville, Free State.

To ensure that a decrease in ticket sales and attendance of the agri-festival does not take place or a decrease in the product life cycle of the agri-festival, it is important for the management team to focus on the factors that may have an influence on loyalty such as image and customer satisfaction, visitor attributes, behavioural intentions, festival attributes and travel motives. Competition is increasing in South Africa, which means that the management must have a distinct advantage over the other agri-festivals hosted in South Africa. Loyalty occurs when a customer repeatedly invests in a product or service where the result will be positive word of mouth and positive recommendations to others. Seeing that the NAMPO Harvest Day is the largest of its kind in the Southern Hemisphere that also attracts international visitors, it is important for management to focus on the loyalty factors to ensure continuous success.

The goal of this study was to thus assess the factors that influence visitor loyalty to this agri-festival in South Africa. In order to achieve this goal, a survey was conducted at the NAMPO Harvest Day in 2014. A total of 422 questionnaires were administered over a period of 4 days. Various statistical analyses were performed: descriptive statistics were used to profile the respondents where after factor analyses were used to firstly identify the factor *Loyalty* and secondly to identify the factors that may influence loyalty to the festival. Nine factors were identified (in order of importance): *Agricultural exposure and edification, General management, escape and socialisation, Price and quality of implements, machinery and livestock, Price and quality of food and beverages, Amenities, Signage and marketing, Networking and trade*, and *Value.*

T-tests, ANOVAs and Spearman's Rank Order Correlations were used to determine whether statistically significant differences existed between the respondents' socio-demographic and behavioural characteristics and the factor *Loyalty* as well as between the contributing factors, so

as to establish where differences occur between two groups and more groups. There were statistically significant differences based on demographic and behavioural intentions and loyalty factors. Spearman's Rank Order Correlations were used to determine which demographic and behavioural aspects correlate with one another. In addition, Structural Equation Modelling was used to determine the relation between the factors and *Loyalty*. In preparation for the Structural Equation Modelling, Spearman's Rank Order Correlations were also used to determine the relation between the factor Loyalty and the contributing factors as well as between the different contributing factors. The model provided evidence of a good fit since the CFI was between 0.0 and 1.0 (0.819) and the relative/normed chi-square was 3.987 and acceptable chi-square ranges between 2.0 and 5.0. The factors that had a direct relationship and are supported at 5% significance level with *Loyalty* were *Agricultural exposure and edification* as well as *Lifestyle, escape and socialisation*.

The contribution of this research is twofold: firstly, to the authors' knowledge, agri-tourists to a specific agri-festival in South Africa were analysed in terms of their demographic profile and behavioural characteristics. Therefore this research greatly contributes towards the literature base regarding these types of tourists. Secondly, this research identified the factors that contribute towards loyalty at an agri-festival and how organisers and marketers can effectively use these factors to sustain loyalty among not only repeat visitors, but first-timers as well. The results from this research can aid this agri-festival to remain competitive and remain in a growth phase of its product lifecycle. This is imperative for the future success of agri-festivals such as the NAMPO Harvest Day.

Keywords: Agri-tourism, Agri-festivals, NAMPO Harvest Day, Loyalty

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Chapter 1: Introduction, problem statement, research objectives and method of research

1.1 Introduction

The agri-tourism sector is inclusive of farming activities which can be linked to the tourism sector as an entrepreneurial advantage (McGehee & Kim, 2004:161). McGehee and Kim (2004:161) state that the notion of agri-tourism is inclusive of accommodation, educational activities, recreation and festivals. Research by Viljoen and Tlabela (2007:15) showed that there is a new trend among farmers to embrace new opportunities and often farmers will embrace tourism as an income generator. Recent years have seen an exponential growth in interest in the field of agri-tourism, with factors such as poor agriculture, commodity prices, increased production costs, globalisation and industrialisation causing many farmers to find new means of remaining profitable (McGehee & Kim, 2004:161; Myer & De Crom, 2013:295).

In South Africa, there has been a sharp increase in agri-tourism since 1994 (van Niekerk, 2013:3). The agri-tourism sector has seen steady growth for the past 20 years with sustained future growth being predicted by researchers (van Niekerk, 2013:3). Provinces, with large agricultural sectors such as the Eastern and Western Cape and the Free-State, host festivals with agricultural products (Visser, 2007:167). Joshi (2012:25) states that the NAMPO Harvest Day is an example of an agri-festival and specifically, the festival resorts under the agri-entertainment category as festivals form part of this sub category. Currently, the NAMPO Harvest Day is the largest festival of its kind in the Southern Hemisphere (Visser, 2007:105). This festival serves as a showcase for GrainSA (GrainSA provides support to grain producers in South Africa for long term sustainability) for agricultural products and is used as a central meeting place for buyers as well as sellers (GrainSA, 2013a). The attendance figures at the NAMPO Harvest Day for the past three years are displayed in Table 1.1.

Table 1.1: The number of visitors at the NAMPO Harvest Day

Year	Number of visitors
2010	68 900
2011	73 552
2012	71 723
2013	72 376

Source: Adapted from Janeke (2011); Booysen (2012); van Collen (2013); Mare (2010)

The number of visitors in the past four years shows a slight decrease in 2012 and an increase in 2013. Janeke (2011) published in the Vaal Weekly that the reason for the 73 552 visitors in 2011 can be ascribed to the voting day during the NAMPO Harvest Day. However, it is clear that the festival attracts a substantial number of visitors each year. In order to maintain these visitor numbers, an assessment of the factors that influence visitors' loyalty towards the festival needs to be made. For the purpose of this study loyalty can be defined as repeat visits to the same festival and the aim is to make positive recommendations to friends and family afterwards (Skogland & Sigauw, 2004:222).

This will enable organisers of the festival to determine the degree to which the festival not only attracts visitors, but also how it maintains visitors (Kruger & Saayman, 2012:147). This is especially vital since there has been a sharp increase in competition amongst agri-festivals (Getz, 2002:210). Other festivals in South Africa (other than the NAMPO Harvest Day), which forms part of agri-festivals, are the South African Cheese Agri-Expo Festival, The Royal Show, the Agri-expo, South African International Documentary Festival, Santam Agricultural Farmers Country Festival, The Knysna Oyster Festival, Ficksburg Cherry Festival, Prince Albert Olive Festival and the Robertson Wacky Wine Weekend. This emphasises the importance and growth in agri-festivals, especially in South Africa. Each of these agri-festivals competes for visitors. For this reason the success of any event has become largely based on the loyalty of the visitors to that festival, with primary focus now being placed on not only gaining first-time visitors to a festival, but also on maintaining relations with such visitors to ensure repeat visits to future festivals (Lau & Mckercher, 2004:282).

Hence it stands to reason that event organisers wish to cultivate visitor loyalty to their festivals – such that both current and future business prospects are developed. An assessment of the factors pertinent to the development and maintenance of visitor loyalty to the NAMPO Harvest Day will assist the management of this event to increase visitor satisfaction, and in so doing be able to maintain the current status of the event as the largest of its kind in the Southern

Hemisphere (Visser, 2007:105). Specifically, knowledge of the variables pertinent to visitor loyalty will assist festival management in bridging service delivery, management and festival program gaps, which could negatively impact on both new and return visitors to the festival.

The layout of this chapter is as follows: the next section provides a background to the problem which is followed by the problem statement, the goals and objectives, the research methodology applied in the study, defining the key concepts and lastly the chapter classifications.

1.2 Background to the problem

The background is divided into three sections. The first section focuses on loyalty and the theories related to the concept. This is followed by a discussion on the factors that may influence loyalty in a festival context as identified by previous research. The background is concluded with an overview of previous research done on the topic as well as the importance of this research.

1.2.1 Loyalty and related theories

The way in which loyalty is perceived has been around for centuries and in the earlier centuries loyalty was used for more power and for businesses to control their consumers (Kumar & Shah, 2004:317). Loyalty can be defined as a feeling of allegiance causing customers to prefer a specific brand almost to the extent that the competition gets eliminated (Schoemaker & Bowen, 2003:48; Skogland & Sigauw, 2004:224).

To explain this concept in more easily understandable terms it can be said that such consumers repurchase a certain product or service regardless of competition, due to the lower prices or better quality they offer. Loyalty, from a consumer's perspective, can be defined as a long-term sustainable relationship between a customer and the supplier where the customer does not switch to other goods or services available on the market regardless of better quality or better prices (Skogland & Sigauw, 2004:222; Dick & Basu, 1994:99). Odin, Odin and Valette-Florence (2001:76) proposed two approaches, namely the determinist and stochastic approach. The aim of the determinist approach is that loyalty is treated more as an attitude, but investigates the psychological commitment of the purchase, whereas the stochastic approach explains that loyalty is behaviour and simply means that when a consumer buys the same brand repeatedly then it is said that the consumer is loyal.

Kuusik (2007:5) states that repeat purchases must be emphasised. This basically means that repeat purchases were investigated and not the reasons that have an effect on customer loyalty. Modern researchers made use of loyalty theories as transactional satisfaction, trust and value, which can also become the determinants of loyalty (Agustin & Singh, 2005:97). Ribbink,

Allard, Van Riel and Streukens (2004:447) as well as Agustin and Singh (2005:97) explain that transactional satisfaction is an evaluation of how a customer perceives a product and/or service while trust is a belief that there is a trust relationship between the customer and the service provider. Value is related to a material thing considered to be a fair exchange in return for a thing a customer has purchased and can be defined as the right price and the right quality compared to one another and satisfaction is experienced. Value for money is different for every customer.

Yoon and Uysal (2005:48) state that loyalty can be measured in three different ways, namely the behavioural approach, attitudinal approach and the composite approach. The behavioural approach does not explain the factors that affect customer loyalty, but is rather characterised as repeat purchases and this theory cannot explain why they will become repeat visitors or recommend the product and service to other potential visitors.

For example, this method cannot provide an explanation for why visitors will attend an agri-festival such as the NAMPO Harvest Day annually. The attitudinal approach explains loyalty as a psychological commitment or as part of preference of choice. This means that visitors at the NAMPO Harvest Day may display a positive attitude towards attending the Harvest Day and recommend it to others, or have a negative attitude and will not recommend the Harvest Day to other potential visitors. The last concept, the composite approach, is an integration of both the behavioural and the attitudinal approach, and visitors who purchase a product and service must have a positive attitude towards the brands. Loyalty at the NAMPO Harvest Day applies the composite approach that is a combination of other approaches which means that it is a psychological commitment resulting in a positive attitude towards the Harvest Day and bringing about recommendation to others.

From the discussion above, it is clear that various theories can explain loyalty. A detailed discussion of these theories is reserved for the literature chapters. The next section will discuss the factors that may influence loyalty in a festival context.

1.2.2 Factors influencing loyalty

A variety of factors exist that can influence visitors' loyalty. Figure 1.1 indicates that loyalty is a product of behaviour intentions at a festival and that specific factors may lead to an increase in customer loyalty (Lee, Lee, Lee & Babin, 2008:58; Ozdemir & Gulha, 2009:364) at a festival such as the NAMPO Harvest Day. The factors which may have an effect on loyalty include festival attributes and visitor attributes that may in return also influence satisfaction, return visits and positive word of mouth referrals. Assessing the influence of these factors is important as it also influences satisfaction and behavioural intentions such as willingness to pay more and

ultimately loyalty to the festival.

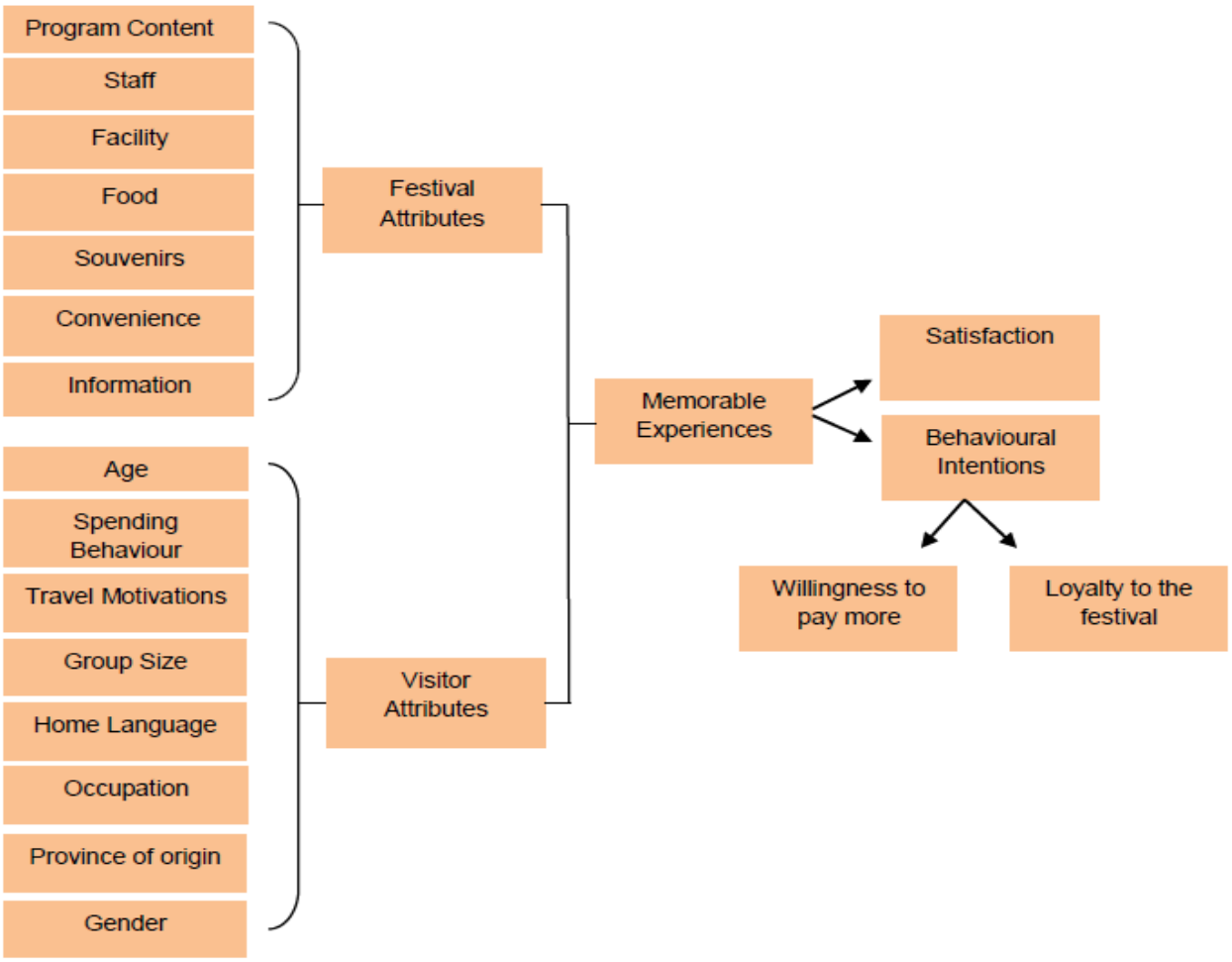

Figure 1.1: Factors which may have an effect on loyalty
Source: Adapted from Baker and Crompton (2000:791); Lee *et al*. (2008:58); Ozdemir and Gulha (2009:364)

As illustrated in Figure 1.1, **festival attributes** that may influence loyalty are the program content (a well organised event and management, experiences from the festival and the exhibition program), staff (willingness to help, having enough knowledge to assist the consumer on a request and about the festival), facilities (enough facilities on the site, adequate size for all the consumers, cleanliness of the site, atmosphere of the festival and the layout of the festival), food (quality of the food, price of the food, the availability of traditional food and the variety of foods), souvenirs (the variety of souvenirs, the quality of souvenirs and the price of souvenirs), convenience (includes the convenience of restrooms, hygienic circumstances, convenience of parking close to the festival site and adequate rest areas) and information (adequate and correct signage in and around the site, adequate marketing before the festival and communication procedures are in place). Festival attributes also include the visitors' interaction with the programs the festivals offer, entertainment and amenities (such as the accessibility of

people with special needs, restrooms, places to rest, food and beverages and the cleanliness of the festival location) of the festival (Cole & Chancellor, 2009:323; Yoon, Lee & Lee, 2010:336; Ozdemir & Gulha, 2009:363; Lee, Petrick & Crompton, 2007:404; Chi & Qu, 2007:624).

The term **visitor attributes** refers to the profile of the agri-tourist such as age, race, language and level of education, to name but a few, as well as visitors' experiences and the travel motives to a festival or event (David, 2003:3). These factors may influence visitors' loyalty to the festival since different visitors may perceive different factors as important or influential. The afore-mentioned factors may also influence the **experiences** at the festival which also have an influence on loyalty.

The attitude that a customer has towards a festival will have an influence on the overall satisfaction (Cole & Chancellor, 2009:324). Research done by Hsu, Kang and Wolfe (2002:3) indicated how to create memorable experiences in tourism and increase customer loyalty. Research by Cole and Chancellor (2009:323) indicates that festival managers must focus on the creation of memorable festival experiences as this will result in loyal customers. In order for festival organisers to create satisfying experiences, they must focus on strategies to increase the enjoyment and pleasure of the visitor and the overall experience the visitor has (Ozdemir & Gulha, 2009:363).

As a festival is a combination of food, drink, music and demonstrations, festival organisers can also use these attributes to create a satisfying experience (Lee *et al.,* 2008:56; Robinson & Clifford, 2012:572). The importance of determining which of these aspects influence loyalty is that it stimulates customer **satisfaction** and increases profits (Reichheld, 2001:46). Every festival's goal is to ensure that the visitors are satisfied (Van Niekerk & Coetzee, 2011:348). To create this satisfaction, emphasis must be placed on providing quality goods and services, creating a memorable experience, making sure to retain repeat visitors and lastly, to grow and attract first-time visitors (Zarfati, 2008:8). The literature review from Hallowell (1996:28) states that customer satisfaction influences the notion of loyalty which can then lead to profitability. This is why customer satisfaction is such a critical aspect for many industries. To ensure customer satisfaction, the organisers of an event must pay close attention to the creation of overall festival quality (Yoon *et al*., 2010:336). Lee *et al.* (2008:58) further state that customer satisfaction and behavioural intentions are important aspects when establishing long-term relationships and ensuring repeat visitors in the future. Customer satisfaction also results in positive word of mouth recommendation to others (Lee *et al*., 2008:68; Yoon *et al*., 2010:337); repurchase intentions (Yoon *et al*., 2010:337) and high tolerance for price premiums (Lee *et al*., 2008:59; Anthanassopoulos, Gounans & Stathakopoulos, 2001:687). Satisfaction may therefore in return also lead to loyalty.

According to Bowen and Chen (2001:213), it is of utmost importantance to know the combination of factors that influence loyalty. Loyalty can increase profits, promote the business/festival, create business referrals, increase sales and motivate repeat purchases (Bowen & Chen, 2001:213; Edvardsson, Johnson, Gustafsson & Strandvik, 2000:919). When visitors experience higher levels of loyalty it encourages their willingness to pay more for a product or service at an event or festival. Loyalty also influences the visitors' behavioural intentions indirectly through satisfaction towards a product or service (Cole & Chancellor, 2009:323). Chen and Tsai (2008:1115) and Edvardsson *et al.* (2000:920) state that behavioural intentions include evaluations during the stay such as the experience, perceived quality, perceived value and overall satisfaction, while future behaviour intentions include evaluations such as the intention regarding repeat visits, the willingness to recommend and positive word of mouth referrals.

Numerous advantages of loyalty also exist such as: cost-effective marketing which can be realised as there is no need to replace a customer when visitors are loyal (Anderson & Srinivason, 2003:124; Rust, Lemon & Zeithaml, 2004:109), providing more goods and services with better quality and the prices associated with better quality as loyal customers are not price sensitive (Zeithaml, 2000:68; Downling & Uncles, 1997:71). Price insensitivity occurs when the customer still prefers a brand even though the price fluctuates; creating brand advocacy refers to the situation in which the customers will continue their loyal attitudes despite other products or services on the market. Customers, in this phase, will also provide positive recommendations towards the product or services rendered (Zeithaml, 2000:68) and forecasting becomes easier. Assessing these factors, cost estimates can be predicted, as there will be loyal customers that will always invest in the products or services and it will ensure that there is a strong customer base. This will also give greater peace of mind to businesses as businesses will always have an income and also have a sense of competitive advantage (Salanova & Agust, 2005:1227).

1.2.3 Previous research on loyalty in a festival context

The following table indicates previous research conducted on loyalty in a festival context.

Table 1.2: Research on loyalty at festivals

Author(s)	Research conducted
Baker and Crompton (2000)	Researched how quality, satisfaction and behavioural intention can have an effect on loyalty. **Main findings:** Quality and satisfaction had indirect effects of behavioural Intentions. However, there is a stronger linkage with loyalty at festivals.

Lee *et al.* (2008)	The festivals rely on emotions, satisfaction and loyalty in a theoretical model and what makes a festival a marketing success. **Main findings:** The research identified that the festival program is of the utmost importance to create customer satisfaction and which then turns into customer loyalty.
Ozdemir and Gulha (2009)	The study identified the details of event performance and the influence it has on satisfaction and loyalty of the festival visitors. **Main findings:** The research found that the festival program and the quality had a direct influence on loyalty at festivals along with the facilities, resting areas, adequate size of the site, atmosphere and the festival site.
Yoon *et al*. (2010)	Research was conducted by measuring festival quality, the value of affecting visitor's satisfaction and loyalty by means of a structural approach. **Main findings:** All the categories of festivals such as the program, souvenirs, food and faculties had a positive influence on the value, but not improved festival loyalty. The research assumed that the quality dimensions are the biggest contributors to festival loyalty.
Kim and Suh (2010)	Research was conducted to examine the food-related personality traits and the relation between satisfaction, loyalty and personality. **Main findings:** The research showed that a positive relation exists between satisfaction and loyalty, food involvement showed a positive connection and food neophobia had a negative result both on satisfaction and loyalty.
Kruger, Saayman and Ellis (2010)	Research was conducted based on a contrast between first-time and repeat visitors and how these visitors can have an effect on loyalty. **Main findings:** The research implies that there are

	remarkable changes between first-time and repeat visitors in the categories such as socio-demographics, behaviour characteristics, destination perceptions, satisfaction and image as well as travel motivations. Festival facilities can indirectly create satisfaction and loyalty. Understanding the motivations to attend a festival can increase repeat visits and loyalty.
Lemmer (2012)	Research was conducted at the Klein Karoo National Arts Festival (KKNK) to determine the status of brand loyalty to arts festivals at the arts festival. **Main findings**: The research found that brand feelings were the highest loyalty level which means that it will have an influence on the visitors who attend the arts festival and the ability to recommend the arts festival to friends and family.

From Table 1.2, it is evident that even though loyalty factors have been researched it is applicable to other categories of tourism such as the food and beverage industry, marketing in the tourism industry, quality and satisfaction in the tourism industry and what makes a tourist satisfied. All these research endeavours did mention loyalty as a behavioural intention, but never the exact factors that contribute to loyalty at a festival or specifically to an agri-festival. The research already done, furthermore collectively shows that research on agri-festivals has never been conducted in a South African context, which creates a gap as South Africa hosts a large number of festivals annually, especially agri-festivals such as the NAMPO Harvest Day. The type of festival also determines different loyalty factors. When comparing an arts festival with an agri-festival different loyalty factors will be present. Different tourists also attend different festivals and therefore the demographic characteristics of the tourist and the travel motives will vary.

Assessing the factors that may influence loyalty at agri-events such as the NAMPO Harvest Day, have the following advantages:

- Festival management can uphold their reputation for being the biggest festival of its kind in South Africa (Visser, 2007:105). This can be done by loyal customers who will also refer other visitors to the NAMPO Harvest Day with the possibility of them also becoming loyal visitors (Salanova & Agust, 2005:1227).

- Festival management can invest in new product and service innovations as loyal customers have a positive response to buying products or services (Anderson & Srinivason, 2003: 124) such as quality products and services, positive perception and positive attitudes not only to the brand, but also to the organisation and its employees (Salanova & Agust, 2005:1227).

- Loyalty creates a sustainable demand for agricultural products and services such as implements and seeds. The Harvest Day is known for the introduction of new sustainable farming methods and showcasing the latest technology in the farming industry and this shows that there is a distinct demand for agricultural products and services especially in South Africa (GainSA, 2013).

- The NAMPO Harvest Day can also provide more products and services that are of more quality and better prices as loyal visitors tend to invest more money even if the prices fluctuate each year. This year there were 25 new exhibition spaces to add to the 650 exhibitors that attend each year (GrainSA, 2013b).

1.3 Problem statement

Given the sporadic and sustained growth of the events industry over the last 20 years, coupled with the increased level of competition in this industry, it stands to reason that any festival management team would wish to determine the factors that may positively influence loyalty to a festival.

Since the NAMPO Harvest Day is the largest festival of its kind in the Southern Hemisphere, it would stand to reason that its organisers would wish to see continued growth and prosperity of the event and to make sure they are technologically advanced. Festival organisers can use this information to their own advantage as loyalty poses various advantages. Every festival undergoes a festival lifecycle similar to the product lifecycle. This means that festivals have continuous growth until it reaches a point on the lifecycle where the ticket sales drop. It is evident that the NAMPO Harvest Day will continue with its success and can assist other agri-festivals to achieve success or experience a growth in the number of visitors rather that a decline in the number of visitors.

Previous research conducted concluded that loyalty is a behavioural intention and that a direct link exists between loyalty and customer satisfaction and providing quality to the consumer. Previous research on loyalty has also only focused on how to achieve loyalty, but not on the specific factors influencing loyalty. This research will therefore provide festival managers at the

NAMPO Harvest Day (based on literature) to identify what makes visitors at a festival loyal to ensure continuous success as well as providing a foundation to management at other agri-festivals that is struggeling to retain visitors or not growing as the agri-festival is supposed to. Agri-tourism is also a relatively new concept and limited research has been done on agri-tourism; thus this research will make a contribution to the current literature base on the topic.

With the afore-mentioned benefits in mind, the research question this dissertation therefore seeks to address is: what combination of factors contributes to the loyalty of visitors at an agri-festival in South Africa such as the NAMPO Harvest Day?

1.4 Goal of the study

1.4.1 Goal

To assess the factors that influence visitor loyalty to an agri-festival in South Africa.

1.4.2 Objectives

Objective 1

To conduct an analysis of agri-tourism and agri-festivals by means of a literature review.

Objective 2

To conduct an analysis of the concepts of loyalty and related theories by means of a literature review.

Objective 3

To identify the set of factors that influence visitor loyalty at an agri-festival in South Africa by means of an empirical survey.

Objective 4

To draw conclusions and make recommendations with regard to this study.

1.5 Research methodology

The following section includes the research methodology applied in this study.

1.5.1 Literature study

Keywords pertinent to the development and execution of this study such as agri-tourism, Agri-festivals, NAMPO Harvest Day and loyalty formed the backbone of this study. Specifically, an investigation was conducted as to the nature and functioning of the concepts of agri-tourism and loyalty. Research was conducted via the use of academic resources such as journal articles,

newspaper articles, books, theses and dissertations.

Internet research sources were also consulted due to the lack of research into the fields of agri-tourism and the NAMPO Harvest Day in South Africa. Scientific databases such as Google Scholar, Science Direct and Ebscohost were consulted as primary research databases. This study comprises both a literature study and an empirical survey and as such, both primary and secondary resources are included in this research.

1.5.2 Empirical study

The following section describes the methods of conducting the research for the empirical study.

1.5.2.1 Research design and method for collecting data

Descriptive research is used when researchers wish to describe an intangible factor such as the target market (Waters, 2011:104). In this particular study, the researcher wishes to provide the management of the NAMPO Harvest Day with information regarding the factors that has the greatest influence on loyalty at a festival.

Since a self-administered questionnaire was used to collect data, this research is of quantitative nature. Berndt and Petzer (2011:31) argued that quantitative methods are used in a statistical analysis and by means of this, analysing the data to be interpreted.

It is also used to describe the nature of the research. Waters (2011:5) further identified that quantitative research uses numerical approaches to solve problems and draw statistical conclusions and make recommendations. A quantitative research method is used to develop knowledge concerning a certain concept and includes examples such as hypotheses, observation, testing theories and surveys which are used to collect data and then determine statistical analysis (Creswell, 2002:18).

The advantages of using a quantitative research method include (Sukamolson, 2005:5):

- that large quantities of data and population sizes are obtainable when the researcher needs it; and
- it is inexpensive and data analysis is easy to conduct using most statistical programs.

1.5.2.2 Sampling

The population can be defined as the total group of people that may be asked to complete a questionnaire in the survey (Waters, 2011:85). Waters (2011:85) refers to a population as entities that have something in common with one another such as a characteristic. This means that the population for the NAMPO Harvest Day is visitors who attend from across South Africa

to attend the NAMPO Harvest Day. Hence every visitor is afforded a fair opportunity of participating in the survey. A sample according to Waters (2011:85) is the choice to select specific members of the population to partake in the research being conducted; a sample is thus a subsection of the entire population.

The following formula as proposed by Krejcie and Morgan (1970:607) was used to determine the sampling size:

$$S=[X^2NP\ (1-P)]\ /\ [\ d^2\ (N-1)\ +\ x^2\ P\ (1-P)]$$

To understand the formula better the analysis of the different components as presented in the formula is as follows:

S = Sampling size

X^2 *= Desired confidence level*

N = Population size

P = Population proportion

d = Degree of accuracy

As there were incomplete questionnaires or those not returned; 5% was appropriate to compensate for questionnaires for errors. The attendance figure for the NAMPO Harvest Day in 2013 was 72 376 visitors (DAFFnews, 2013). When applying the formula by Krejcie and Morgan (1970) 382 questionnaires were needed to get a representative sample. However in order to take into account the possibility of incomplete questionnaires, the sample size was increased to 500 questionnaires.

1.5.2.3 Development of the questionnaire

Self-administered questionnaires were distributed among the visitors of the NAMPO Harvest Day in 2014. The questionnaire consisted of 4 sections and is attached as Appendix A. Section A contained demographic details such as gender, age, home language, occupation, home province and preferred accommodation as well as spending behaviour. Spending behaviour included the number of persons paid for, length of stay and the expenditures of visitors on the different aspects of the trip.

Section B addressed the components with regard to what contributes to loyalty at a festival, specifically the NAMPO Harvest Day and there was 43 measurable items. This information was presented in a Likert scale ranging from 1-5 where:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

The loyalty factors were based on the loyalty factors illustrated in Figure 1.1 (and subsections), namely programme content, staff, facilities, food, convenience, information and memorable experiences. Travel motives also assisted in identifying loyalty factors and this is the reason for the combination of travel motives and specific loyalty factors. Crompton and Mckay (1997:430) identified a set of travel motivations used accordingly such as to seek out new experiences, to spend time with friends and relatives, for rest and relaxation and to gain new knowledge.

Section C addressed the number of years the respondent had attended the NAMPO Harvest Day before and whether or not they are a first-time visitor or repeat visitor.

In Section D, respondents could indicate whether he/she is a producer, processor or input supplier. They identified their main farming activity or want to see at the NAMPO Harvest Day such as grains, mixed farming, fruit, vegetables, cattle, goats, sheep, pigs, poultry, winery, milk and game. Then who initiated the visit to the NAMPO Harvest Day, how the respondent had heard about the Harvest Day and the type of accommodation used during the respondents stay.

1.5.2.4 Survey

The survey made use of probability sampling and a stratified sampling method was used during the course of the NAMPO Harvest Day. A probability sample concept is based on random selection and has a controlled procedure that assures that every respondent has a known chance of being chosen as part of the population when doing research, and the pattern for the research at the NAMPO Harvest Day was to ask every second person throughout the location of the Harvest Day especially where the visitors rested for a few minutes. Singh (2007:107) further states that a stratified sample can be defined as respondents that are grouped from a heterogeneous population into a homogeneous population and after having done this a random sample is drawn from all the respondents. Stratification was achieved where the visitors with different demographical and behavioural characteristics was grouped based on what they have in common. The survey was done by means of a self-administered questionnaire. The questionnaires were distributed at the festival located in Bothaville from 13 to 16 May 2014.

The survey was conducted on the festival grounds especially at various relaxation points on the festival grounds to limit bias, where visitors paid more attention to the questionnaire as they

were relaxed and less distracted by the happenings around them. Only adults were requested to complete questionnaires. Respondents were informed of the voluntary nature of the study. Trained fieldworkers were used to distribute the questionnaires in and around the location to ensure an even distribution of data, to give a description of the purpose of the survey to the respondents and to communicate the necessary information to them.

The questionnaires were progressively handed out towards the end of the festival as this gave a more accurate account of the different types of visitors at the festival as well as their spending. The quota of questionnaires distributed over the duration of the 4 days was 90 questionnaires on day 1, 120 questionnaires on day 2, 130 questionnaires on day 3 and 160 questionnaires on day 4. A total of 422 completed questionnaires were received which is 60% of the population.

1.5.2.5 Data Analysis

Microsoft Excel was used for data capturing, and the statistical services of the North-West University, Potchefstroom Campus, assisted with the data analysis with the help of a statistical program known as Statistical Package for the Social Sciences (SPSS) Version 15. SPSS assists researchers and data analysts in using data and turning it into usable information that can be valuable to a specific research question.

The profile of the respondents were firstly illustrated with the help of tables and graphs where after a factor analysis was used to identify the loyalty factors at the NAMPO Harvest Day as this technique can clearly show the weight the respondents gave to every variable. A factor analysis can be defined as factors that are completely dependent on each other by means of the correlation between the variables. (Mouthino, 2000:108). Analysis of variance (ANOVA), *t*-tests as well as correlation analysis were used to determine which socio-demographic and behavioural characteristics influenced the loyalty factors. ANOVAs are used to determine the difference between the means of two or more groups and therefore a larger population whereas a *t*-test is only used to measure the difference between the means of two groups meaning a smaller population (Eiselen, Uys & Potgieter, 2005:119). Spearman's Rank order correlations were used to determine the strength of direction between variables (Eiselen *et al*., 2005:119). Within this study, correlations were used to determine which aspects correlates with one another in terms of the demographic profile/behavioural aspects and the loyalty factors.

A Structural Equation Model was used to indicate the relation between the identified factors and visitor loyalty at the NAMPO Harvest Day. A Structural Equation Model (SEM) is used to determine whether a certain model is valid and not to prove or find a model that is suitable for a certain situation (Lee *et al*., 2008:59). A SEM analysis estimates effects between different variables and serves as a flexible approach to modelling different data sets using a wide variety

of estimation methods and in the process accommodates means, pattern of means, latent interaction and clustered data (Byrne, 2011:14). A detailed discussion of the statistical analyses used in this study is reserved for Chapter 4.

1.6 Defining the concepts

The following concepts are regularly used throughout the study and therefore need clarification.

1.6.1 Agri-tourism

The notion of agri-tourism resorts under the hospitality sector and specifically relates to entrepreneurial activities initiated by agricultural entrepreneurs in this sector, with the specific purpose of agri-tourism relating to farming activities (Phillip, Hunter & Blackstock, 2010:755). Agri-tourism can also be defined as the contact given to the tourist not only in the physical environment, but also the environmental aspects. This makes them aware of the traditions and lifestyles of the people from the local community (Sznajder & Przezborska, 2004:166). From these definitions, it is evident that agri-tourism can be defined as any activity that aims at linking the agricultural and tourism sectors, such that more entrepreneurial opportunities are realised. Generally agri-tourism includes any leisure and recreational activity with an agricultural background.

1.6.2 Agri-festivals

To produce a proper definition of agri-festivals the definition of both a festival and agriculture must be combined. Bowdin, Allen, O'Toole, Harris and McDonnell (2011:23) refer to festivals as an output of products and services with a clear and specific program delivered to consumers with a specific purpose. When defining agriculture it means the cultivation of land, productivity of crops and livestock for economic purposes and in some cases using the resources on earth/farms (Norman, Janke, Freyenberger, Schurle & Kok, 2011:1). Based on the definitions above an agri-festival can be defined as a festival providing goods and services with an agricultural background that can be used to assist farmers with production of crops and livestock.

1.6.3 NAMPO Harvest Day

The NAMPO Harvest Day is one of the leading privately funded festivals in the world. The festival hosts the demonstration of agricultural machinery and livestock, and allows buyers as well as sellers in this industry to meet trade and network on an annual basis in the town of Bothaville, situated in the Free-state Province (GrainSA, 2013b; Spencher, 2013).

1.6.4 Loyalty

Loyalty is known to be the strength of the relationship between the supplier of goods and services and customer to encourage repeat purchases (Dick & Basu, 1994:99; Edvardsson *et al*., 2000:918; Cole & Chancellor, 2009:324). Loyalty can also be defined as a long-term relationship between a customer and the supplier with the customer not changing to other goods or services available on the market (Skogland & Sigauw, 2004:222). Loyalty can thus be defined as a long-term relationship in which repeat purchases can be encouraged whilst ensuring the elimination of competitors. It is therefore important to provide to repeat visitors that are already proven to be loyal and making sure that the first-time visitors become loyal in the long-term.

1.7 Chapter classification

This chapter (Chapter 1) includes the introduction, problem statement, goals and objectives, research methodology and the definition of key concepts pertinent to this study. The aim of this chapter is to give an overview of the research to be conducted and how the research will be conducted to reach the goal as stipulated in the research proposal, namely to determine which factors lead to the development and maintenance of loyalty at an agri-festival such as the NAMPO Harvest Day.

Chapter 2 provides an in-depth analysis of the agri-tourism sector and the research that has been done with reference to the historical context of agri-tourism, where agri-tourism originated as well as the South African context of agri-tourism. This chapter also includes the profile of the agri-tourist, the classification of agri-tourism and also the economic, ecological and socio-cultural benefits of agri-tourism. Lastly, an in-depth discussion about agri-festivals will be discussed.

Chapter 3 provides a literature overview of loyalty and the factors that lead to loyalty from the different perspectives and specifically in a festival context with reference to loyalty theories in marketing and tourism, the benefits of attracting first-time as well as repeat visitors, the benefits of loyal visitors and how customers go through the decision-making process before and after the sale.

Chapter 4 provides analysis discussion of the methodology and the research process that was followed to obtain the results which are discussed in Chapter 5. The statistical analyses that is used within this research is a factor analysis, correlation analysis, ANOVA analysis, *t*-tests and the Structural Equation Modelling (SEM) analysis. This chapter only provides a theoretical foundation for Chapter 5.

Chapter 5 focuses on the results of the empirical study. This chapter includes an analysis of the demographic profile in tables and graphs and the results of both the factor analysis and the Structural Equation Model (SEM). ANOVA, *t*-testing and Spearman's rank order correlations are used to determine whether any demographic information or behavioural characteristics exist that have a direct influence on loyalty.

The final chapter, Chapter 6, consists of the conclusions and recommendations made based on the results to the festival management of the NAMPO Harvest Day which can be used to enhance visitor loyalty to the festival.

Chapter 2: An analysis of Agri-tourism

2.1 Introduction

The 21st century is being characterised by a number of new trends a number of new trends in the structure of agri-tourism, especially with the production in South Africa, and the average farm sizes grew due to higher value in commodities (Liebenberg & Pardey, 2010:284). Hatch (2012:1) states that in developing countries such as South Africa and the majority of Africa, agri-tourism entrepreneurial activities cannot be realised as the availability of resources are scare. However, in order to capitalise on agri-tourism opportunities, a clear understanding of the concept is necessary.

The purpose of this chapter is therefore to fully describe and investigate the concept of agri-tourism based on a literature review. Within this chapter agri-tourism will be defined coupled with a historical overview of agri-tourism, the South African perspective on agri-tourism, classification of agri-tourism, benefits of agri-tourism, the background of the agri-tourist and previous research regarding agri-tourism and agri-events/festivals will be explained as well as the role-players at an agri-festival. Lastly, the benefits of the agri-festival will be explained with specific reference to the NAMPO Harvest Day.

2.2 Defining Agri-tourism

The following table indicates the various definitions of what agri-tourism entails as described by a number of researchers over the years.

Table 2.1: Definitions of agri-tourism

Referencing	Definition
Brown (2002:9)	The decision to visit an operational farm or any other agricultural or agri-business operation for purposes of enjoyment, involvement and educational aspects.

Sznajder and Przezborska (2004:166)	Agri-tourism is the contact given to the tourist not only in the physical environment, but also the environmental aspects. This makes them aware of the traditions and lifestyles of the people from the local community.
Sonnino (2004:286)	Activities in the hospitality sector by agricultural entrepreneurs (sometimes the members also) and the purpose is to remain connected to the farming activities.
Marques (2006:151)	Agri-tourism is part of rural tourism where the farm house needs to be converted and integrated into an agricultural estate, but to still have farming activities on the land. This is also where visitors can take part in the farming activities.
McGehee, Kim and Jennings (2007:111)	Agri-tourism is rural enterprises in a working farm environment, but with the commercial tourism component in mind.
Barbieri and Mtshenga (2008:168)	Any practice that consists of working on a farm with the goal of attracting visitors and letting the visitors experiencing the farm in various ways.

*** Please note, only recent sources are indicated in the table.**

It is evident that with every definition mentioned above, agri-tourism is an entrepreneurial activity that is used to gain exposure and make tourists aware of farming activities as an educational aspect. Agri-tourism, for the purposes of this study, can then be defined as agricultural activities that is used as an attraction in the tourism industry that creates a memorable experience for the tourist. Agri-tourism can further be defined as *an entrepreneurial venture and an educational aspect where farm owners can use farming activities as a tourist attraction and then reap the profit from these activities*.

Agri-tourism is a concept that has existed since the early 1900s and agri-tourism started in countries such as the United States of America, Europe, Australia and New Zealand. The following section will address the historical overview of agri-tourism in these countries.

2.3 A historical overview of agri-tourism

The historical overview of the agri-tourism will be explained in the countries such as United States of America, Europe, Australia and New Zealand as this is where agri-tourism started:

2.3.1 United States of America (USA)

The USA started with agri-tourism when the people left the city to escape from severe heat conditions and the stress factors that occur in the city due to numerous factors such as traffic and technology. Other factors also included a better quality of life and spending time with family and friends (Hatch, 2012:1). Due to this, people found this more than a short stay and therefore moved to farms and started farming activities (Hatch, 2012:1). The development of the railway in 1825 (Szanajder, Przezborska & Scrimgeour, 2009:281) as well as the invention of the automobile in the 1920s made it much easier for people to travel to farms and back to cities (Hatch, 2012:1). From 1930 to 1940 the Great Depression and World War II gave the first interest in farming activities and rural creation as many of the survivors found a place of safety on farms (Hatch, 2012:1). In 1960 and 1970 horseback riding and farms became popular and in 1980 to 1990, farm vacations, overnight stays and commercial farm tours developed a huge demand for agri-tourism (Hatch, 2012:1). The income that was generated only from agri-tourism activities per year from 1980 to 2008 ranges from $800 million to $3 billion (Carpio, Wohlgenont & Boonsaeng, 2008:255). Agri-tourism in the USA is still a popular tourism activity. It is understood that in the year 2000, 62 million Americans visited a farm or related farming activities such as agri-tourism and was also accountable for about 30% of the entire United States population (Carpio *et al*., 2008:255).

2.3.2 Europe

The history of farm tourism in Europe started in the nineteenth century where the only form of accommodation was in the form of farmhouses where the people started to become part of the farming activities or it was mainly part of their jobs (Hatley, 2009:24). The motives to travel to these farms were to seek refreshment in the countryside whenever they wanted to escape the unpleasant living conditions experienced in the cities (Hatley, 2009:24). Agri-tourism was known in the United Kingdom as social tourism due to the very low costing implications and the contact between different cultures (Hatley, 2009:24). More recently, in Europe about 63% of the farmers are solely dependent on the income generated from the tourism industry. About 10% of the farmers in Europe participate in agri-tourism activities by only providing accommodation such as a unique farm stay and 20% provide a service to tourists such as agri-festivals, horseback riding and agri-sport (Holden & Fennell, 2013:360).

2.3.3 Australia

Australia began marketing to the international market in the 1970s. This was one of the experiences unique to all inbound visitors (Hatley, 2009:24). During the 1970s about 1 300 farm holidays were available and over 40 farms that was situated globally (Hatley, 2009:24). Agri-tourism experiences in Australia included holidays to wine tasting for both individual tourists and group tourists. The Australian Tourism Industry Association also sustains the marketing of agri-tourism and forms part of their overall tourism product portfolio (Hatley, 2009:24). Constant research from 1998 to 2007 shows that about 2.2% of the respondents did indeed participate in some agri-tourism activities (Ecker, 2010:4). The purpose of this report was to provide feedback based on food and agri-tourism activities in Australia and formed part of the government publication (Ecker, 2010:1).

2.3.4 New Zealand

The only tourism company situated in New Zealand devoted to this marketing agri-tourism and agricultural activities was formed in 1984 (Hatley, 2009:24). The activities included productions, industry research, agricultural journalism and all farming activities (Hatley, 2009:24). In New Zealand there is a website that provides information on agri-tourism and was established in 1984, namely Agritour (Agritour, 2008). The company specialises in tours and accommodation with an agricultural background (Agritour, 2008). Agri-tourism still remains to be a profitable industry in New Zealand.

It is clear that agri-tourism was a global trend in the early 1800s to the 1900s, but was this the case in South Africa as well? The section that follows is a discussion on the South African perspective on agri-tourism.

2.4 A South African perspective on agri-tourism

For purposes of this study, the history and overview of agriculture is important to understand, since this led to the development of agri-tourism in South Africa. The trends in agricultural productivity in South Africa from the 1900s to the present are illustrated in Figure 2.1. Agricultural productivity in South Africa started in 1910. Agricultural productivity started in 1910 as a huge trend due to the development and implementation of the Union of South Africa (Liebenberg & Pardey, 2010:294) where a slight decrease stepped in from 1930 to 1960. The decrease in the agricultural contributions from 1930 to 1960 was due to the Global Economic Depression and drought (Liebenberg & Pardey, 2010:294). After that it drastically picked up, decreased and then became more stable (Department of Agriculture, Forestry & Fisheries as stated by Ramaila, Mahlangu & Du Toit, 2011:7):

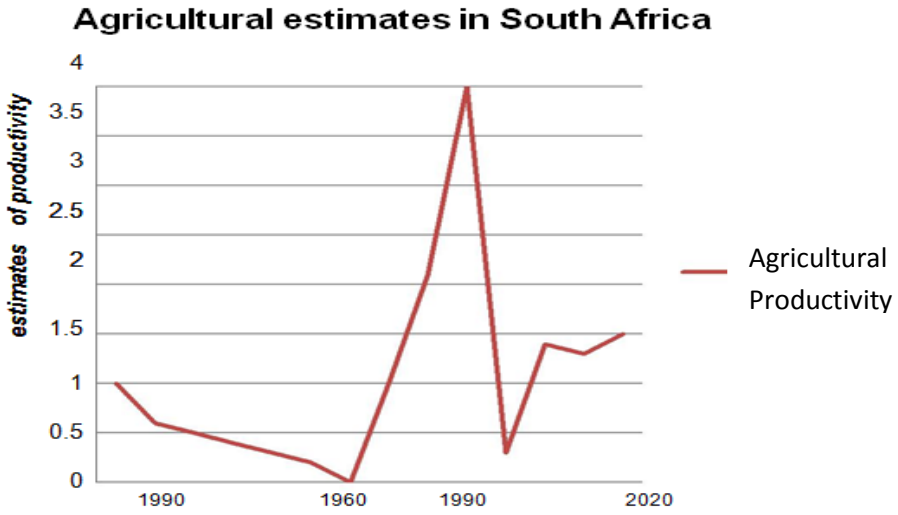

Figure 2.1: The trends of Agricultural Productivity in South Africa
Source: Adapted from Ramaila *et al*. (2011:7)

From Figure 2.1 the following can be depicted (Ramaila *et al*., 2011:7):

- Before 1965 there was no growth in agricultural products due to the drought experienced in South Africa in the 1960s.
- The growth increased by 2.5% from 1965 to 1981.
- Between 1981 and 1989 productivity grew rapidly at a rate of 3.98% and this is simply due to mechanisation.
- From 1989 to 1994 there was a decline due to inflation rates. After this (from 1994) it picked up again due to the increase in tourist numbers to the country.

According to Viljoen and Tlabela (2007:15), agri-tourism is all about attracting visitors/tourists to a farm and this also helps with rural area development. Agri-tourism in South Africa started in Oudtshoorn, situated in the Klein Karoo between the Swartberg and Outeniqua mountains. With the establishment of the first wine route in 1971, agri-tourism began. Tourists today visit wine routes and the agri-tourism sector is beginning to increase. The Cape wine routes started with three wine farms and have increased to 3 000 farms. This is the reason for the 500 000 annual visitors visiting these farms.

Due to this increase, numerous other establishments have opened around the country offering a wide variety of activities and tourism products such as accommodation. The agri-tourism sector was developed due to wine tourism. Van Niekerk (2013:3) points out that agri-tourism has increased during the past 20 years since 1994. This is due to the growth experienced in South Africa since 1994. The Department of Tourism stated in the National Tourism Strategy Report (2011:1) that the number of foreign visitors has increased from 3 million to 9.9 million in the

timeframe from 1994 to 2011. The Tourism Strategy Report (2011:1) further stated that they intend to increase these arrivals to 15 million in the year 2020. Not only did agricultural productivity increase over the years, but the agricultural inputs as well. Between 1910 to 1960, farmland grew by an estimated 91.8 million hectares. Between 2000 and 2007 this remained constant on 83.7 million hectares. There was a decrease in the number of farmland, but this can be due to numerous factors such as globalisation, modernisation, politics and new technology. Despite technology which caused quite a few of the problems, the economic contribution of agriculture is still substantial with 3% of primary agriculture that contributes to the GDP (Gross Domestic Product) and 7% that results in formal employment (Department of Tourism, 2011:3).

Agri-tourism is still a very new concept. However, it is part of the marketing that encourages more tourists to the country, especially in the Eastern Cape Province and KwaZulu-Natal (Hatley, 2009:24). Agri-tourism can also be a very important aspect of South African holidays seeing that substantial with 3% of primary agriculture contributing to the GDP and 7% resulting in formal employment (Department of Tourism, 2011:3).

Various rural areas are still under developed (Conradie, 2003:30; Hatley, 2009:24). South Africa is one of the fastest growing tourism destinations in the world and accounts for more or less six million tourists from other countries (Dowling & Newsome, 2006:42; Hatley, 2009:24; Kruger, 2004:15). The South African perspective of agri-tourism provides an overview of where and how agri-tourism started, but to fully understand the concept of agri-tourism one first needs to look at the classification of agri-tourism.

2.5 Classification of agri-tourism

According to Saayman and Snyman (2005:161), agri-tourism falls under rural tourism along with tourism, green tourism, wilderness tourism, adventure tourism and agri-tourism as shown in Figure 2.2.

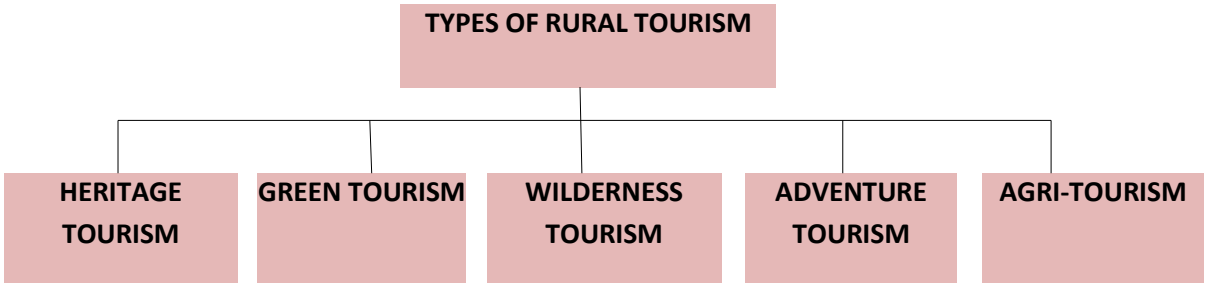

Figure 2.2: The types of rural tourism
Source: Saayman and Snyman (2005:161)

Van Niekerk (2013:42), however, is of opinion that agri-tourism can also be part of mass tourism. Viljoen and Tlabela (2007:1) and Saayman and Snyman (2005:154) stated that rural tourism includes activities such as ecotourism, community-based tourism, cultural tourism, game ranching, adventure tourism and agri-tourism. Viljoen and Tlabela (2007:1) further stated that rural area development is essential as it can increase the participation and can add more benefits to the local community. For purposes of this study only agri-tourism will be analysed into as part of rural tourism.

Rural tourism is defined by Saayman and Snyman (2005:156) as "any tourism that occurs in rural areas." A rural area can be defined as an area that is located outside large cities and towns usually with a small population (Tapiodor, 2008:2). According to Mnguni (2010:25) and Joshi (2012:2), the rural economy of South Africa mainly consists of agricultural land and, as previously mentioned, the agricultural sector is increasing which can have a promising effect and growth not only on the rural area development, but also on the growth in agri-tourism. Mnguni (2010:25) and Joshi (2012:2) further stated that agri-tourism can be used as a strategy to improve the development of rural areas and as a strategy that can enable economic growth.

Rural and agri-tourism can be grouped into nine different categories, namely rural/agri accommodation, rural/agri gastronomy, real agri-tourism, direct sales, rural/agri recreation, agri-sport, agri-tainment, agri-therapy and ethnography (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:6-7). Each of these categories is subsequently briefly discussed.

2.5.1 Rural/agri accommodation

Rural/agri accommodation refers to the types of accommodation mainly found in rural areas. Examples include farm stays, rural bed and breakfasts, camping on farms, cottages and self-catering rural accommodation (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:6-7; Frochot, 2005:336).

2.5.2 Rural/agri gastronomy

Gastronomy refers to catering services and is very important, not because food and beverages play an integral role in the tourist experience, but because it has become an identity formation in today's society (Hjalager & Richards, 2002:4). It can be regarded as an important part of our existence, since food forms part of our psychological needs identified by the Maslow's hierarchy of needs (Hjalager & Richards, 2002:4). A strong link also exists with food products that is produced on the farm. This includes fresh produce such as bread or eggs depending on the type of farming activities (Sznajder & Przezborska, 2004:170- 175; Joshi, 2012:6-7).

2.5.3 *Real agri-tourism*

Real agri-tourism comprises five groups, namely (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:6):

- Observation of the production processes, for instance a guided tour that takes the tourists from the first to the final step in the production process.
- Participation during this process such as milking the cow or collecting the eggs from the nests.
- Animal demonstrations of shaving the wool from the sheep, for example this can also lead to participation.
- Walking and horse trails across hectors on the farming land.
- Direct contact with the animals by feeding them or taking photos with and of the animals.

2.5.4 Direct sales

Direct sales form an important part of the agri-tourism sector and also proves to be profitable. This is where tourists buy farm fresh produce against a relatively cheaper price than those in the shops (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:7). Direct sales also include tourists' active participation in the production process and also their stronger willingness to buy more when they are so involved (Joshi, 2012:6). Examples of direct sales include open air agricultural markets, road stands and stalls (Joshi, 2012:6).

2.5.5 *Rural/agri recreation*

Agri-recreation affords the tourist the opportunity to spend time away from home through a holiday on the farm or staying in accommodation at a festival (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:7). Recreation also forms part of a vacation that can range from one to four weeks (Joshi, 2012:6).

2.5.6 Agri sport

Agri-sport can also be known as active tourism and includes activities such as a bicycle trail where competitions can be hosted to not only gain exposure, but also reap profits (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:7). Petroman, Petroman, Martin, Buzatu, Dumitresou, Comon, Stan and Avromescu (2012:457) further agree that bicycle trails, races, obstacle courses, hiking trails, horseback riding and competitions with a sport background also form part of the active tourism category.

2.5.7 Agri-tainment

Agri-tainment is short for agri-entertainment and this gives the tourist the privilege to be part of the farming and agricultural culture through harvest festivals, songs and rituals. The purpose of agri-entertainment is to explore and keep the culture for future generations (Sznajder &

Przezborska, 2004:170-175; Joshi, 2012:7). The NAMPO Harvest Day fits into the Agri-tainment category as this is the only category that mentions festivals as part of agri-tourism. Petroman *et al.* (2012:457) state that events and festivals must be upheld in order to reinforce traditions that often form part of festivals.

2.5.8 Agri-therapy

Agri-tourism can be connected with health services such as diet therapy where the visitor stays on the farm for a certain timeframe and lose weight as well as receive all health-related products and services (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:7). An example of agri-therapy is horseback riding with the purpose of rehabilitating disabled people as the presence of the horse is often seen as a therapeutic method (Joshi, 2012:6). Horseback riding can also assist with mental health cases by stimulating the psychomotor development of its patients (Joshi, 2012:6).

2.5.9 ***Ethnography***

This is offered especially in rural areas where tourists form part of the lifestyle of the rural family and gets to face the day to day problems of the rural family such as cultural villages (Sznajder & Przezborska, 2004:170-175; Joshi, 2012:7). Joshni (2012:6) conducted research and found that the following activities are also part of the ethnography category:

- To stay with a rural family/society to deal with their day to day activities as well the problems that form part of their lifestyles.
- As a tourist to visit heritage parks, museums about agriculture and folk art in rural areas also becomes part of the ethnography aspect of agri-tourism.
- To learn or speak the local language of the rural area.

Added to the afore-mentioned categories, Kaufmann, Orphanidou and Granau (2012:267) classified agri-tourism into three aspects, namely attractions, services and events. Attractions include tours, heritage farms, pick your own fruit and vegetables and feeding animals whereas services includes food and beverage services, accommodation and retail activities (Kaufmann *et al*., 2012:267). The last aspect is the events, where Kaufmann *et al.* (2012:267) identified that harvest festivals, fairs and tradeshows form part of this category.

Without a doubt it can be seen that agri-festivals form part of agri-tourism. Saayman (2005:159) confirms this by stating that examples of agri-tourism are agricultural shows, auctions, guest farms and festivals. For the purpose of this study there will only be focused on agri-tourism and agri-festivals. As discussed in the next section, the benefits of agri-tourism can be identified in terms of economic benefits, environmental benefits and social-cultural benefits as the success of any industry relies on these benefits.

2.6 Benefits of agri-tourism

Saayman (2007:24) stated that tourism, including agri-tourism, can be divided into three categories of advantages and disadvantages, namely economic, ecological (environmental) and socio-cultural. A brief discussion of the benefits in the respective categories will follow.

2.6.1 Economic benefits

As a result of agri-tourism activities, new jobs can be created in the areas of tourism, for instance catering and accommodation. New jobs are also related to new existing employment opportunities. Tourism is one of the sectors with the most working opportunities for employing people (UNWTO, 2010). The Department of Agriculture, Forestry and Fisheries (2012:39) also avails itself of this advantage to create employment opportunities.

Tourists are attracted to a rural area where additional goods and services can be sold to possibly more tourists. The area receives attention and this means a more even income distribution back to the local community. Mnguni (2010:27) did research and found that agri-tourism has an increasing effect on the cash flow to the local community which means the multiplier effect is so much higher.

Existing businesses and services also benefit from agri-tourism. Other sectors such as accommodation, transport, entertainment and catering reap the benefits as it contributes to the total tourism product (Saayman, 2007:24).

Improved agricultural practices - For a farmer to invest in agri-tourism practices, it serves as an entrepreneurial opportunity to generate even more income and not only the income that arises from farming activities. This means that the farmer can improve the practices through using more improved versions of technology (Joshi, 2012:8; Nickerson *et al*., 2001:20; Tew & Barbieri, 2012:220).

Job creation - Agri-tourism can help the local community with a source of income. This refers to jobs such as transport, medical services and accommodation. Job retention is not as glamorous as job creation, but it at least creates opportunities for the local community (Joshi, 2012:8; Chiang, 2013:18; Nickerson *et al*., 2001:20).

Job diversity - Small towns often only have farming opportunities available as it is the leading source of income for the farmer and the local community. Through agri-tourism it provides additional opportunities such as the catering industry, hotel, tourist guides and lodging (Joshi, 2012:8; Tew & Barbieri, 2012:220). The skills and job diversity makes the tourism industry easier to enter than any other industry (Szivas, Riley & Airey, 2003:66). Szivas *et al*. (2003:66)

further state that the tourism industry provides convenient employment and this means that there will always be working opportunities even during difficult economic times.

New ideas and innovation - Agri-tourism can allow the rural communities to also form part of the twenty first century with regard to new ideas and innovation. This is an opportunity where the local community can invest in entrepreneurial activities and generate an income for themselves (Joshi, 2012:8; Nickerson *et al*., 2001:20; Tew & Barbieri, 2012:220).Tourism market demands create a new source of products and services and together with creating working opportunities it is recognised that major players need innovation and new ideas (Lordkipanidze, Brezet & Backman, 2005:788).

Additional income - This refers to the income such as crafts, direct sales from fresh farm produce and artistic metalwork (Joshi, 2012:8; Nickerson *et al*., 2001:20). McGehee *et al*. (2007: 282) state that agri-tourism provides the farm with additional income, because they serve in two different sectors, namely agriculture and tourism.

2.6.2 Ecological/ Environmental benefits

Saayman (2007:24) states that the benefits of agri-tourism, especially with reference to environmental advantages, are that an increase in tourists brings about the upliftment of the community. This means the re-development of buildings, equipment and infrastructure. Major upgrades attract more tourists to a specific area (Huylenbroeck, 2007:17). Van Niekerk (2013:51) adds that ecological advantages promote environmental conservation. Huylenbroeck (2007:17) mentions that environmental improvements also include litter disposals, traffic regulation and better service delivery.

Affinity about agriculture - Farmers also look for better opportunities in urban areas. This means that valuable farm land goes in the hands of development of industrialists. When the farmer invests in two different sectors, namely tourism and farming, it means that the farmer now has the opportunity of receiving even more income and being sustained over the long run (Joshi, 2012:8; Nickerson *et al*., 2001:20; Tew & Barbieri, 2012:220).

2.6.3 Socio-cultural benefits

The support of local services such as transport and healthcare does not only benefit the tourist, but also uplifts the local community and social cultural benefits assist the tourists in interacting with the local community to reinforce peace among the two parties and also breaks down any racial and cultural barriers. Better awareness of different cultures is another benefit of agri-tourism. According to the Department of Agriculture and Forestry (2000), agri-tourism can lead to the enhancement of agricultural awareness. Huylenbroeck (2007:16) also states that agri-

tourism can increase the quality of life in a specific area (especially rural area) in terms of healthcare facilities, employment opportunities and better infrastructure within that area.

Rural arts and crafts - In every small town arts and crafts made by the local community are on display and most of them are made by recyclable materials. When there is a flow of tourists the income of these entrepreneurs can increase and can also result in other opportunities as well (Joshi, 2012:8). Cultural villages and arts and crafts are very popular in rural communities due to extreme poverty as this is an income generator for the local community (Binns & Nel, 2002:236).

Cultural opportunities - *Cultural* opportunities are lacking in rural areas, because of a lack of facilities such as operas, theatres and galleries. Agri-festivals can enable rural communities to expand and increase cultural awareness (Joshi, 2012:8; Nickerson *et al*., 2001:20; Tew & Barbieri, 2012:220). Agri-tourism furthermore promotes the respect for and awareness of different cultures in rural areas (Joshi, 2012:8; Nickerson *et al*., 2001:20; Tew & Barbieri, 2012:220).

2.6.4 Additional benefits of agri-tourism

A number of other benefits exist according to Joshi (2012:8) and Nickerson, Black and McCool (2001:20). These benefits include the following for farmers and other role-players:

Direct marketing

The farmer is in charge of his own marketing of fresh produce, depending on the type of farm. This also provides the farmer with the opportunity to have direct contact with customers and providing them with a long-term relationship. Customers are more willing to buy the fresh produce, because of lower prices (Joshi, 2012:8; Nickerson *et al*., 2001:20). Bernardo, Valentin and Leatherman (2004:1) state that value must be added to all farming products or services in the agri-tourism sector. The success of the agri-tourism enterprise will be determined by management which includes a variety of skills crucial to the success found in farming such as advertising and promotion (Bernardo *et al*., 2004:1).

Increase in farmer's knowledge

As a result of agri-tourism, farmers have a more increased knowledge, not only about better innovation for farming practices, but also about discovering new activities besides farming, especially with agri-festivals (Joshi, 2012:8; Nickerson *et al*., 2001:20; Tew & Barbieri, 2012:220).

Educational function of agri-tourism

Education can give the rural area the opportunity to become educated in different ways such as learning about respect for the farming industry, creative thinking, investing in business opportunities and good health (Joshi, 2012:8; Nickerson *et al*., 2001:20).

Various benefits can be associated with agri-tourism, but identifying the demographic information of agri-tourists is very important during decision making. It is also very important to understand what the needs and wants of the tourists in the target market are, since this will have a direct influence on the way in which marketing is done and on the product offerings. The following section describes the background of agri-tourists in terms of their demographic information and travel motives.

2.7 Profile of the agri-tourist

Agri-tourism is still a relatively new concept in South Africa and also with regard to research done in the specific field. This is the reason for not a lot of research done in the profile and the motives of an agri-tourist. However, in 2010, an article was published on the profile of Canadian agri-tourists and the benefits they seek. The study compared agri-tourists with other rural tourism markets. These markets included agri-tourists, heritage tourists, nature tourists, rural sports tourists and adventure tourists. Ainley and Smale (2010:66) conclude that agri-tourism represented the smallest market when compared with other rural tourism markets.

The conclusion, according to Ainley and Smale (2010:66), is drawn that agri-tourists represent less than 1% of the total travel market. The study done by Ainley and Smale (2010:65) found the following about the profile of the Canadian agri-tourist:

Table 2.2: The profile of the agri-tourist

GENDER	The gender is more or less evenly distributed between males and females, but during the previous two years of the study, females proved to be more active in this type of travel.
AGE	The average age is 55 years and older and this is mainly due to the fact that older people prefer the peace and quiet and not the hectic lifestyles of the people living in big cities.

INCOME LEVELS	The income levels of this type of tourist are lower than the annual personal income. The reason for this is that agri-tourism does not have a lot of expenses to be accountable for than in other types of tourism such as adventure tourism or rural sports where state of the art equipment is needed.
EDUCATION	The agri-tourists are the only ones that had obtained only high school education or less.
FAMILY	Agri-tourists are mostly married couples with older children and some of the respondents indicated that they do not have any children. They are mostly older people and this means their children are no longer living with them.

Source: Adapted from Ainley and Smale (2010:66)

The motives and the benefits that agri-tourists seek were also part of the same study conducted by Ainley and Smale (2010:67). The authors compared three reasons why agri-tourists travel and the potential benefits they will receive. They had three different benefit dimensions namely:

- Spending time with family and friends;
- To contribute to the learning experience; and
- To relax and escape from their normal routines.

Research done in Georgia by Byne (2013) identified the practices and challenges of the Georgia agri-tourism industry. An overwhelming 81% of the respondents prefer to travel on their own and not in a larger group. They are also in the earlier forties. The average group size consists of three people with a family income of $50 000 and respondents had higher levels of education such as a degree. The results furthermore showed that the majority of the respondents indicated that they prefer agri-tourism as a motive to relax and escape from their normal routines. Respondents further indicated that they like to spend time with family and friends and lastly they indicated that it contributes to the entire learning experience of agri-tourism.

The purpose of a study conducted by Nasers (2009) was to identify the amenities and service preferences of the agri-tourist and to explore the level of participation in the Iowa State. Confirming the findings by Ainley and Smale (2010), Nasers (2009:91) found that more females

than males that partake in agri-tourism activities. Corresponding with the findings by Byne (2013), respondents were mostly graduates with a bachelor's degree with high income levels ranging from $50 000 to $74 999. This result, however, contradicts Ainley and Smale's (2010:65) findings. Some of the respondents had an understanding of agriculture and food production and indicated that they are familiar with concepts such as ecotourism, green tourism and nature-based tourism. Agri-tourism activities that the respondents partook in included a farmers market as well as picking your own fruit and vegetables. The activities the respondents did not enjoy were hunting, farm concerts and farm weddings. The preferred forms of communication included word of mouth, newspaper advertising and radio advertising and the least preferred method included the Chamber of Commerce and agri-website.

It is evident from the profiles of agri-tourists (based on all the different studies at the different locations) that they are mostly similar, based on the income levels, they are mostly people in their forties and the genders are evenly distributed between males and females. The difference between the study done by Nasers (2009:91) and that done by Ainley and Smale (2010:65) are based on education levels and level of income. Nasers (2009:91) identified in the research that the agri-tourist has a tertiary or higher level of education, whereas Ainley and Smale (2010:65) identified that the agri-tourist only has a matric certificate or might not have completed formal education. The question now remains whether this profile is applicable to all agri-tourists, including agri-festival visitors?

Within the South African context no research has been conducted to date, to the author's knowledge, on the profile of agri-tourists of agri festival visits. This means there is a gap in research and proper identification of the profile of agri-tourists and their travel motives.

2.8 Previous research on agri-tourism

The following table depicts the research done on agri-tourism (both nationally and internationally):

Table 2.3: Previous research about agri-tourism (National and International)

Author conducting the research	Outcome of the research
Nickerson *et al.* (2001)	The goal of the research was to identify why farmers diversify in agri-tourism. The results indicated that 61% used diversification due to economic reasons and external influences such as operations only 23%. 16% of all the respondents used agri-tourism for social, economic and external reasons.

Nilsson (2002)	Research on farm tourism and a structure, especially in the agriculture, forestry and sectors are proven to be labour intensive and generate large amounts of money was the outcome of this study in countries where the research was conducted, namely Denmark, Norway, Sweden, Wales, Ireland, Austria and Canada.
Bernardo *et al.* (2004)	Research was done on the income, customer preferences, town of origin, reasons for travel, information, sources and cost implications. In this research the respondents indicated that they were between ages ranging from 30 to 39, preferred visiting farms in metro areas, had a family income of $62 200 and that 70% of them were employed.
Thoko Didiza, former minister of Agricultural and Land Affairs (2005)	Agri-tourism Program (ATP) in order to grow the tourism industry and the agricultural sector simultaneously. The main purpose of this ATP program is to link these two sectors to gain national tourism growth. The other purpose of the ATP program is to give farmers the opportunity to be actively involved in the agri-tourism sector (Didiza, 2005).
Che, Veeck and Veeck (2005)	The discussion included agricultural restructuring that supports farmers to maintain land production as well as the barriers in agricultural development. The following aspects (in order of importance) was captured: (1) Brochures and web relations with tourism promotion organisations, (2) Information sharing in redefining the agri-tourism product which the farm will be hosting, (3) Referrals to other agri-tourism businesses in the community, (4) linking purchases and (5) developing an approach that can be used to increase visitation. The overall conclusion was to work and gain competitive edge to strengthen agri-tourism in the Michigan State.

McGehee *et al.* (2007)	The purpose of the study was to establish the motivations of agri-tourism entrepreneurs. The study was conducted among Virginia farm families. The results were that women are more focused on expense reducing agri-tourism activities whereas males are more focused on income inducing. The study also further identified that women possess a higher motivation for agri-tourism as entrepreneurial opportunities.
Barbieri and Mshenga (2008)	The research investigated the characteristics of the gross income on farms and its link with tourism. Some of the findings included that the length of time in business, employees and the farm possessions have a positive impact on the performance with regard to annual gross sales on farms. However, business plans, the start-up capital required for agri-tourism and educational levels had no effect whatsoever
Carpio *et al*. (2008)	The research identified the factors that affected visits from the public to farms and the economic value of the rural landscape of farm visitors. Location of residence, race and gender were found to be the determinants in the number of trips from one household.
Phillip, Hunter and Blackstock (2010)	The reason why the authors conducted this study was to define agri-tourism with reference to the key characteristics thereof and also providing them with a valid framework. Agri-tourism can now be clarified for future empirical research.
Tew and Barbieri (2012)	The benefits of agri-tourism and recreation formed the central idea of this research. The findings were that agri-tourism can be used to capture new customers, educate the tourists on farming activities and enhance the quality of life. These advantages were also clustered into economic and non-economic benefits.

The Department of Agriculture, Foresty and Fisheries (2012)	The department conducted research between 2001 and 2004 on all the agricultural ventures found in the Western Cape. The Western Cape is the province that reaps the most profits from agri-tourism with 37% of the total income of the farmers.

The majority of the research conducted on agri-tourism was only to provide a foundation of the term and also to acknowledge that agri-tourism exists. Research included aspects regarding how tourism can be incorporated in the agricultural sector, the income it generates, the profile of the agri-tourist, value of rural areas and how development strategies can be incorporated in both the sectors, namely the agricultural sector and tourism. The research done in the past also focused more on conducting research in rural areas and not focusing on agri-festivals as such. Research has been done on agri-tourism in South Africa, but unfortunately none regarding agri-festivals. A huge supply of agri-festivals still exists in South Africa such as the South African Cheese Agri-Expo Festival, The Royal Show, the Agri-expo and the South African International Documentary Festival to name but a few. Hence a major gap is found in current agri-festival literature. It is thus important to conduct research in the agri-tourism field as this is a growing trend; especially in South Africa where ample rural areas exist that can use tourism as an additional income generator. Agri-tourism can also be a term that is unique and does not always need to be in a rural area in South Africa, for example the wine route in Cape Town that is not in a rural area, but still forms part of agri-tourism. Ample research opportunities therefore exist to understand the complexity of agri-tourism.

As there is a gap in research concerning agri-festivals, an in-depth discussion will follow to gain insight into the term agri-events/festivals and what the term entails.

2.9 Agri-events/festivals

An event can be defined as a range of activities with the limited duration that gives the tourist a social opportunity that cannot be experienced every day (Irshad, 2011:3; Bowdin, Allen, O'Toole, Harris & Mcdonnell, 2011:17). A festival that is classified as an event, on the other hand, can be defined as the performance organised at the same venue and that usually occurs once a year. This ranges from a variety of music, performances, movies, weddings and plays (Irshad, 2011:3). There are various types of festivals such as arts festivals, religion festivals and agri-festivals to name but a few. For purposes of this study the emphasis will be on agri-festivals. Kidney (2001:3) defines an agri-tourism festival as a festival that is of short duration (ranging from three days up to a week) and is related to a specific agri-theme such as the fall harvest.

An analysis of the definition shows that the NAMPO Harvest Day fits into this definition. The duration of the NAMPO Harvest Day is four days and GrainSA (2013a) stated that the theme for the NAMPO Harvest Day for the year 2013 was Technology for sustainable production. Part of this theme was a better display of technological advances in the production and farming industry (GrainSA, 2013a). The 2014 theme of the NAMPO Harvest Day was "The new generation agri-partner".

Cobus van Coller (2013), the chairperson of NAMPO Harvest Day, confirmed that the attendance figure of the NAMPO Harvest Day Harvest Day in the year 2013 was 72 376 visitors. In 2012 the attendance figure was 71 723 and in 2011, 73 552 (Janeke, 2011; Booysen, 2012). From the indeterminate attendance figures it can be that from 2011 to 2012 it decreased and then in 2013 it increased again and this can be due to numerous factors that can be linked to loyalty factors that will be discussed in Chapter 3. This is also a clear indication of the growth in agri-tourism; not only in South Africa, but also in Africa. Farmers from the Western, Eastern and Northern Cape, Namibia, Mpumalanga, Zambia, Zimbabwe, Angola, Botswana, Swaziland and Lesotho attended the agricultural festival (Grain SA, 2013). In 2013 it was the 8th year of the NAMPO and attracted more than 600 exhibitors and 35 000 farmers. There were also 45 international exhibitors (Grain SA, 2013). The 9th NAMPO was held in 2014 and the number of exhibitors increased to 650.

GrainSA (2013b) provided the following information on the NAMPO Harvest Day:

The NAMPO started in 1967 on a farm called Donkerhoek, situated in the Bloemfontein District. The first harvest day was held on the 7th and 8th June, 1967 on the farm mentioned earlier. The visitors were mainly farmers located in the Free State and the Western Transvaal. This is due to the areas that were mainly owned by farmers of agricultural products. The whole purpose of the Harvest Day is to have a day for the agricultural producers and clients to meet at one central place for improved production and purchasing decision-making by the farmers themselves. This is not only a day for the farmers.

The wives and daughters of the farmers were there to provide snacks and food during the entire day. In 1968 there were 600 visitors and about R50 000 was used to make purchases of the agricultural products. It was only in 1970 that it was decided to have demonstrations in the corn farms so that the farmers could actually see the promising machinery in action. Additional harvest days were hosted in May, 1971, near Ottosdal and Standerton. The Free State Harvest Day was then moved to Hopefield, also in the Bloemfontein District, but with changes. They began to focus on providing goods and services that can also be directed at women – not only men, the clients – not only farmers.

In 1974, the farm Marthaville, situated in Bothaville, became the permanent home for the NAMPO Harvest Day. This farm was chosen to make it more accessible to all the farmers in the district. In all the years thereafter it expanded even more and they made it the largest agricultural display exhibition that is privately owned in the world. The Harvest Day is known internationally and is also one of the biggest events on the agricultural calendar of any farm owner.

The major contribution that made the NAMPO Harvest Day such a unique agri-festival to attend is the fact that there are products and services available in a variety of main farming interest which means the agri-festival caters for the different needs of farmers. Furthermore, it does not only showcase the products and services available, but gives the visitor the opportunity to use the products by means of demonstrations, can buy and sell agricultural products, farmers can enter competitions and receive updates on the latest technology. The major advantage is the women's programme that was introduced to create a point of interest for the females as well. The NAMPO Harvest Day does have competitors such as the Wacky Wine Festival, but it isn't nearly as big.

2.10 Role-players (stakeholders) at an agri-festival

Figure 2.3 illustrates the various role players (stakeholders) at an agri-festival such as the NAMPO Harvest Day. It is important to note that the role-players are not limited to the ones listed in Figure 2.3. For purposes of this study only the most important role-players are discussed.

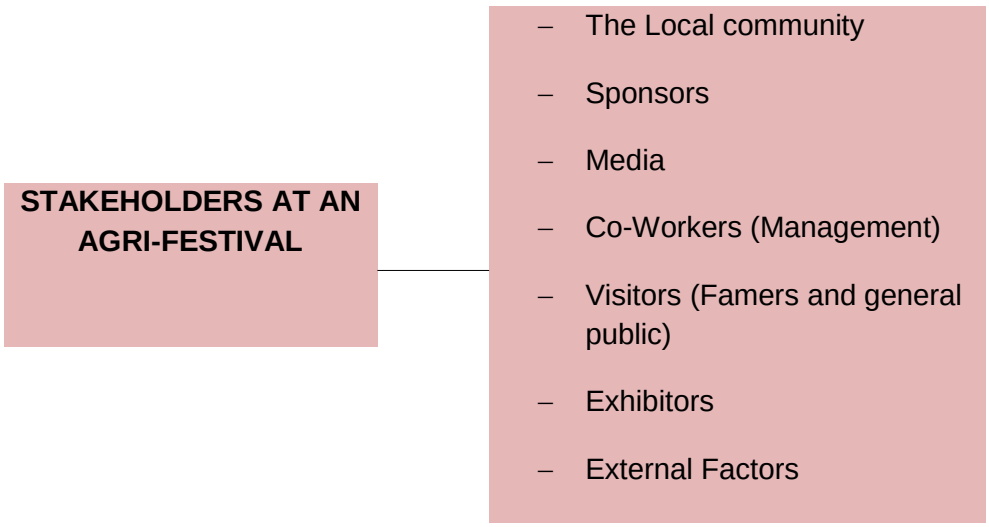

Figure 2.3: Stakeholders at an agri-festival

Source: Adapted from Van der Merwe (2008:29)

A stakeholder can be defined as any individual or organisation that has a direct impact on the achievement of the goals and objectives of a business, specific sector or the tourism industry (Achterkamp & Vos, 2008:750; Getz & Andersson, 2010:534). The stakeholder analysis is an important aspect to bear in mind when planning or hosting an agri-festival as this is all the role-players that may have a direct influence on the loyalty of visitors of a particular agri-festival. A stakeholder analysis can be defined as the identification of the individuals that have a direct influence at an agri-festival and those affected in the decision-making process (Marras & Karwowski, 2006:16). Marras and Karwowski (2006:16) further stated that a stakeholder analysis can also assist in developing the goals, objectives, requirements and constraints. Each stakeholder that plays a role at the NAMPO Harvest Day as illustrated in Figure 2.3 is subsequently briefly discussed and examples of the these stakeholders directly involved with the festival, are also provided

2.10.1 Local community

The local community must always be involved as they are also the ones providing support to the event or the agri-festival by providing them with work opportunities or letting them showcase their products (Bowdin *et al*., 2011:239; Ritchie, 2004:671; Geoghegan & Renard, 2002:17). At the NAMPO Harvest Day it is the residents of Bothaville that form part of the local community.

2.10.2 Sponsors

In recent years there has been a substantial increase in the number of sponsorships at events and festivals. In order for management to achieve optimum relationship building between the sponsors and the event, tangible benefits as well as effective programmes that deliver products and services need to exist (Bowdin *et al*., 2011:239). The sponsors of the NAMPO Harvest Day include Absa, Syngenta, Montana Interiors, O-fm, Engen, Tasol, to name but a few (GrainSA, 2013c)

2.10.3 Media

In the 21st century, where technology plays a huge part in the development of any type of event, there is an increasing awareness of attracting the media to an event. Media coverage includes social networking such as Twitter and Facebook, television coverage and radio coverage local radio stations for example O-fm (Bowdin *et al*., 2011:239; GrainSA, 2013c).

2.10.4 Co-workers (management)

This refers to the team that organised and implemented the event and this varies from the management team, the publicists, crew and cleaners (Bowdin *et al*., 2011:239). The management team is the major contributor towards the success or failure of an event or festival

(Bowdin *et al*., 2011:239; O'Sullivan & Marian, 2010:329). The NAMPO Harvest Day does have an excellent management team as the agri-festival still attracts thousands of visitors each year.

2.10.5 Visitors (farmers and general public)

The visitors refer to the audience for whom the festival or event was intended and who invest in the products or services made available at the agri-festival (Bowdin *et al*., 2011:240). Any agri-festival must fulfil the needs and wants of the visitors attending the agri-festival (Bowdin *et al*., 2011:240). At the NAMPO Harvest Day there are various visitors that can be divided into the farmers and the general public (GrainSA, 2013a). The farmers are very important at a festival such as the NAMPO Harvest Day as the main theme of the harvest Day is of an agricultural background. Farmers are important in South Africa as the agricultural activities contribute to the economy, development of rural communities, the Gross Domestic Product (GDP), it develops infrastructure and contributes to formal employment (Baiphethi & Jacobs, 2009:460).

2.10.6 Exhibitors

An exhibitor can be defined as an individual or business that showcases goods and services which they provide to the general public (Bowdin *et al*., 2011:505; O'Sullivan & Marian, 2010:329). Exhibitors at the NAMPO Harvest Day include all the agricultural inputs such as machinery, chemical products, commercial sectors, financial institutions, livestock breeders and transport to name but a few (GrainSA, 2013a).

2.10.7 External factors

External factors include social factors, competition factors, technological factors, environmental factors and political factors (Van der Merwe, 2008:29; Ritchie, 2004:671). Social factors include experiences provided by the event, reinforcing traditions, increased participation by the community, introducing new ideas and building community pride. Political factors include the prestige associated with the event, social cohesion and the development of skills and knowledge (Bowdin *et al*., 2011:81; Ritchie, 2004:671; Botha & Musengi, 2012:14). Environmental factors include showcasing the environment in which the event will take place, infrastructure development, improved transport and communication structures and providing services to the visitors (Bowdin *et al*., 2011:81; Botha & Musengi, 2012:14). Competitive forces are associated with other agri-festivals that serve more or less the same type of products and services such as other agri-festivals in South Africa (Bowdin *et al*., 2011:81; Botha & Musengi, 2012:14). Lastly, technological forces refer to new technological advances concerning agricultural farming and machinery (Bowdin *et al*., 2011:81; Botha & Musengi, 2012:14).

It is important to identify the role-players at an agri-festival as this will have an impact on the benefits an agri-festival can provide to each individual. There can be various benefits when it

comes to agri-tourism, but identifying the demographic information of visitors is very important with decision making. An agri-festival can also pose various benefits to the above-mentioned stakeholders.

2.11 Benefits of agri-festivals

The importance of (agri)festivals is merely based on the economic impact and this focuses on creating employment in the local community, generates incomes that can be invested in the local community and also in the development of infrastructure (Irshad, 2011:5, Bowdin *et al*. 2011:45; Saayman, 2007:24). To achieve optimum economic benefits, festival management and the local community must communicate constantly for the following reasons (Irshad, 2011:5):

- Economic benefits refer to the new job creation that is needed especially in South Africa with the increasing unemployment rates (Briedenhann & Wickens, 2004:72; Irshad, 2011:5). Agri-festivals can be used as a vehicle to create job opportunities (Gibson & Connell, 2011:19; Ecker, 2010:3).
- There are also environmental advantages such as the re-development or new development of infrastructure such as roads in and around the festival location, sanitary facilities and businesses (Van Niekerk, 2013:51; Huylenbroeck, 2007:17). At an agri-festival such as the NAMPO Harvest Day, the development of new infrastructure is important as the Harvest Day has its own location with the entire infrastructure already in place and is known as the NAMPO Park situated just outside Bothaville. New developments, due to the agri-festival, also benefit Bothaville.
- Socio-cultural benefits refer to bringing together the community and various cultures (Huylenbroeck, 2007:17). At an agri-festival such as the NAMPO Harvest Day the culture is based on an agricultural background and foundation and the general public can see what the core duty is of the farmers in South Africa.
- An improvement in agricultural practices also play an enormous role in the development of farmers and their knowledge, since an agri-festival showcases the newest technology and improved farming practices (GrainSA, 2013c). Innovation is also an important part of agri-festivals as there are other activities to focus on other than the agricultural sector (GrainSA, 2013c).
- Agri-festivals attract tourists from urban areas to the rural areas and let the tourists experience the atmosphere (Prebensen, 2007:748). This is where the local community can showcase arts and crafts and provide the tourist with the cultural experience unique to that community (Smith, 2009:2). Historical monuments can also be visited by the tourists (Smith, 2009:2).

- Agri-festivals educate the visitors about agriculture; new technology and the faming machinery farmers use to harvest foods (Prebensen, 2007:748; Gibson & Connell, 2011:19; Ecker, 2010:3).
- Festival management can gain enough human capital and other essential resources in the regions where it is needed, such as tourism (Irshad, 2011:5; Ecker, 2010:3).

The following is a range of advantages that is specific to an agri-festival such as the NAMPO Harvest Day:

- There is a variety of products and services that contribute to the economic viability of the farming community (Vusatova & Greenberg, 2001:29).
- Environmental implications will always be a factor in terms of emission control measures that can assist farmers in being eco-friendly (Stevens, 2011:7). Festivals provide an educational aspect where farmers can learn on how to conserve the planet (Rao, 2007:230).
- New innovation and technological advances provide a benefit so that farmers can be up to date with the newest technological advances, especially with machinery and harvesting methods (Bowdin *et al.,* 2011:366). With the increase in the population sizes it is important for farmers to increase agricultural productivity (Kragh, 2007:384).
- Agri-festivals can lead to an increase in the relations between the general public and farming community (National Academy Press, 2002:31).
- Agri-festivals preserve the heritage that exists in agriculture (Jenkins & Pigram, 2004:440).
- Tourism-related services such as accommodation, restaurants, shopping and transport are used during the festival (Reynish, Ivonovic, Khunou, Tseane & Wassung, 2009:108). This means that all the sectors in the tourism industry can be utilised whenever an agri-festival is hosted.

2.12 Conclusion

The goal of this chapter was to successfully clarify the concepts of agri-tourism in terms of a literature review. From the research it can be deduced that agri-tourism is still a new concept in South Africa although initiatives were visible where agri-tourism is present. Agri-tourism in South Africa is definitely still in the growing phase, but there are enough resources for agri-tourism to flourish, especially as farmers are looking out for other ways to be profitable. This is also where the government can play a role in ensuring future initiatives with the agricultural sector and the tourism sector. Another factor to consider is that farmers must be able to have the necessary skills and knowledge to be successful entrepreneurs in the tourism industry. The government must also invest in development of rural areas as it provides economic, ecological/environmental and socio-cultural advantages.

In South Africa there is an increase of agricultural initiatives that contribute to agri-tourism growth such as the NAMPO Harvest Day which is the largest agricultural show and festival in the Southern Hemisphere. It is important for the festival organisers to possess knowledge of the factors that influence loyalty, especially at a festival such as the NAMPO Harvest Day. Festival management can use this information to see whether or not they attract first-time or repeat visitors.

Knowledge concerning this can assist management in expanding and retaining these two visitor markets as both are important for the future of the festival. This knowledge can ultimately lead to better marketing campaigns and determine growth within the festival and the growth of agri-tourism. The NAMPO Harvest Day Harvest Day forms part of over 300 festivals held annually in South Africa. This is the reason why loyalty is important, especially with the increase of festivals held each year.

In the next chapter the concept *loyalty* will be discussed. Numerous factors can lead to loyalty, and to understand the term loyalty in investigation is needed about the decision-making processes (whether or not a customer is satisfied) and also the models and theories about loyalty. Loyalty is a term that is used within tourism and marketing and can also lead to numerous benefits such as a long-term relationship with the customer and repeat purchases. Loyalty will subsequently be discussed in Chapter 3.

Chapter 3: Analysing loyalty in a festival context

3.1 Introduction

Service quality, customer satisfaction, customer loyalty and customer value are some of the determinants in attracting customers and retaining them (Nyadzoyo & Lombard, 2012:168). Kruger, Saayman and Strydom (2010:93) found that although it is important to retain current visitors, it is also essential to attract new customers as this is a sign of growth. As a result customer loyalty is an interesting subject among researchers and companies. Companies build their success stories on having a long-term sustainable relationship with the customer and the focus no longer is on only having the right price or product. This has been made easier through globalisation, competition, and saturation of markets and the development of new technology where an increase has occurred in customer awareness (Kuusik, 2007:4).

Customer satisfaction, Word-of-Mouth (WOM) and service quality are important factors of loyalty within a festival context (Chi & Qu, 2007:624; Gronholdt, Martensen & Kristensen, 2000:509). Cole and Illum (2006:160) confirmed this when they stated that festival organisers need to understand how to gain customer satisfaction as this has a direct influence on the future of any festival. Providing service quality will produce more satisfying customers that will spread positive Word of Mouth and will also become repeat visitors.

Kruger and Saayman (2012:147) showed that festivals and events are one of the reasons for the growth in tourism. In South Africa more than 300 festivals are held annually. Every festival has a distinctive atmosphere and program that can make it interesting for the visitors at a festival (Kruger & Saayman, 2012:147). This is the reason why agri-tourism and agri-festivals are so important, especially in South Africa. As discussed in Chapter 2, the uniqueness of an agri-festival such as the NAMPO Harvest Day is based on the product it delivers that has an agricultural background. To ensure that there is not a decrease in ticket sales and attendance figures, festival managers need to identify the factors that may have an impact on loyalty as such decisions will have a direct influence on the profitability and competitive advantage of the festival itself. This chapter will investigate what is meant by loyalty and the different types of loyalty. Within this chapter loyalty theories in marketing, the benefits of loyalty, the aspects that play a role in tourism loyalty, decision-making prior to the purchase and decision-making in the

post-purchase stage, the difference between first-time and repeat visits, the factors influencing loyalty and lastly, the importance of loyalty will form part of the discussion.

3.2 Defining loyalty

The following table indicates the definitions of loyalty according to different researchers:

Table 3.1: Defining loyalty

Schoemaker and Lewis (1999:349)	**Loyalty is a customer's strong feelings towards a particular product or service that the possibility exists to eliminate the competition in a particular market.**
Yi and Jeon (2003:231)	Loyalty can be defined as consumers' dedication to repeatedly purchase goods and services within a certain period of time.
Schoemaker and Bowen (2003:48)	Loyalty is all the emotional aspects that are compared with loyalty-related actions. Additionally, consumers prefer a specific brand almost up to the extent where the competition gets eliminated.
Skogland and Sigauw (2004:224)	Loyalty is the commitment to re-buy goods and services that are preferred consistently by consumers and this leads to repeat purchases and situational influences.

It is evident that the following aspects are enforced across all the definitions above such as repeat purchases, that there is a strong commitment from the consumer to buy a preferred brand and that loyally can be strong in the sense that competition gets eliminated. For purposes of this study customer loyalty can be defined as a customer's repeated buying of products and services. It can further be defined as a strategy to retain customers.

To understand the concept of loyalty, it is important for one to realise that different types of loyalty exist, which will subsequently be discussed.

3.3 Types of loyalty

With the afore-mentioned definition of loyalty in mind, Schoemaker and Lewis (1999:349) argue that there are two factors that need to be present for loyalty to commence, namely:

- First, there is the emotional attachment towards products and services to the extent that the consumer cannot live without the goods or services and alternative goods do not even come to mind.

- The second factor is repeat purchases. Repeat purchase provides competitive edge (Baker & Hart, 2007:427). This is also what is meant by “make sure your customers keep coming back.”

There are four types of loyalty (Yi & Jeon, 2003:231; Schoemaker & Lewis, 1999:349; Rowley, 2005:575):

- *Premium loyalty*

Premium loyalty means that there is a high level of commitment and repeat purchases. All firms must strive towards gaining premium level loyalty, because this means competitors do not feature despite lower prices or higher quality products (Yi & Jeon, 2003:231; Schoemaker & Lewis, 1999:349; Rowley, 2005:575).

- *Inertia loyalty*

Inertia loyalty is the opposite of premium loyalty, because this is where repeat purchases are found, but there is no emotional attachment to the business. This is also where businesses focus on getting loyalty programmes (Yi & Jeon, 2003:231; Schoemaker & Lewis, 1999:349; Rowley, 2005:575). Kuusik (2007:7) believes that this is also the approach of cognitive loyalty which is only based on brand beliefs.

- *Latent loyalty*

Latent loyalty is found among customers that do not make frequent purchases at a particular business, but that have a strong emotional bond with the service (Yi & Jeon, 2003:231; Schoemaker & Lewis, 1999:349; Rowley, 2005:575).

- *No loyalty*

No loyalty is found when the customer does not have any emotional connection with the business but purchases frequently (Yi & Jeon, 2003:231; Schoemaker & Lewis, 1999:349; Rowley, 2005:575). Even if the business does decide to invest in a loyalty program, the customer will not invest in the long run.

Loyal customers can be segmented as illustrated in Figure 3.1:

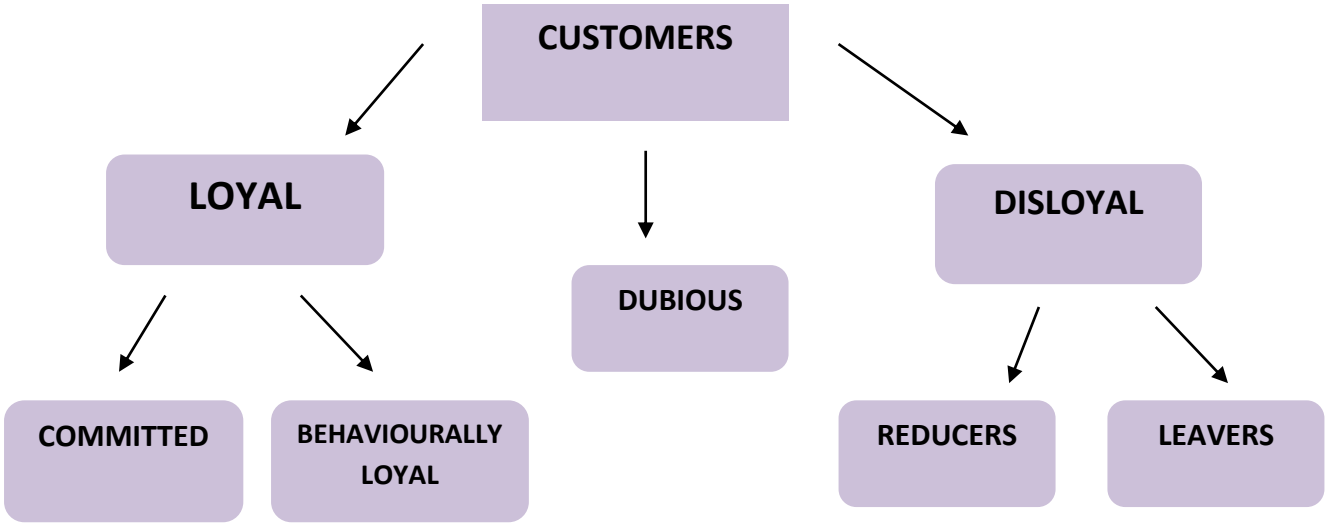

Figure 3.1: Segmentation of loyal customers
Source: Adapted from Kuusik (2007:6); Rowley (2005:575)

For purposes of this study an in-depth focus will be on loyal customers, but the other concepts will also be explained (Kuusik, 2007:6; Rowley, 2005:575).

– ***Committed loyal customers***

Committed loyal customers use the service provided; they will use it in the future and in the end recommend the service to other consumers.

– ***Behaviourally loyal customers***

The difference between the committed loyal customer and the behaviourally loyal customers is that the committed customers will actually go as far as to recommend the service to others, whereas behaviourally loyal customers will use the service provided, but will never recommend the service to others.

– ***Dubious***

Dubious loyal customers use the services when it is provided to them or when the need arises, but they are uncertain about using the same service in the future.

– ***Disloyal reducers***

This refers to customers who want to reduce using the services offered by the service provider.

– ***Leavers***

This refers to customers that know for a fact that they will not be using the service providers' services in the future.

Customers can be classified into the different types of loyalty and this makes it easier to understand the different theories about loyalty as loyalty is a concept that is used in marketing various industries, including tourism.

3.4 Loyalty theories in Marketing

Transactional satisfaction, trust and value are some of the theories that are used by modern researchers (Agustin & Singh, 2005:97). Agustin and Singh (2005:97) point out that it is important for a trusting relationship to exist between the customer and the service provider since it forms the foundation when attempting to achieve loyalty. Every relationship is built on trust and therefore the business should adhere to the same principles (Agustin & Singh, 2005:97). Value for money is also an important aspect as all customers want to receive good quality compared to a reasonable price. When customers receive value for money they will be more satisfied and be more likely to become loyal (Agustin & Singh, 2005:97). Kuusik (2007:9) agrees with this and states that the trust and value component is a determinant in achieving optimum loyalty.

Contemporary researchers are of opinion that loyalty is of a psychological nature, namely attitudinal and emotional (Kuusik, 2007:5). Lombard and Du Plessis (2012:64) said that behaviour and attitude are the two factors that can be used to measure loyalty. Thiele (2001:16) introduced a loyalty model, namely the Bi-dimensional and multi-national model, which also confirms the contemporary researchers' point of view concerning loyalty. Thiele (2001:16) and Scheer, Miao and Garrett (2008:343) further suggested two competing views of loyalty. The first view is the Bi-dimensional and can be defined as "psychological predisposing to the object combined with the behavioural outcome or known as the repeat purchase."

The Bi-dimensional loyalty model, multi-dimensional loyalty model, conceptual theory of loyalty and the loyalty triangle forms part of the discussion regarding theories on loyalty and will be discussed next.

3.4.1 The Bi-dimensional loyalty model

The Bi-dimensional loyalty model describes the different concepts within loyalty such as attitudinal loyalty and behavioural loyalty as illustrated in Figure 3.2.

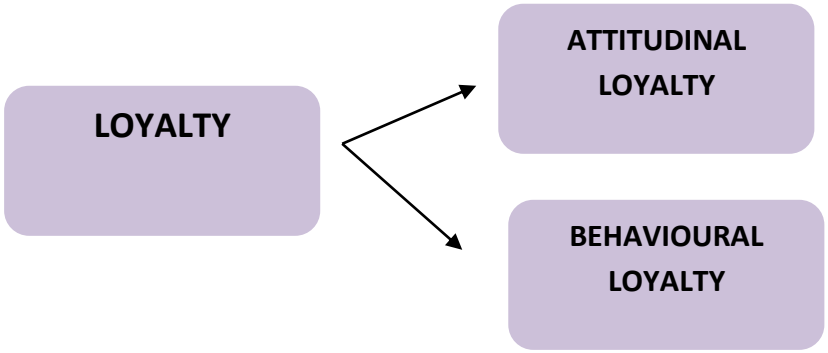

Figure 3.2: The Bi-dimensional model
Source: Adapted from Thiele (2001:16); Scheer *et al.* (2008:343)

As seen in Figure 3.2, the **attitudinal loyalty** component can be defined as the behaviour that already took place and this also serves as the approach to consumer behaviour (Thiele, 2001:16; Boshoff & Du Plessis, 2009:320; Kuusik, Ahas & Tiru, 2010:161). Myadzayo and Lombard (2010:175) further defined attitudinal loyalty as the feelings the customer creates with the overall satisfaction towards a product, service or even a business. Attitudinal loyalty includes three aspects and this is also called the phases that will cause a customer to become loyal, namely cognitive loyalty, affective loyalty, conative loyalty and action loyalty.

- *Cognitive loyalty*

This refers to the experience and prior knowledge the customers collects concerning a particular brand (Yi & La, 2004:354; Gommans, Krishnon & Schelfold, 2001:44; Martin & Rodriguez del Bosque, 2008:264). Yuksel, Yuksel and Bilim (2010:275) state that cognitive loyalty is based on information that is available to the customer in order to make a purchasing decision and these information sources relate back to the prior knowledge and the experiences a customer gathers in order to make a decision on whether or not to buy a product or use a service.

- *Affective loyalty*

This refers to the attitude the customer projects towards a particular brand (Yi & La, 2004:354; Gommans *et al*., 2001:44; Martin & Rodriguez del Bosque, 2008:264). If customers display a positive attitude towards a product or service they will become affectively loyal towards the product although they may be satisfied with a product and service, without it preventing them from being loyal to other brands in the same category (Yuksel *et al.,* 2010:275).

- *Conative loyalty*

Conative loyal means that the customer will keep on purchasing a product (repeat purchases) and tend to be loyal towards a product (Yi & La, 2004:354, Gommans *et al.*, 2001:44; Martin & Rodriguez del Bosque, 2008:264). Yuksel *et al.* (2010:275) believe this to be the strongest

predictor of loyalty when compared with the cognitive loyalty and affective loyalty, as repeat purchases are signs that the customer is loyal.

– *Action loyalty*

This is where motivation turns into action. This action means the customers are now actually buying the product. They had the motivation to buy a product and are now turning into action (Yi & La, 2004:354; Gommans *et al.*, 2001:44).

Behavioural loyalty, on the other hand, can be defined according to Thiele (2001:18), Lombard and Du Plessis (2012:64) and Myadzayo and Lombard (2010:175) as the desire of the customer to endure a brand relationship with the service provider by buying products and services from the same supplier of products and services. Some of the aspects explained in this section will also be used as a foundation for explaining the multi-dimensional loyalty model which is yet another loyalty theory in marketing.

3.4.2 Multi-dimensional loyalty model

The multi-dimensional loyalty model describes the different concepts within loyalty such as attitudinal loyalty, behavioural loyalty, citizenship behaviours and lastly resistance to competing offers, as illustrated in Figure 3.3.

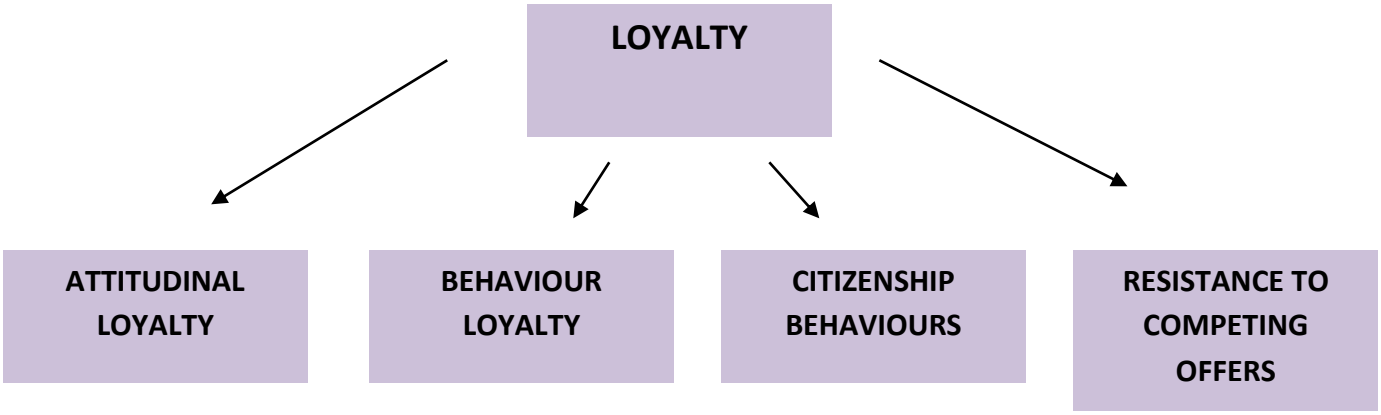

Figure 3.3: The Multi-dimensional model

Source: Adapted from Thiele (2001:18); Lombard and Du Plessis (2012:64); Myadzayo and Lombard (2010:175)

The **attitudinal loyalty** component (see Figure 3.3) can be defined as the behaviour that is seen as proceeding and this also serves as the approach to consumer behaviour (Thiele, 2001:16; Boshoff & du Plessis, 2009:320). **Behavioural loyalty**, on the other hand, can be defined according to Thiele (2001:18), Lombard and Du Plessis (2012:64) and Gommans *et al.* (2001:45) as the tendency of consumers to repurchase through behaviour of the customer which can have a direct influence on the sales.

Resistance to competing offers, as indicated in Figure 3.3, occurs when customers are not affected by offers from other businesses. Resistance to other offers is one of the dimensions of loyalty and this resistance is the consequence of loyalty (Thiele, 2001:18; Gommans *et al.*, 2001:45).

Citizenship as one of the components illustrated in Figure 3.3 is the way in which word of mouth can be used. Word of mouth is one of the dominant aspects to consider when loyalty is to be achieved. When a customer is behaviourally loyal it will also increase sales, because more referrals mean more sales. According to Business Network International (BNI) (2014), Word-of-Mouth advertising and referrals is one of the best forms of marketing and a business can add 50 new customers within two years which can be about R400 million in revenue. Through the citizenship it is evident that word of mouth is one of the strongest contributors to loyalty, because when someone is loyal to a preferred brand other customers will not have the power to influence the customer's decision to stay with a brand.

3.4.2.1 Critical reflection on the Bi-dimensional and Multi-dimensional Model

The Bi-dimensional Model states that there is a feeling of satisfaction when a customer is loyal which can be linked directly to loyalty as customers will continue to buy a specific product or service when they are completely satisfied.

This theory also classifies a loyal customer into different clusters, namely Cognitive loyal, Affective loyal and Conative loyal which works, but this means that it will become difficult to distinguish between a loyal customer and someone that occasionally makes use of a product/service. And this theory also makes it difficult to classify a customer as some customers can go through all of the clusters when making a decision to purchase a particular brand name. As the Bi-dimensional theory classifies customers as being cognitive loyal (doing prior research before making a purchase decision), affective loyal (a positive or negative attitude towards a brand which will influence making a purchase decision) and conative loyal (a happy customer means that he/she will repeatedly purchase a brand), it is possible to be active in every cluster or it can be the case where customers are only active in one particular cluster.

3.4.3 Conceptual Theory of Loyalty

Nyadzayo and Lombard (2010:168) and Helgesen (2006:246) state that in theory there are four components of retaining customers, namely service quality, customer satisfaction, customer loyalty and customer value. This is the reason why Nyadzayo and Lombard (2010:168) and Helgesen (2006:246) proposed a conceptual model that contains all the components mentioned earlier. This model is illustrated in Figure 3.4. This figure shows that service quality, customer satisfaction, customer loyalty and customer value are all needed in customer relationship

management (CRM) and whenever there is a relationship between the customer and the supplier, it is possible to retain a customer in the long run.

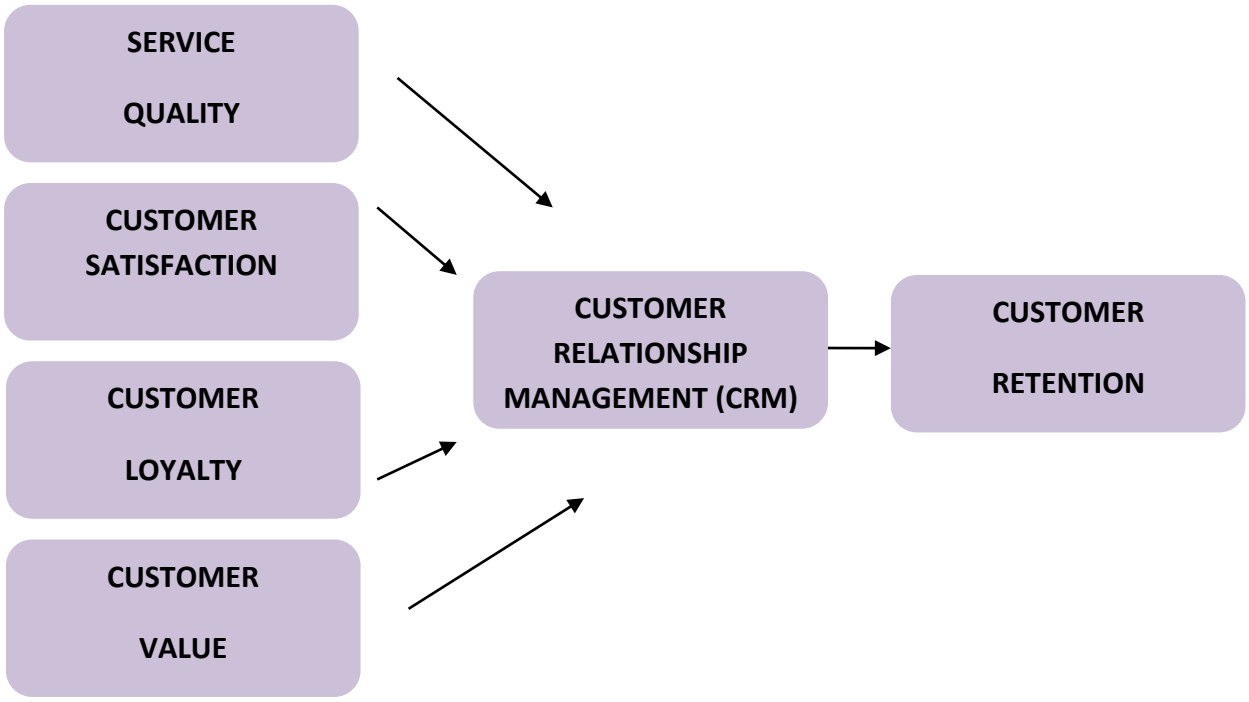

Figure 3.4: Conceptual model of loyalty
Source: Adapted from Nyadzayo and Lombard (2010:168); Helgesen (2006:246)

For purposes of this study the focus is on customer loyalty. Any festival should strive to retain customers they already have. This is known as your loyal visitors (Kruger *et al*., 2010:93). However, Kruger *et al*. (2010:93) caution that although it is important to retain the customer they already have, it is still essential to attract first-time visitors as this is an indication of sustainable growth at festivals. Therefore it is important to attract both first-time and repeat visitors and all the concepts and factors in Figure 3.4 are important to achieve loyalty at a festival.

Customer satisfaction can be defined as the outcomes of a particular purchase. It can also be defined as what was received against what was expected (Boshoff & du Plessis, 2009:13). Customer value refers to expectant value from a product or service and this can vary from individual to individual (Boshoff & du Plessis, 2009:13; Lam, Shankar & Murthy, 2004:294).

Customer Relationship Management (CRM) can be defined as the development and maintenance of long-term relationships between the business and the customer, which can result in loyalty (Boshoff & du Plessis, 2009:13; Payne & Frow, 2005:168; Reinartz, Krafft & Hayer, 2004:294).

Customer retention

Boshoff and Du Plessis (2009:315) and Payne and Frow (2005:168) identified the benefits of customer retention as follows:

- Better productivity: The increase in customer retention can mean an increase in profitability.
- Cost implications: It is cheaper to keep the current customers than to do marketing with new customers.
- Sales effect of loyal customer: Loyal customers spend more money on products and services than those that are disloyal.
- Increased brand equity: This refers to the subjective and intangible evaluation of the brand.

Kruger, Saayman and Ellis (2010:82) agreed on the reasons why repeat visitors at festivals are so essential:

- Marketing costs are lower for repeat visitors than first-time visitors as repeat visitors tend to be loyal customers.
- Repeat visits are an indication of satisfaction. This is also why tourist satisfaction is so important.
- Repeat visits at a festival are often linked to loyalty and ensure long-term sustainability of the festival and its lucrative market segments.
- Repeat visits are characterised by positive word of mouth recommendations to friends and relatives; thereby potentially increasing visitor numbers to the festival in the future.

Numerous researchers, including Kruger *et al.* (2010:94) found that various differences occur when it comes to repeat and first-time visitors and these differences include socio-demographics, spending behaviour, destination perceptions, perceived value, travel motivation and post-trip evaluations. Kruger *et al.* (2010:83) mentioned that it is worth investigating the differences between first-time and repeat visitors as this can give organisers an idea of what both the groups expects from a typical festival or event.

3.4.1.1 Critical reflection on the Conceptual Theory of Loyalty

This is a theory that can be applied to loyal customers in practice as it is based on real-life scenarios. When customers are satisfied they are satisfied with the service quality/product quality they had received. When customers feel they received value for money they become loyal and encourage repeat visits. When customers are loyal it helps businesses to deal with customer relationship management and then it can focus on repeat visits more than losing customers. First-time visitors as well as repeat visitors are important as first-time visitors show that the business/brand is growing.

First-time visitors require more time and attention than repeat visitors, but repeat visitors also needs attention since they are equally important. Ultimately a balance needs to be maintained between first-time and repeat visitors.

3.4.4 Creating a relationship: The loyalty triangle

The loyalty triangle (as shown in Figure 3.5), designed by Stove Schoemaker (2003:273) provides a framework to understand how loyalty can be built and also how to create loyalty in the long run. If not all the components of the loyalty triangle are present, loyalty will not exist (Schoemaker, 2003:273).

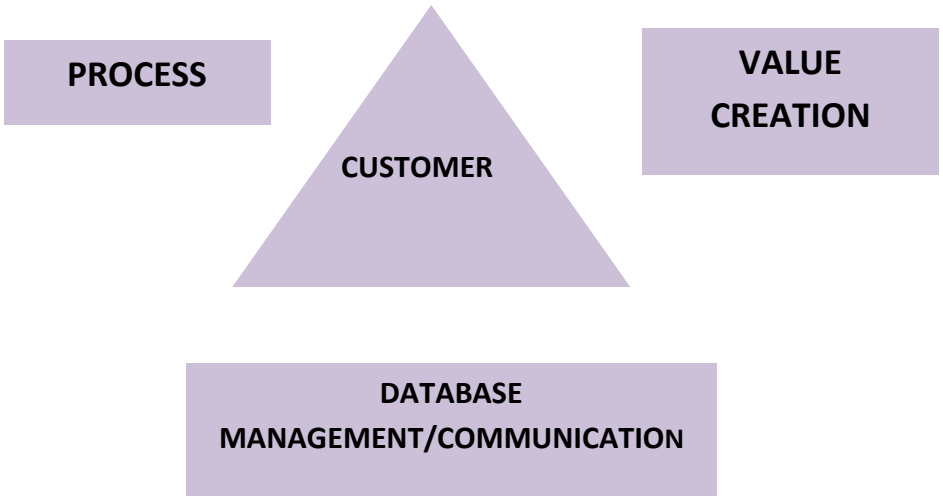

Figure 3.5: The loyalty triangle
Source: Adapted from Shoemaker and Bowen (2003:48); Schoemaker and Lewis (1999:346)

The following are the components of the loyalty triangle:

3.4.4.1 Process

This is the process according to which the service will work and this is from the products and service provider's perspective. This also refers to how the customer feels about the particular product or service (Schoemaker, 2003:273; Schoemaker & Lewis, 1999:346). The guest will perceive the process; everything that happens from the first purchase of the product and service. All the employees rendering the service to the customer form part of the process (Schoemaker & Lewis, 1999:346). The process also includes the hiring and training of the employees and collecting information to try to understand customers' wants and needs (Schoemaker, 2003:273). During the process no gaps should occur in service delivery and these gaps occur when the guests are not satisfied with the service delivery or it does not meet the needs of the guests (Schoemaker, 2003:273).

3.4.4.2 Value Creation

Through value creation a long-term value of the relationship can be created and this can be done by offering benefits to the customer which will then lead to loyalty and repeat purchases (Schoemaker & Lewis, 1999:346). Value Creation can be divided into two categories, namely value added and value recovery. Value added can be defined as offering benefits to repeat customers rather than the customers only occasionally making use of the products and services (Schoemaker & Lewis, 1999:346). Examples of value-added activities may include room upgrades at a hotel or any other tourism product that provides accommodation, checking in and out that is faster and does not require various inputs from the tourist and then also making sure that rooms are available on demand (Schoemaker, 2003:273). Value recovery includes the cost associated with service and product delivery failure and although businesses are trying to take the necessary precautions to overcome the value recovery process it is not always possible and then the business needs to recover the failures (Schoemaker & Lewis, 1999:346).

3.4.4.3 Communication

Communication involves how the service provider communicates with the customer through for example newsletters, marketing and advertising (Schoemaker & Lewis, 1999:346). An example on how a business can use communication that creates loyalty is by sending messages on their clients' birthdays and informing customers whenever a show or loyalty programmes are almost fully booked (Schoemaker, 2003:273). Bowen and Schoemaker (1995:14) conducted research and found that any type of communication strategy aimed at the right target market with the right message can result in customer loyalty.

3.4.4.4 Critical reflection on the loyalty theory

The loyalty theory is a very important measure of the components that need to be present in loyalty. The process is extremely important as customers form the most important part as well as their views, the perceived benefits they will receive when purchasing products and services and their attitudes towards brands. Then with value creation it is important to create a value with one's products or services in order for one's customers to return and request a particular brand. Lastly, communication is very important as this is the way in which businesses communicate with the customers.

Loyalty theories are extremely important to understand as these provides the foundation of loyalty and what makes a customer loyal, but the advantages are crucial as this can have a direct impact on competitive advantages and profitability.

3.5 Benefits of loyalty

The following are benefits of customer loyalty as identified in previous research:

3.5.1. Continuous profitability

Helgesen (2006:246) and Yi and Lan (2004:352) state that a strong link exists between customer satisfaction and profitability and that these two concepts form the foundation of the marketing concept such as meeting the needs and wants of the customer. The American Customer satisfaction Index (ACSI) has six variables known as customer expectation, perceived quality, customer value, overall customer satisfaction, customer complaints and customer loyalty (Helgesen, 2006:246; Kumar & Shah, 2004:319; Chaudhuri & Holbrook, 2001:84). This makes it clear that a positive link must exist between customer satisfaction and profitability (Kumar & Shah, 2004:319).

3.5.2. Reduction of marketing costs

A loyal customer shows a decrease in price sensitivity over a period of time which means that less marketing needs to be done and shows an overall reduction of marketing costs (Schoemaker & Bowen, 2003:48; Kumar & Shah, 2004:319; Tepeci, 1999:224; Chaudhuri & Holbrook, 2001:84). It also takes less money to maintain a customer than creating a customer that is satisfied and loyal through positive word of mouth (Schoemaker & Bowen, 2003:48).

3.5.3. Growth about the per-customer revenue

Research has shown that sales increase when customers become loyal as they become more aware of and familiar with the products and services offered; a customer who attends the same festival each year will become more familiar with the products and services and will spend more than someone attending the festival for the first time (Tepeci, 1999:224; Kumar & Shah, 2004:319; Chaudhuri & Holbrook, 2001:84). This can be linked to other industries and components.

3.5.4. Decrease in operating costs

When customers become loyal it means that the business does have all their details and information; therefore the customers do not need intense time with the employees of the business to capture important information such as telephone numbers to let the customers know whenever a promotion is about to take place (Tepeci, 1999:224; Kumar & Shah, 2004:319; Chaudhuri & Holbrook, 2001:84).

3.5.5. Increase in referrals

Chi and Qu (2007:625) stated that loyal customers are more likely to encourage others to use a product or service. A strong link is found between loyal customers and the willingness to recommend the product and service to others and positive word of mouth referrals. Referral is one of the best marketing strategies a firm (festival) can use, because it is both a source of

attracting new customers and the marketing is free (Tepeci, 1999:224; Kumar & Shah, 2004:319; Chaudhuri & Holbrook, 2001:84).

3.5.6. Increase in price premiums and the cost of goods

This can be a challenge if customers are not loyal, because customers will stick to the brand they know rather than spend time and money on something unfamiliar as they face the risk of losing their money (Tepeci, 1999:224; Kumar & Shah, 2004:319). In this case they will spend more money on a brand even if it tends to be more expensive, because they value what they have purchased (Tepeci, 1999:224).

3.5.7. A loyal customer stays with a product/service and does not even consider changing brands

Schoemaker and Bowen (2003:48) state that a loyal customer can present a barrier to competition as loyal customers can be loyal up to the point where price and quality will not influence their decision or make them switch to another brand they are unfamiliar with. This also contributes to the competitive advantage one firm has over another (Tepeci, 1999:224; Kumar & Shah, 2004:319; Chaudhuri & Holbrook, 2001:84).

The benefits and the loyalty theories explained were more applicable to business and marketing. To make it more subject specific the aspects that play a role in tourism loyalty will be discussed in the next section.

3.6 Aspects that play a role in tourism loyalty

Loyalty in tourism means repeat visits to a destination or product (in this case an agri-festival), satisfaction with the product / destination and the tendency of positive word of mouth referrals to others (Chen & Gursoy, 2001:80). The following aspects play a role in tourism in order to create loyalty:

3.6.1 Repeat visits

Repeat visits are desirable for destinations and the products and services they offer as this has a direct influence on customer satisfaction (which is also one of the aspects that play a role in tourism loyalty). Repeat visits also means that they are more willing to recommend the destination, products and services to other potential first-time visitors and this is a sign of growth taking place within the business/destination/festival (Alegre & Juaneda, 2006:685; Petrick, 2004:464). Repeat visits also means a reduction in marketing costs, since the easiest and most cost-effective form of marketing is word of mouth, which results from positive recommendation to others (Alegre & Juaneda, 2006:685; Petrick & Sirakaya, 2004:473; Oppermann, 2000:79).

3.6.2 Customer satisfaction

Customers are satisfied when the products, services and the destination itself result in the satisfaction of the needs and wants of the visitors (Riley, Niininen, Szivas & Willis, 2001:24; Bowen & Chen, 2001:214; Caruana, 2002:812). The needs and wants of customers change; hence it is important for the businesses to keep up with the needs and wants and also making sure that they can keep up with the demand to a certain destination/product or service. Customers' satisfaction can be directly linked to being more profitable (Riley *et al*., 2001:24; Caruana, 2002:812).

3.6.3 Travel motivations

Travel motives are also closely related to personal characteristics and psychology. The psychological motivation of personality refers to aspects such as pleasure seekers, impulsiveness, planning and the orientation of people when selecting a destination and the activities presented at the destination (Alegre & Juaneda, 2006:686; Magen, 2008:9). Repeat visits consist of the travel style of the tourist and can be defined as the way in which the tourist makes a decision to visit a destination. Decision is ultimately the starting point for every tourist and there is also a wide variety of decisions to be made (Alegre & Juaneda, 2006:686; Hamburg & Giering, 2001:44; Rowley, 2000:21).

Hsu and Huang (2008:14) defined a travel motive as being the reason why a tourist makes the decision to travel to a particular destination. Travel motivations have an impact on loyalty as this explains the possible reasons why people travel and this has a direct impact on how marketing is done (Woodside & Martin, 2008:19). Travel motivations are divided into, but not limited to, into seven aspects, as indicated by Alegre and Juaneda (2006:686), Saayman (2006:24) as well as Yoon and Uysal (2005:46), namely:

– ***Escape the environment the tourist is familiar with***

This refers to the need to break away from everyday routine, especially to people in urban areas where there is an increase in traffic, pollution and lower quality of life.

– ***Making new discoveries regarding oneself***

Making new discoveries usually takes place outside the tourist's comfort zone where the tourist makes a new discovery of excitement that he/she usually would not do.

– ***Rest and relaxation***

Rest and relaxation refers to what the tourist receives when breaking away from his/her everyday environment and this is the break away from tension and stress at work.

– ***Prestige***

Status and lifestyle form part of luxuries and tourists travel because it forms part of their lifestyle and boosts the self-esteem of the tourist.

- ***Bonding time with friends and family***

This is the reason why the majority of tourists travel and that is because tourists want to see their family, spend time with them and the visits are usually longer that a day. And this is also the reason for the next travel motive as people wants to experience social interaction with other friends and family.

- ***Assistance with social interaction***

Everyone needs time to socially interact with one another. This is how people strive and no one can live in isolation. Therefore tourists need the interaction with friends and family.

Push and Pull factors can be part of the motivational aspects that influence loyalty. Yoon and Uysal (2005:46) proposed the following model in tourism as illustrated in Figure 3.6. The figure shows that either push or pull motivation can result in satisfaction and ultimately loyal tourists. The definition of tourism loyalty also suggested that satisfaction is a requirement for achieving loyalty.

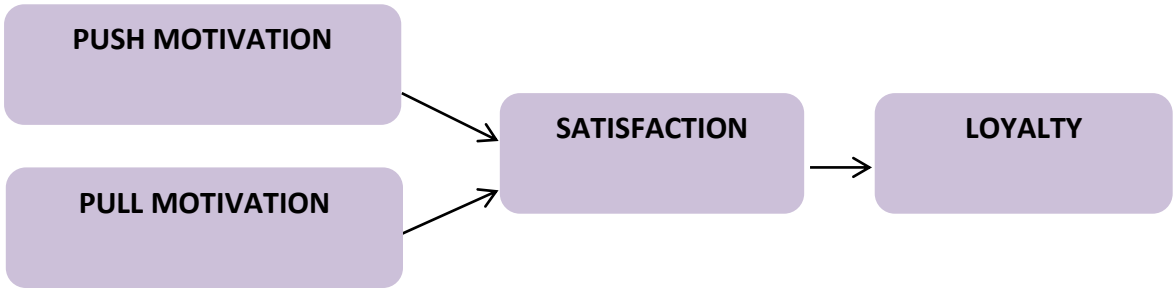

Figure 3.6: Push and Pull Motivation in Tourism
Source: Adapted from Yoon and Uysal (2005:46)

Push and Pull motivation describes how tourists are pushed by motivation and this motivation results in the tourists' decision whereas the pull motivation describes how they are attracted to a certain destination/festival (Baloglu & Uysal, 1996:32; Martin & Rodriquez del Bosque, 2008:264; Beerli & Martin, 2004:658). Push factors can then be described as the socio-psychological motivations that influence an individual's ability to travel and are known as the intangible motivations such as escape from everyday life, rest and relaxation, health and fitness and social interaction (Baloglu & Uysal, 1996:32). Pull factors describe the attraction an individual prolongs towards a destination once the decision is made to travel and is known as the tangible resources such as recreation facilities, historical resources, novelty and the image created by means of marketing (Baloglu & Uysal, 1996:32; Martin & Rodriquez del Bosque, 2008:264; Beerli & Martin, 2004:658). Push and pull motivation turns into satisfaction for a tourism product and intrinsic and extrinsic motivation also plays an integral part with regard to satisfaction. When tourists are satisfied they are more likely to become loyal tourists as there is a strong relationship between satisfaction and loyalty, as discussed in Section 3.5, Chapter 3, in

respect of the benefits of loyalty (Baloglu & Uysal, 1996:32; Martin & Rodriquez del Bosque, 2008:264; Beerli & Martin, 2004:658). In conclusion, the push and pull theory has a direct influence on understanding why people travel and then external factors also have an influence such as price and quality.

3.6.4 External factors (Price and Quality)

The external factors include aspects such as the price for a product or service utilised by the tourist, quality of the products, services or surroundings or can be a result of a previous visit due to the emotional attachment to that particular festival (Alegre & Juaneda, 2006:686). When a customer has a strong emotional attachment to the festival it will most likely result in repeat visitation (explained in section 3.6.1) and usually results in loyalty to that particular festival (Alegre & Juaneda, 2006:686).

It is also important to note that not all customers are willing to pay the same price for a product or service they receive and this is also the case with quality. Not every customer will perceive quality similarly (Alegre & Juaneda, 2006:686). Price and quality will influence the customer's future intention to visit the same festival for the same products and services offered (Alegre & Juaneda, 2006:686; Cronin, Brady & Hult, 2000:195). A factor that assists in creating loyalty is reputation (Tepeci, 1999:224). Selling high quality goods can increase the reputation of a festival and therefore loyalty can be strengthened through this process. Having a good reputation also increases the chances of positive word of mouth and the recommendation to others. There is also price competition whereby the customer has a choice of switching brands more easily when it is easier for customers to compare prices and quality with one another (Chioveanu, 2012:24).

Price can create a perception of quality or value for money and this may have a direct influence on purchase decisions made by tourists. Pricing is not only important for marketing purposes; it also creates competition for other festivals as the tourist can now decide to attend other festivals that are more affordable (Chioveanu, 2012:24). Competitive prices form the core of any successful festival as the decision lies with the tourist to decide to attend a festival that is affordable and provides the tourist with the quality being searched for (Leenders, Van Telgen, Gemser & Van der Wurff, 2005:149).

3.6.5 Knowing your target market

When a festival management is able to know exactly who the target market is, it provides an extra value to grow as a festival (Williams, 2007:281). Festivals need to spend time and money in deciding on the target market as this provides more value, encourages repeat purchases, and invests in loyalty and positive word of mouth (Williams, 2007:281). Market segmentation is the

process that helps a business/festival to identify its target market and can be regarded as the start of a long-term relationship with the visitors and of focusing on strengthening the loyalty process (Singh, 2013:228). With target market segmentation the segments can be designed in such a manner to only focus on the needs and wants of a particular group (Singh, 2013:228). Some of the advantages of knowing who the target market is, include retaining customers in the long run and also increasing the competitive advantage of a particular festival (Singh, 2013:229). Lastly, knowing the target market is a very important characteristic of the long-term success and growth of a festival (Smith, 2005:18). Bowdin, Allen, O'Toole, Harris and McDonnell (2011:408) state that it is of the utmost importance for festival management to analyse their target market to keep the price at a level of affordability for the customers of the festival and how much the tourist is willing to pay for a product or service.

3.6.6 Product offerings

May (2013:15) states that the greatest challenge for a business or for a festival is to differentiate the product offerings from one festival to another. This is also where the term customer engagement is an important factor and can be defined as the commitment of the customers to invest in your product with reference to a specific brand or product offering (Tony, 2013:51). The characteristics of customer engagement include the retention of customers, loyalty and the positive recommendation to others (Tony, 2013:51).

3.6.7 Marketing and brand awareness

Marketers can use the information to strengthen loyalty when understanding how branding can have a direct influence on purchases (Pride & Ferrell, 2010:330). To achieve customer loyalty is the purpose and goal of marketing and the emphasis is on creating profitable loyal customers and not only focusing on loyalty (Dahlen, Lange & Smith, 2010:269). Customer loyalty can be achieved when the customer is won over by means of a tailor-made marketing strategy (Cuthbertson & Laine, 2003:291). One of the factors that can assist in creating loyalty is awareness (Tepeci, 1999:224). Customers may be aware of a festival, but there is no strong brand preference towards the festival. Brand awareness can be achieved through marketing vehicles such as word of mouth communication, direct mail and promotion (Tepeci, 1999:224). The more aware customers are of a product the more likely they are to purchase the product and become loyal (Bhattacharya & Sen, 2004:10).

The aspects that play a role in loyalty, especially in the tourism sector, play a vital role in understanding how a tourist can become loyal. At each of these factors it also becomes clear that the tourist must first make a decision to travel. The next section will address the steps taken by a tourist before and after travelling and the link decision making has with loyalty.

3.7 Decision-making prior to the purchase

Decision making is an important aspect of loyalty as the customer progresses through a set of decisions when purchasing a brand or attending a festival (Bakewell & Mitchell, 2003:97). Decision making is a prerequisite for loyalty as the decision must first be made to purchase a product or service or to attend a festival and thereafter the customer can decide to become loyal (Bakewell & Mitchell, 2003:97; Nanda & Nanda, 2011:50). Kruger and Saayman (2012:149) proposed a decision-making process at festivals before the customer actually decides to visit a festival, as illustrated in Figure 3.7.

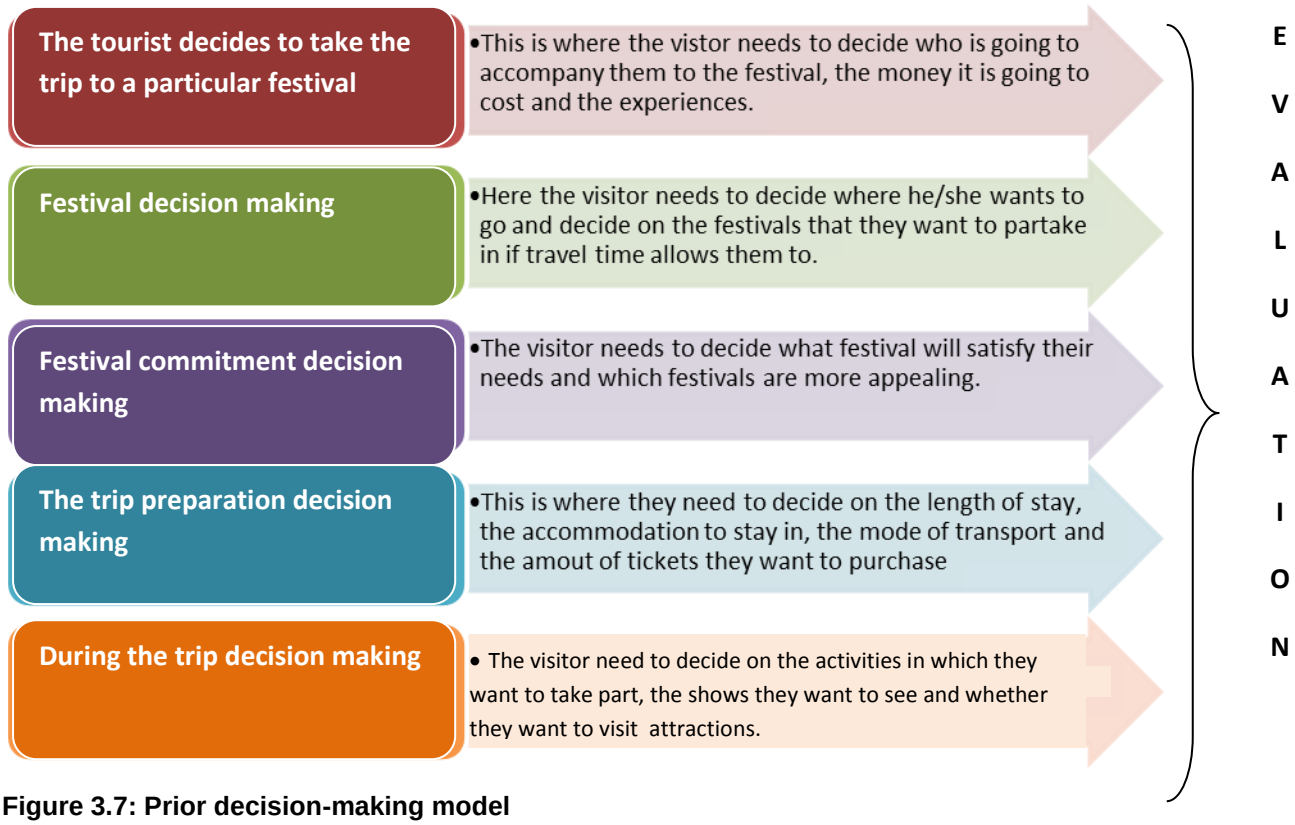

Figure 3.7: Prior decision-making model

Source: Adapted from Kruger and Saayman (2012:149); Cook, Yale and Marqua (2010:32); Pearce (2012:117)

Figure 3.7 shows the decision-making process the tourist/customer undergoes when deciding whether or not to attend a festival. This model can be applied not only in tourism, but other fields as well. The main factors that can be concluded from Figure 3.7 are that the tourist must first make the decision to travel or attend a festival. Time is also another factor that has a direct influence on the decision to travel as the visitor needs to take into account the time needed to travel, the travelling time to and from a destination or festival and the length of stay. The visitor must ultimately attend a festival to fulfil a need or want. This is especially where festival management must have an idea of the needs and wants of its target market. Tourism amenities such as accommodation and transport play a vital role.

The decision-making process as illustrated in Figure 3.7 can also be affected by other factors such as personal qualities (such as experience and the lifestyle of the tourist), behavioural and festival-specific qualities such as (affordability of the festival, the quality of the programme content and products and services and the variety of products and activities available) and exogenous factors that may have an effect on demand as well (Kruger & Saayman, 2012:149; Bargeman & Van der Poel, 2006:709). Decision making also involves both internal and external searches before the tourist makes the decision to travel or to attend a festival. Internal searches include past experiences the tourist has gained at a destination or festival whereas external searches consist of four basic sources, namely neutral sources, commercial sources, social sources and printed/electronic sources (Bargeman & Van der Poel, 2006:709).

The neutral sources are known as tourism offices and travel guides which communicate the information to the tourist (Bargeman & Van der Poel, 2006:709). Commercial sources include sales personnel, travel agents and brochures (Bargeman & Van der Poel, 2006:709). Social sources include the information from relatives, friends and social networking platforms such as Facebook or Twitter (Bargeman & Van der Poel, 2006:709). Printed electronic sources include newspapers, magazines, radio advertisements, television advertisements and the internet where the tourist can search for information on their own terms (Bargeman & Van der Poel, 2006:709).

Figure 3.7 and Figure 3.8 can be linked through the evaluation process. As tourists go through the evaluation process, they establish whether or not they are satisfied with all the attributes of the product or service delivery. Boshoff and Du Plessis (2009:70) designed an illustration of the decision-making process after the customer has received the service. This is extremely important for any business to follow up on to establish whether customers are satisfied with the product they had received, as this may lead to loyalty.

3.8 Decision-making in the post-purchase stage

This decision-making model is designed to measure the perceptions of customers after having received the product and service.

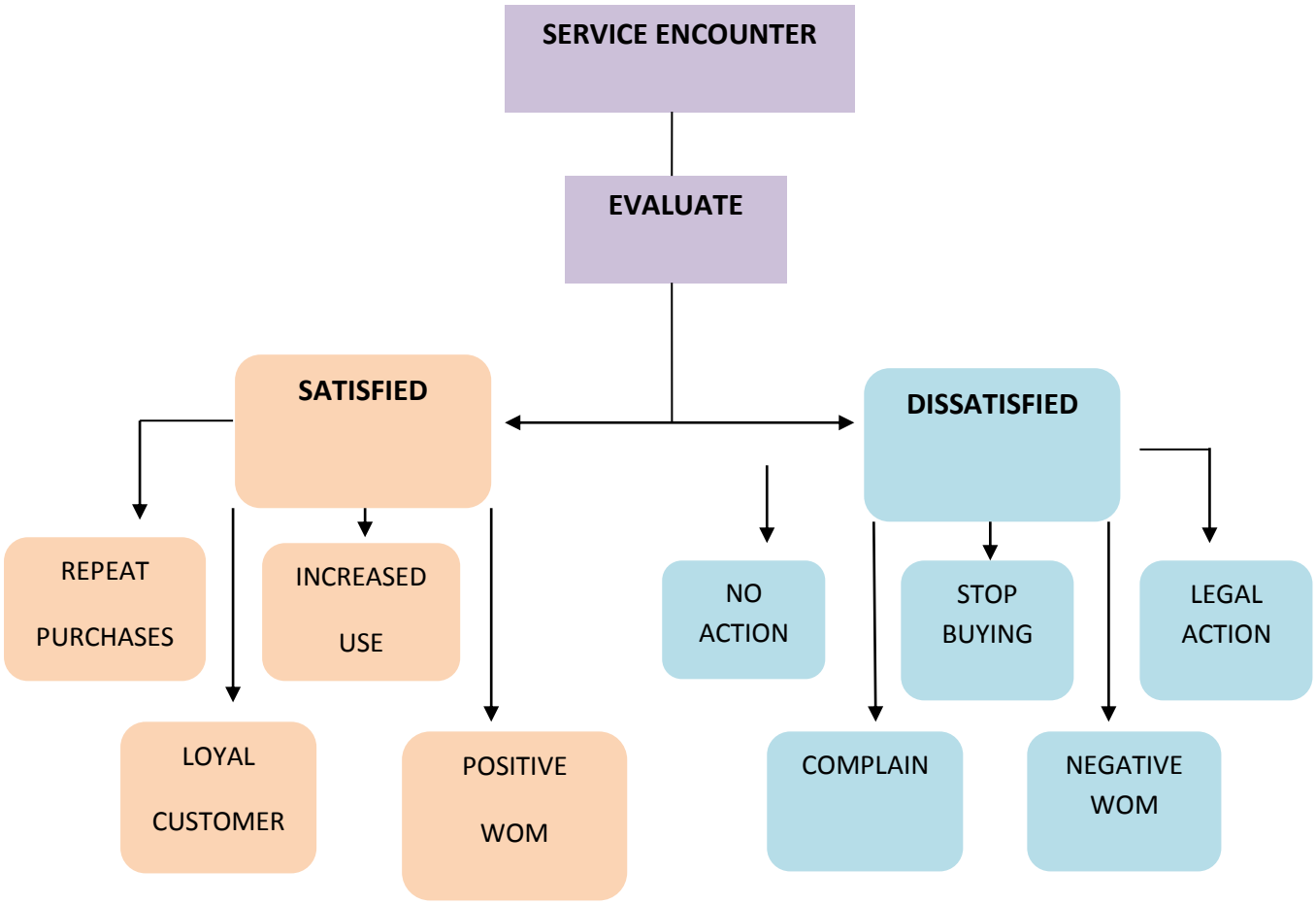

Figure 3.8: Post-purchase decision making
Source: Adapted from Boshoff and Du Plessis (2009:70)

The service encounter refers to the actual service the business provides and the customer receives (Boshoff & du Plessis, 2009:70). With the evaluation of the decision-making model it simply means whether customers are satisfied or dissatisfied when they receive the service (Boshoff & du Plessis, 2009:70). Figure 3.8 clearly illustrates two of the outcomes of the service delivery process such as when a customer is satisfied (and the outcomes associated with the satisfaction) and also when a customer is dissatisfied (and the outcomes of dissatisfaction). Figure 3.8 shows that when a customer is satisfied it is more likely to result in loyalty, increased usage, repeat purchases and positive word of mouth, whereas when a customer is dissatisfied it can result in complaints, no action, termination of buying a particular brand, negative word of mouth or it can result in legal action.

The link between satisfaction, the post-purchase stage and loyalty is the fact that it is believed that satisfaction leads to repeat purchases and word of mouth (WOM) which are valuable indicators of customer loyalty (Boshoff & du Plessis, 2009:70). The section that is about to

follow explains the two outcomes as illustrated in Figure 3.8, namely the satisfied and dissatisfied responses and also the outcomes thereof.

3.8.1 Dissatisfied responses

- When customers decide to take no action it means that they decide to live with their dissatisfaction. This makes it difficult for service providers, because they want to take corrective action.
- Customers may decide that they complain about the service delivery which makes it easier for the business to take the corrective action needed. Complaints may also be forwarded done by an external party, by taking it to the newspapers, for instance.
- When customers decide to stop buying a product or service they will switch brands more easily.
- Bad or negative word of mouth (WOM) occurs when the customer decides to talk negatively about the brands on internet sites and to spread the word to friends and relatives.
- Legal action may occur when the customer decides to sue the service provider for promises made but not kept, or when the product did physical harm to the customer.

3.8.2 Satisfied responses

- Repeat purchases mean that the customers are satisfied with the product or service and will buy the brand in the future when needed.
- When a customer is loyal it means that there is a sense of repeat purchases and that the customer is not likely to switch brands easily.
- When a customer can no longer live without the products or services and that they do not prefer competitors there will be a sense of increased use when the customer is satisfied.
- Positive word of mouth (WOM) means that the customer can only talk about the positive aspects of the brand and recommend it to friends and relatives. Loyalty can be increased when there is a sense of positive word of mouth (WOM).

While customers progress through the decision-making process, they can decide whether they will return and purchase it again. The decision to use the tourism products in the first place means that the customers were first-time customers once in the past.

The next section consists of an in-depth discussion on the difference between first-time and repeat visits and the way in which they make decisions to visit a destination or a festival.

3.9 First-time versus repeat visits

Kruger *et al.* (2010:83); Tse and Crotts (2005:966); Liu, Lin and Wong (2012:119); Taplin (2013:1374) and Lau and McKercher (2004:284) conducted research on the differences between first-time and repeat visitors with specific reference to the attendance of festivals. All the authors mentioned above came to the same conclusions in the research conducted and the differences between the first-time and repeat visitors as established by them are depicted in Table 3.2.

Table 3.2: The comparison between First-time and repeat visitors

FIRST-TIME VISITORS	REPEAT VISITORS
First-time visitors are more likely to be younger.	Likely to be older visitors.
Tend to be single and do not have any children.	As they are older individuals, they are more likely to be married and have children.
Less likely to visit friends and relatives on weekend trips.	The repeat visitors are more likely to visit friends and relatives over weekends or holidays.
Long-haul visitors.	Prefer taking weekend trips.
First-time visitors explore destinations more widely, participate in a variation of activities, and are interested in events and cultural experiences.	They do not participate in activities and do not care about cultural experiences as they have already experienced it.
Prefer shorter stays at a destination.	Prefer longer stays due to proper planning and getting more information on a destination.
Have a more differentiated image of destinations, because they obtain their information from external sources such as friends and relatives.	Develop their own images from previous visits and experiences.
Expenditures are higher than repeat visitors, because they engage in more tourist activities.	Expenditures are less than first-time visitors yet still investing in tourist activities.
Not price sensitive when it comes to higher prices or fluctuations in prices.	Price sensitive when it comes to fluctuations in prices.
Curiosity plays a huge role as first timers like to see the area.	Socialisation is a major importance for repeaters.
Motivated by external factors such as prices.	Motivated by inherent factors such as the quality of accommodation.
First-time visitors tend to be less satisfied due to value for money received.	More satisfied and actually receive value for money.

Source: Adapted from Kruger *et al.* (2010:83); Tse and Crotts (2005:966); Liu, Lin and Wong (2012:119); Taplin (2013:1374) and Lau and McKercher (2004:284)

First-time visitors are usually inexperienced when it comes to visiting a destination as these types of visitors prefer short stays at destinations; they are curious when choosing a destination, do not have any family responsibilities and are more likely to be younger. In contrast to first-time visitors repeat visitors are more experienced and they are the visitors that consult various resources before making a commitment with a destination, because they are usually visitors that stay longer at destinations, prefer socialisation with friends and family, have family responsibilities and their preferred choice in socialisation is with friends and family and are more likely to be older than first-time visitors.

There is a difference between the two types of visitors and it is important to take into consideration the needs and wants of both repeat visitors and first-time visitors. The factors that influence loyalty will be discussed next to enable the reader to understand what exactly influences loyalty.

3.10 Factors influencing loyalty

There are numerous factors that can effectively lead to loyalty and will be discussed in different categories such as image and customer satisfaction, visitor attributes, behavioural intentions, festival attributes and travel motives. Figure 3.9 illustrates the relationship between the factors that lead to loyalty.

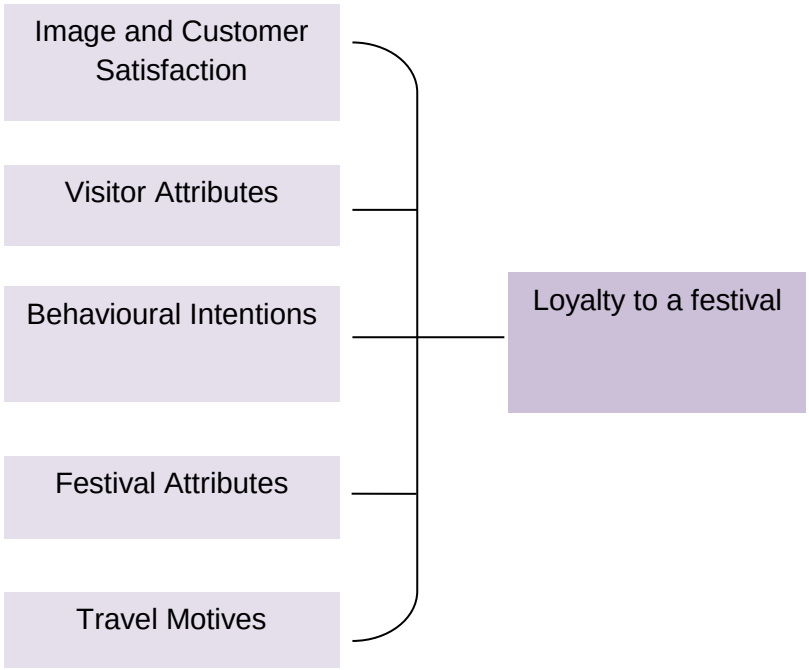

Figure 3.9: Factors influencing loyalty at an agri-festival

Source: Adapted from Kuusik (2007:9); Boshoff and Du Plessis (2009:319); Chi and Qu (2008:625); Yi and La (2004:352)

The factors as illustrated in Figure 3.9 will consequently be discussed.

3.10.1 Image and customer satisfaction

Image is one of the concepts that is not easy to define and according to Kuusik (2007:9) this is due to the fact that customers will create an image by themselves even if they did not visit a place or destination or use a particular product. The second reason why image is difficult according to Kuusik (2007:9) is the fact that people classify themselves into different social categories. This is where the goals and values of the suppliers come in. If customers do not agree with the way their suppliers do business or with their values the business transaction is not likely to occur.

Hosany, Ekinci and Uysal (2006:639) are of opinion that brand image and brand personality is an excellent and accurate component in achieving loyalty. They further state that in literature the destination image can have a direct influence on loyalty. Satisfaction can be defined as the way in which customers' expectations can be met by a business providing the actual service in the service delivery process. Satisfaction is extremely important, because when customers are not satisfied they will not continue to build a long-term relationship with the business (Boshoff & du Plessis, 2009:319). This is especially why festivals must strive towards giving the attendees excellent service quality and value for money through a well-organised event (Kuusik *et al.,* 2010:161).

Boshoff and Du Plessis (2009:320) proposed the following illustration that clearly shows that customer satisfaction is essential for achieving loyalty:

Figure 3.10: Customer satisfaction

Source: Adapted from Boshoff and Du Plessis (2009:320)

Chi and Qu (2008:625) proposed a different model, but it is based on the foundation of the figure by Boshoff and Du Plessis (2009:320) and will be explained after Figure 3.11 as the concepts relate to one another.

Figure 3.11: Customer satisfaction

Source: Adapted from Chi and Qu (2008:625); Boshoff and Du Plessis (2009:320)

Image is the precursor of satisfaction and satisfaction has a positive influence on loyalty. Chi and Qu (2008:625) stated by doing research that satisfaction, quality and performance is a good forecaster to determine whether or not a customer will become loyal. The more satisfied customers are, the more they are likely to make repeat purchases and motivate other friends and relatives to also become loyal customers.

Customer satisfaction can be divided into satisfaction with services, satisfaction with the products and the expectations of the customer. Customer satisfaction can be reached by giving the customer the product and service the customer expects to receive. The reason why businesses cannot achieve customer satisfaction is inadequate marketing research, a lack of communication between employees and the customers and then lastly the inadequate attention to recover a bad service interaction between the business and the customer (Smith, Bolton & Wagner, 1999:356).

Gronholdt *et al.* (2000:509) summarised customer satisfaction as a key component when businesses wish to create or increase loyalty. Kuusik (2007:10) mentioned that trust and commitment are two important factors, because nobody expects a long-term relationship without the necessary trust and commitment between the customer and service provider. Yi and La (2004:352) examined trust and commitment as determining factors of loyalty. Trust can be defined as the willingness to rely on someone else.

A customer's trust can have a direct effect on loyalty towards the business or service provider (Yi & La, 2004:352). Commitment is a desire to maintain a relationship by investing in activities and maintaining the relationship in the long run (Yi & La, 2004:352). The ways in which the employees perform tasks, lead to trust (which will have a direct impact on commitment) and will ultimately lead to loyalty (Kuusik, 2007:10).

3.10.2 Visitor attributes

Visitor attributes include aspects such as the demographic profile of tourists attending the festival. Understanding the visitor attributes can also assist festival management in identifying a proper target market. Visitor attributes can have a direct influence on the loyalty at a festival in terms of the following attributes:

- There is no direct influence in terms of the demographic profile which includes gender, occupation and marital status, but educational level, nationality, age and personal income play a significant role when it comes to loyalty at a festival (Esu, 2009:118).

- Length of stay, group size and the distance travelled showed no significance to loyalty whereas the type of accommodation, spending and transport has a direct influence on loyalty (Esu, 2009:118).
- In conclusion, the majority of the studies presented that socio-demographic variables are not valid measurements as the leisure part of tourism is far more important (Esu, 2009:118).
- Carpio, Wohlgenot and Boonsaeng (2008:255) also conducted research and identified that the location of residence, race, age and gender also have a direct influence on return visits.
- Demographic information can influence loyalty and includes aspects such as education, age and gender (McKercher & Guillet, 2010:122).

3.10.3 Behavioural intentions

Behaviour and the likelihood of a tourist behaving in a certain manner may also be one of the possible causes in factors affecting loyalty, since individuals perceive a festival and the interaction thereof in different ways. It is important for festival management to understand how behaviour can have an effect on loyalty. The behaviour and demographic information have a strong link, especially with reference to age. Different age groups have different behavioural intentions. The following aspects include a discussion of the behavioural intentions.

- The behavioural intentions that played an integral part in loyalty were the overall satisfaction and the past experience the tourists have with the festival. When the tourists did not have a good experience, the likelihood that they would return would be lower than those that may have had a good experience (Esu, 2009:118).
- Other factors include price, distribution, social class, demographic characteristics and other individual and environmental factors that include advertising, constraints on choice (budget and time limitations) and usage situation (Kuusik, 2007:10).
- By prioritising high-quality, satisfying experiences, the enjoyment of visitors and that they need to perceive good value from the service or product they are using is strategies in which loyalty can be created through behavioural intentions (Calver & Page, 2013:24).
- Brand equity, satisfaction, trust, quality, value and image may influence loyalty directly (McKercher & Guillet, 2010:122).

3.10.4 Festival attributes

There is a difference between visitor attributes and the festival attributes. Festival attributes refers to the festival itself such as the productions, the prices of products and services, the overall quality of the festival, layout and ticket prices. The section below addresses all the festival attributes.

- Another group of researchers, namely Kamenidou, Mamalis, Kokkinis and Intze (2011:6) also conducted research and found that festival management, services and prices and

productions are important to run effective evaluation of festivals. For purposes of this study only the festival management aspect and the products and services will be looked into, since productions are not applicable to agri-festivals. Festival management includes factors such as a well-organised event, information which is readily available to the tourists, layout of the festival being excellent and parking being sufficient for the number of visitors, whereas products and services include factors such as the prices/services at the stalls that need to be good, ticket prices to be reasonable, accommodation prices to be reasonable as well as accommodation to be available (Kamenidou *et al*., 2011:6).

- The study also found that comfort amenities also had a positive influence on the overall quality and loyalty of festivals and include the cleanliness of restrooms and the availability thereof, atmosphere, cleanliness of the festival, a well-organised festival and adequately available resting areas (Kamenidou *et al*., 2011:6). Convenience, a good reputation, friendly staff, cleanliness, safety, security of premises, location, and price and food quality were also found to be some factors that increase loyalty in the tourism industry (Dolnicar, 2002:31).
- Cole and Chancellor (2009:236) also identified a set of factors that may have an influence on loyalty:
  - A well-organised programme
  - Accessibility of the premises and the availability of signage
  - Availability of restrooms
  - There are enough places to sit and relax
  - Quality and price of foods, beverages and accommodation
  - Cleanliness of the premises
  - Overall satisfaction with the festival
  - Overall feeling to revisit the festival again
  - The atmosphere experienced at the festival
  - The availability of souvenirs

3.10.5 Travel motives

Crompton identified the following travel motivations as stated by Brown (2005:482) and Saayman (2006:24) such as escaping the everyday environments, relaxation, prestige, regression, enhancing the relationships of friends and family, facilitating the social interaction among friends and family, novelty and education. This can be linked to loyalty as a better understanding of why people travel and the psychological processes associated with loyalty can be obtained. An in-depth discussion on travel motives can be found within this chapter in section 3.6.3.

3.10.6 Additional factors

Yoon and Uysal (2005:48) identified the following factors that may have an influence on loyalty:

- Attending the festival for some relaxation and it forms part of the attendee's lifestyle;
- Social interaction with friends and family;
- Safety of the premises;
- Cleanliness of the premises;
- Ability to do some shopping and sightseeing;
- The festival provides an educational aspect;
- Overall satisfaction with the festival;
- The festival is worth visiting;
- Recommending visiting the festival to friends and family; and
- Overall feeling to revisit the festival.

These are all the factors that lead to loyalty and it is important to understand as it will have a direct influence on the profitability of the business and the products they present and services they render. The following section addresses the importance of loyalty in business and also the reason why it is important to invest in achieving optimum loyalty.

3.11 Importance of loyalty

It is important to identify the reasons for loyalty to be an important contributing factor to the success of any destination, product or service. The importance of loyalty for businesses, including tourism destinations and festivals, includes the following.

- Loyalty is the relationship between the customers and the growth of the company (in this case a festival) and the long-term success thereof (Reichfield, 2001:77).
- Loyalty serves as a method to motivate the employees to amuse the customers and make it a pleasant experience for them (Smith & Rupp, 2002:251).
- Loyalty helps to strengthen the brand-building process, helps businesses to appreciate the customers as they are the ones that support the business (Reichfield, 2001:77).
- Understanding the needs and wants of the customers (Elem & Iversen, 2003:73).
- Getting feedback from the customers and loyalty can be a plan of action when something goes horribly wrong as loyal customers are more understanding towards situations of this kind (Bowen & Chen, 2001:214).
- It protects the business from competition, especially in the 21st century with its huge amount of competition among different brands and companies (Reichfield, 2001:77; Elem & Iversen, 2003:73).
- Strengthening the continuous growth and success of a company even in tough times such as in a recession (Elem & Iversen, 2003:73).

- Provides the business with free marketing, namely word of mouth, by means of which the company does not have to spend millions of Rands on marketing and making the customers aware of the product (Keller, 2007:10).

The research done on the factors that lead to loyalty can assist the Nampo Harvest Day in focusing on the specific factors to make sure there is always a niche market as agri-tourism is part of the lifestyle of the agri-tourist. At an agri-festival, marketing is very important, especially word of mouth marketing. The agri-festival can spend millions on marketing, but if the word of mouth is negative the ticket sales will decline.

At an agri-festival it is important to understand the wants and needs of customers attending the agri-festival as the needs of the agri-tourist will differ extremely from those of a visitor attending an arts festival. According to research done by Ainley and Smale (2010:66), the average age of the agri-tourist is 55 years so this means that the agri-festival attracts older people and perhaps this is an excellent way of achieving competitive advantage and attract younger age groups and focus on their loyalty as well. When the festival management focuses on the loyalty factors it could potentially mean new visitors (this is a good sign that the agri-festival is growing increasingly) and the increase in ticket sales.

3.12 Conclusion

The goal of this chapter was to successfully clarify and explain the concepts of loyalty by making use of a literature review. It is obvious from this chapter that numerous factors can lead to loyalty, and to understand the term *loyalty* in the investigation of the decision-making processes (whether or not a customer is satisfied) is necessary as well as the models and theories concerning loyalty. Loyalty is a term that is used within tourism and marketing and can also lead to numerous advantages such as a long-term relationship with the customer and repeat purchases. The advantages of having loyal customers include continuous profitability, reduction in marketing costs, growth in per customer revenue, decrease in operating costs, increase in referrals through word of mouth, increase in price premiums and competitive advantage. Customers can also be classified into premium loyalty, inertia loyalty, latent loyalty or not being loyal. Furthermore, the loyalty theories can assist in laying a foundation of loyalty and is known as the bi-dimensional loyalty theory, multi-dimensional theory, conceptual loyalty theory and the loyalty triangle.

It is important for the festival organisers to possess knowledge of the factors that determine loyalty, especially at a festival such as the NAMPO Harvest Day. They can use this information to see whether or not they attract first-time or repeat visitors that can ultimately lead to better marketing campaigns to determine growth within the festival.

There are distinct differences between first-time visitors and repeat visitors in terms of demographic profiles and spending behaviour that need to be taken into consideration when attracting both these visitor markets. The NAMPO Harvest Day forms part of over 300 festivals held annually in South Africa. Chapter 2 already provided an in-depth discussion on agri-tourism and the NAMPO Harvest Day. The following chapter will discuss the methodology applied in this study.

Chapter 4: Clarifying the method of research

4.1 Introduction

Planning is an essential tool to use especially within the field of research. Research can only be done successfully when there is a set of goals and objectives. In order to set goals and objectives effectively the researcher has to decide exactly what is envisaged with regard to what is to be achieved by means of the research. This is also known as a research plan or methodology. Research can be defined as the search for new knowledge and finding practical solutions to problems that occur in a business or any applicable scenario (Jansen, 2010:2; Crotty, 1998:52).

Chapter 4 will consist of the research process and the following steps will be outlined and discussed:

Step 1: Defining the research problem and identify the research problems
Step 2: Selecting the research design that is appropriate for the nature of the study
Step 3: Sampling planning
Step 4: Data collection
Step 5: Data analysis
Step 6: Presenting the report

The purpose of this chapter thus to explain the research process used within this study and to clarify the statistical analyses used in Chapter 5.

4.2 The research process

The research process ensures that a quality research can be provided and to make this easier for both the researcher and the reader a research process can be followed. The next section addresses the process.

4.2.1 Step 1: Define the research problem and identify the research problems

The research problem is the first aspect to consider when attempting defining the research problem. There needs to be a clear indication of what the research hopes to achieve with specific research objectives that are aligned with the study (Jansen, 2010:2). A research problem can then be defined as the core issue that researchers want to investigate. The research problem is also the most important part of the research as this can be the difference

between conducting effective research and interpreting the research in the wrong way, which will result in ineffective decision making (Ary, Jacobs, Sorensen & Walker, 2014:40).

The second part is the research objectives and the research objectives are based upon **the research problem**. Objectives gain importance by providing focus and direction not only to the researchers, but also to the paper, which can result in decision making (David, 2011:45).

Frey and Osterlch (2002:234) point out that it is important when setting goals and objectives that it must comply with the SMART principle. This means it needs to be **specific** (the goals must be clear and direct), **measurable** (must be able to achieve the goal/objective and therefore it must be well written to evaluate whether or not it has been achieved), **attainable** (must be provided with a timeframe in which the goals must be achieved), **realistic** (must consider the time and budget constraints to make it a realistic research) and must **be time dependent** (must include a timeframe).

The last aspect when determining the research problem is the identification of **primary and secondary objectives.** Primary objectives can be defined as the main outcome of the study that the researcher attempts to achieve and the secondary objectives are merely linked to the primary objective and reflect the detail concerning the primary objectives (Maree & Van der Westhuizen, 2010:25; Olsen, 2008:481).

As outlined in Chapter 1, the goals and objectives for this study are as follows:

Goal of this study

To assess the factors contributing towards visitors' loyalty at the NAMPO Harvest Day.

Objectives of this study

Objective 1

To conduct an analysis of agri-tourism and agri-festivals by means of a literature review.

Objective 2

To conduct an analysis of the concepts of loyalty and related theories by means of a literature review.

Objective 3

To identify the set of factors that influence visitor loyalty at an agri-festival in South Africa by means of an empirical survey.

Objective 4

To draw conclusions and make recommendations with regard to this study.

Also part of the planning is designing the questionnaire (attached as Appendix A). The factors to consider when designing a questionnaire is the purpose of the study, the profile of the respondents, the sampling size, the method of data collection, response patterns, data capturing and formatting the results (Maree & Pietersen, 2010:160). Within the questionnaire there are the following questions such as structured questions response formats such as the 5-point Likert scale, multiple response scales with multiple checkboxes and a constant sum scale to measure spending behaviour (Berndt & Petzer, 2011:190; Maree & Pietersen, 2010:160).

4.2.2 Step 2: Selecting the research design appropriate for the nature of the study

The research design can be defined as a plan of action researchers use to achieve the goals and objectives of the study (Olivier, 2010:2; Berndt & Petzer, 2011:31). The research design consists of numerous aspects such as the decision to use primary or secondary data, qualitative and quantitative methods, selecting the specific research methods, data collection methods and lastly, designing the data collection instrument (Berndt & Petzer, 2011:31). Each of the concepts will now be discussed.

The next decision to undertake is the choice between exploratory research method, casual research methods or the use of descriptive research methods**. Exploratory research** can be defined as a research method that is regarded as introductory research that can assist in the explanation of the nature of the research problem (Nargundkar, 2008:22). **Casual research** methods are used when trying to explain the relationship between two ideas or concepts (Nargundkar, 2008:22). **Descriptive research** can be used when something needs to be explained (Nargundkar, 2008:22).

Descriptive research is used or purposes of this study. When drafting the research process it is important to always bear in mind the goals and objectives the researcher wishes to achieve. The purpose of this study is to identify the factors leading to loyalty at an agri-festival in South Africa and this will be done through using various statistical analyses (outlined in more detail under section 5.2.5).

4.2.2.1 Primary and secondary data

Primary data can be defined as data gathered specifically to solve a particular problem the organisation has identified whereas **secondary data** can be defined as information that already exists within business or sectors such as the tourism sector and can be sourced from books,

magazines and the internet (Maree & Van der Westhuizen, 2010:25; Vorster & Prozesky, 2010:78; Olsen, 2008:481).

The advantages of using secondary data is that it is time saving due to the data that have already been collected and stored and the researcher can use this information in his/her own time and make it applicable to the research he/she is attempting to conduct (Patzer, 1995:11). Usually this type of data can be found in books and is used in the literature sections of the research when trying to understand the problem and laying a foundation (Vorster & Prozesky, 2010:264). It is also the ease of availability which means that information is always available when making decisions as well as the ease of access (Vorster & Prozesky, 2010:264). The internet makes it possible for the researcher to search the web for information regarding any topic that forms the core of the research. It also serves as a guide to researchers (Patzer, 1995:11). This means that the researcher may come up with new innovative research that will be useful in the business (Vorster & Prozesky, 2010:264).

For purposes of this study both primary and secondary data were used. Primary data were used to solve the problem faced within this study, namely to identify the factors that lead to customer loyalty at an agri-festival in South Africa, whereas secondary data were consulted, especially in the literature review chapters, which is information that already exists and research has already been conducted on the various topics such as agri-tourism and loyalty. An in-depth discussion on loyalty and agri-tourism formed part of this research to be able to understand where the concepts derive from, so as to define the concepts, theories and advantages.

4.2.2.2 Qualitative and quantitative methods

Qualitative methods can be used when researchers do not make use of statistical analysis when interpreting the data an the purpose for using qualitative methods is to gain an understanding the reasons and motivations for behavioural intentions (Vorster & Prozesky, 2010:278) and the methods include focus groups, in-depth interviews, observation techniques, projective techniques and case study research methods as illustrated in Figure 4.1 (Ivankova, Creswell, Clark, 2011:258):

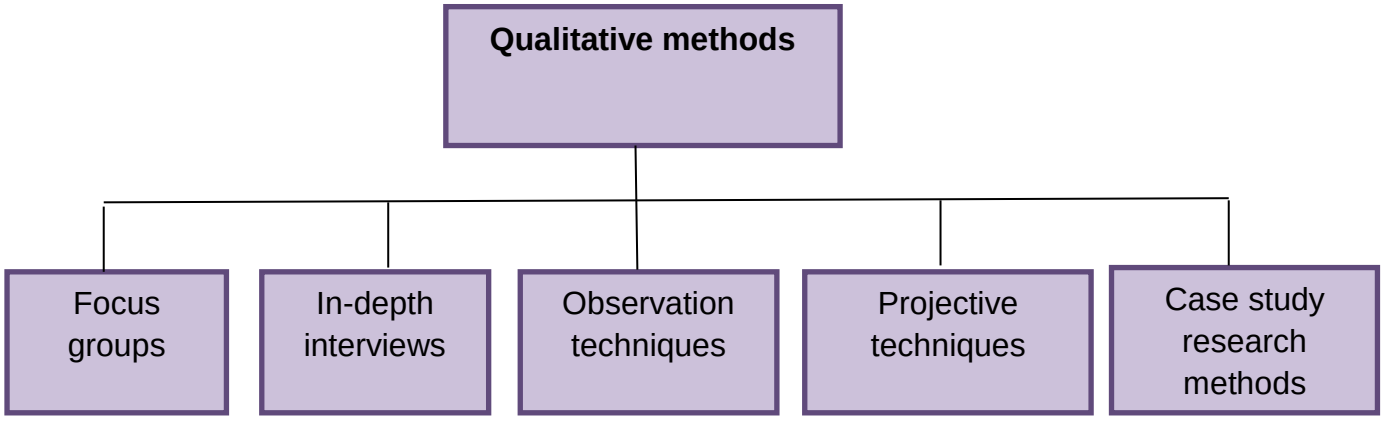

Figure 4.1: Summary of qualitative methods

Source: Adapted from Berndt and Petzer (2011:46); Ivankova *et al*. (2011:258)

Each of the components in Figure 4.1 will be discussed for a full understanding of each of the qualitative methods in research such as focus groups, in-depth interviews, observation techniques, projective techniques and case study research methods

- **Focus groups –** In this case a small group takes part in a topic that is predetermined by the researcher. The focus groups usually include six to 10 people in one group as the focus is to remain small (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).
- **In-depth interviews –** This is a one-to-one discussion during which the interviewer will decide on a topic, making the respondent aware of the topic and then asking questions concerning the predetermined topic (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).
- **Observation techniques –** These techniques record the behaviour of an individual which is watched afterwards when making observations (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).
- **Projective techniques –** This technique is based on the characteristics of an in-depth interview during which the interviewer poses questions regarding issues and motivation behind certain behaviour that the respondent may have (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).
- **Case study research methods –** The case study is an approach that is an in-depth discussion on a particular event or person. Then the respondents must answer the questions the interviewer asks, solve problems that may occur in the case study and lastly make decisions based on the evidence provided to them (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).

Quantitative methods are the data that need to undergo a process through statistical analysis to enable the researcher to interpret it and the purpose of using quantitative methods are to generalise results from the population (Vorster & Prozesky, 2010:278) and the methods include

interview-administered surveys, computer-assisted surveys, self-administered surveys and hybrid methods as illustrated in Figure 4.2 (Ivankova *et al*., 2011:258; Berndt & Petzer, 2011:46).

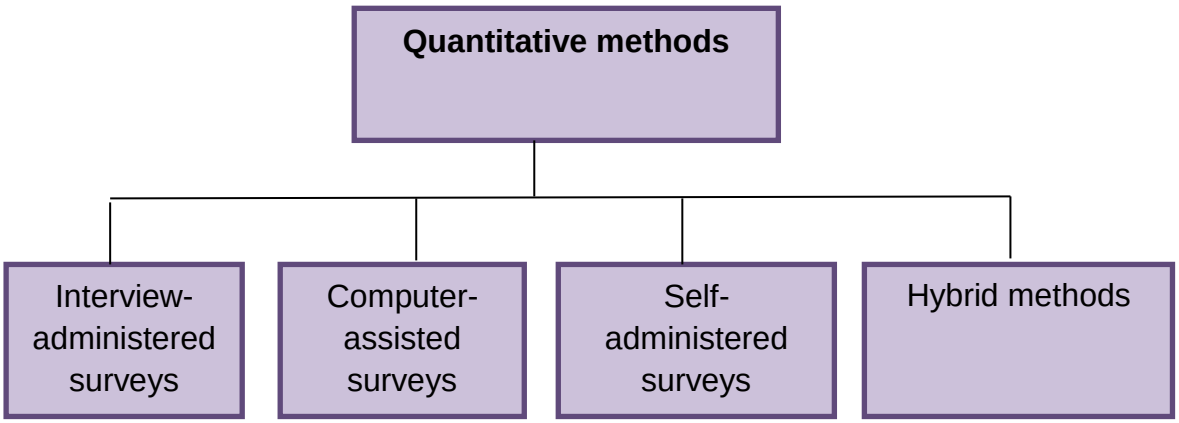

Figure 4.2: Summary of quantitative methods

Source: Adapted from Berndt and Petzer (2011:46) and Ivankova *et al*. (2011:258)

- **Interview-administered surveys** – In this case a person is being interviewed and it can be face to face interviews or conducted telephonically by the interviewer. The questions that need to be asked in the interview are structured and the same questions will be asked to all the respondents. This includes shopping mall intercepts, door-to-door interviews and telephonic interviews (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).
- **Computer-assisted surveys** – Computer-assisted surveys can only be used when the respondent has access to a computer as the questionnaire is based on the computer through software programmes that capture the data automatically once the respondent has saved the answers. This includes email surveys or web-based surveys (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).
- **Self-administered surveys** – Self-administered surveys can be conducted when the respondent completes the questionnaire in his/her own time without the interviewer being present. When the respondent is done with the questionnaire it can be handed back to the interviewer or by electronic means such as mail or fax, depending on the nature of the survey. This includes mail surveys, fax surveys and location-based surveys (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258). For purposes of this research, self-administered surveys were used for data collection.
- **Hybrid methods** – Hybrid methods are used when the researcher decides on using computer-assisted surveys for one group in particular and for the other group self-administered surveys. In simple terms it means that the researcher will use different surveys for the different types of respondents (Wiid & Diggines, 2009:85; Ivankova *et al*., 2011:258).

For purposes of this study quantitative methods were used that interpreted the data through statistical processes. The statistical processes are firstly through Microsoft Excel where all the data from the questionnaires were captured and thereafter in Statistical Package for the Social Sciences (SPSS) to analyse the data. The information of the analysis will be explained in detail at Step 5. Self-administered surveys distributed at the NAMPO Harvest Day were used to obtain the data from the respondents. The respondents could then complete the questionnaire at their own pace without the researcher being present. The type of survey method was a location-based survey with the questionnaires having been distributed at NAMPO Park situated close to Bothaville.

4.2.3 Step 3: Sampling planning

In order to complete the research it is important to find willing respondents that can complete the questionnaires. This specifically is where sampling planning plays a crucial role. Within the sampling planning the researcher needs to identify the population and the sample.

A population can be defined as a specific group of individuals that could be asked to complete a questionnaire through having mutual similarities such as an event or characteristics (Bless, Smith & Kagee, 2006:99; Vorster & Prozesky, 2010:173). The population for the NAMPO Harvest Day will be all the visitors attending the Harvest Day as all of them could be asked to complete the questionnaire between 13 to 16 May 2014. If the choice is to use every respondent within the entire population it is known as a census or there can also be a choice between only asking specific members of the population to take part in the research which is known as sampling. For purposes of this study it is important to know that a sampling method will be used as only some of the respondents have a known chance to form part of the research and not the entire population (in other words everyone that attended the NAMPO Harvest Day).

Further on the researcher must choose on the sampling method such as a probability sampling method and a non-probability sampling method. A **non-probability sample** is chosen when the researcher wants to follow a pattern when asking respondents to participate in the research (Singh & Nath, 2007:166). This also means that all the members of the population know for a fact that they will be included in the sample (Singh & Nath, 2007:166). According to Singh (2007:107), sampling methods include convenience sampling (the respondents that are readily available and easily accessible), judgement sampling (the respondents are chosen deliberately), snowball sampling (the researcher chooses the respondents with specific characteristics which will ease the research considerably) and quota sampling (which is where a combination of convenience and judgement sampling is used).

Probability sampling can be defined as random selection of respondents and this is a controlled procedure where every member of the population has a known chance of being part of the sample (Singh & Nath, 2007:166). Singh (2007:107) explains that sampling methods include simple random sampling (where the respondents are selected individually, based on a random process), systematic sampling (which occurs when the respondents are drawn from a list of respondents) and a stratified sample (here it is important that the researcher first has to divide the population from heterogeneous groups to homogeneous where mutual similarities (or differences) occur and then either the simple random sampling process of systematic sampling can be used).

The survey made use of probability sampling and a stratified sampling method was used during the course of the NAMPO Harvest Day. This means that every member attending the NAMPO Harvest Day has a known chance of being selected in the research and that the respondents are chosen based upon the similarities among them. A stratified sample is a more accurate method of data analysis as it provides an increased chance of representativeness while in the same sense decrease probable sampling errors that occur in research (Wiid & Diggines, 2009:205; Vorster & Prozesky, 2010:191; Yang & Miller, 2008:220). Stratification was achieved where the visitors with different demographical and behavioural characteristics was grouped based on what they have in common.

4.2.4 Step 4: Data collection

The data collection stage is initiated when the planning of the research steps into action by means of acquiring the fieldworkers and making sure that the fieldworkers are properly trained individuals. The fieldworkers need to ask the respondents to complete the questionnaire in an orderly manner. Some of the challenges the fieldworkers were faced with were firstly to encourage the people to participate as there was a large number of visitors at the NAMPO Harvest Day that refused to participate in the research, and coupled with this challenge was the challenge of getting enough respondents to partake in the research. Because the people refused to partake in the research it was a challenge in getting good responses of high quality. This is a huge challenge, especially with self-administered questionnaires as it is sometimes impossible to check the completeness thereof and also to ensure that the respondent had actually read through all the questions and had answered them honesty. Despite the fact that there were some challenges, the fieldworkers managed to distribute 422 completed questionnaires across the duration of the four days.

4.2.5 Step 5: Data analysis

Data analysis is the process by means of which the data obtained from the questionnaires are now analysed into information valuable for research purposes and for deductions to be made.

Before capturing the data, the researcher must first check to establish whether the questionnaires are properly completed, namely with the help of programmes such as Microsoft Excel into which all the data from the questionnaires are captured and thereafter in Statistical Package for the Social Sciences (SPSS) to analyse the data. SPSS can be used to summarize the data, compile appropriate tables and graphs, examine the relationship between the different variables, perform the tests of significance based on hypotheses and lastly develop models that are very complicated (Vorster & Prozesky, 2010:583). AMOS was used for the SEM analysis.

The following data analysis strategies will be used in this study:

4.2.5.1 Factor analysis

A factor analysis can be defined as to examine how different constructs may have an influence on the outcomes based on the various measured variables (Comrey & Lee, 2009:12; Kim & Mueller, 1978:7; Vorster & Prozesky, 2010:472). A factor analysis is used to determine whether patterns in the variables are included in the data set (Kim & Mueller, 1978:7; Vorster & Prozesky, 2010:472). This can be done through artificial factors that correlate highly with the real variables and that are dependent on one another (Kim & Mueller, 1978:7; Vorster & Prozesky, 2010:472). These outcomes can be positive and negative. Data reduction is the underlying process of a factor analysis (Comrey & Lee, 2009:12).

Factor loadings is a term used to describe the columns that represent the different factors generated from the observed relations along with the correlation between each factor and each variable in the data set (Kim & Mueller, 1978:7; Vorster & Prozesky, 2010:472). A factor analysis is useful, especially when working with a large number of variables. Another advantage of using a factor analysis is that it is relatively simple to draw conclusions (Kim & Mueller, 1978:7; Vorster & Prozesky, 2010:472). There are two purposes of a factor analysis, namely data reduction and exploring a theoretical structure (Child, 2006:1). With the data reduction the researcher reduces the data into smaller summary variables needed for data analysis whereas the exploration of a theoretical structure means that theoretical questions can be tested using a factor analysis (Child, 2006:1).

Two types of factor analysis are also found, namely an exploratory factor analysis (EFA) and a confirmatory factor analysis (CFA) (Brown, 2006:12). The exploratory factor analysis can be defined as a technique that can be used to discover the structure of a large set of variables whilst still determining the connection between two different variables (Brown, 2006:12; Child, 2006:6). A confirmatory factor analysis must first be carried out before an exploratory factor analysis can be used (Brown, 2006:12; Child, 2006:6). An exploratory factor analysis can further be the examination of the relationship between two factors and can only be applied to

ordinal and dichotomous data (Brown, 2006:12). A confirmatory factor analysis is usually applied in social science research and tests whether the literature and theory are consistent with the understanding of the researcher (Brown, 2006:12). Within this factor analysis the researcher develops a hypothesis or theory regarding the aspects that he/she accepts as the truth (Brown, 2006:12; Child, 2006:6).

Kaiser-Meyer-Olkin (KMO) and the Bartlett's Test of Sphericity are ways of ensuring sampling adequacy. The KMO used for sampling adequacy must be larger than 0.5 for an acceptable factor analysis (Field, 2009:628). Should there be a pair of variables that has a value less than 0.5 it should not be used for further analyses (Rasli, 2006:14; Field, 2009:628). A common rule that is accepted worldwide within factor analysis is that it must have at least 10 to 15 participants per variable within data analysis (Munro, 2005:336).

Table 4.1: Sampling sizes and the outcomes thereof

Sampling size	Outcomes
Below 50	The factor analysis will be inappropriate.
0.5	This is the minimum and can be only just accepted.
Values between 0.7 and 0.8	The factor analysis will be appropriate.
Above 0.9	This is the type of analysis that the researcher is aiming for.

Source: Adapted from Rasli (2009:628); Munro (2005:336)

The Bartlett's Test of Sphericity must be less than 0.05 and can be defined as the indication of the strength between the interactions among the variables in a data set (Munro, 2005:336). The Bartlett's Test of Sphericity is a tool used to test the null hypothesis where all the diagonal elements are equal to 1 and the off-diagonal elements are regarded as a 0 and therefore the researcher needs to reject the null hypothesis (Rasli, 2006:14; Field, 2009:628).

The factor analysis can also be performed when using both the principal component analysis (PCA) and the principal axis factoring analysis (Di lario, 2005:252). The principal component analysis is a method used for the purpose of factor extraction which is also the first step of the explanatory factor analysis (Field, 2009:628). The factor model that was designed must be rotated for effective analysis (Di lario, 2005:252). Factor weightings are calculated in order to remove the possible variances until there are further significant variances left in the model. The principal axis factoring method on the other hand makes an initial estimate of the common variance where the communalities are less than one (Swansons & Holton, 2005:190).

When taking into consideration all the concepts within the factor analysis method reference is made to rotation of the variances (Rasli, 2006:14; Field, 2009:653). The initial patterns the

researcher designed are often adjusted so that each individual variable has considerable loadings on other factors. This adjustment within statistics is called the rotation to simple structure and this structure seeks to provide more interpretative outcomes of all the data in a simple data set (Swansons & Holton, 2005:190). The reliability and inter-item correlations (Cronbach's Alpha) was calculated to test the reliability of the variables. The acceptable standard of the Alpha Cronbach is above 0.7 and this test is usually to test whether or not the variables was valid (Field, 2009:653).

A factor analysis was used to identify the specific factors that may have an effect on visitors' loyalty to the NAMPO Harvest Day.

4.2.5.2 Correlation analysis

A correlation analysis deals with the relationship between the different variables (Cohen & Cohen, 2014:75). A correlation coefficient is also present in performing a correlation analysis and can be defined as a way of measuring the linear association between two variables.

The following is an indication of the correlation coefficient (Jackson, 2014:327):
+1 = The two variables are related in a positive linear sense
-1 = The two variables are related in a negative linear sense
0 = No linear relationship exists between the two variables

Spearmans rank-order correlation coefficient which is a measure used to identify the strength and direction that is present between two variables on an ordinal scale (Privitera, 2014:499). The symbol used to identify the rank-order correlation coefficient is r_s. This is also a collective effort to measure the correlation between ranked data and interval data that needs to be changed to a ranking system (Privitera, 2014:499).

Table 4.2: Absolute values of r_s

Absolute value of r_s	Outcomes
.00 - .19	Very weak Absolute value
.20 - .39	Weak Absolute value
.40 - .59	Moderate Absolute value
.60 - .79	Strong Absolute value
.80 – 1.0	Very strong Absolute value

Source: Adapted from Privitera (2014:499)

Spearman's Rank order correlations were used to determine which aspects/variables correlate with one another in terms of the demographic profile and the behavioural aspects when linking them with the loyalty factors identified in the factor analysis.

4.2.5.3 ANOVA analysis and *t*-tests

These two analyses are discussed separately in the next section.

a. ANOVA analysis

ANOVA is the abbreviation used for the Analysis of Variance and can be used to identify whether a difference occurs between group variables (Land, Smith & Walz, 2008:199). This can be done by looking at the variation in the data set and can be used in both observation theories and experimental studies (Land *et al.,* 2008:199). The ANOVA and *t*-testing are used together with the only difference where *t*-testing compares two groups whereas ANOVA's compare more than two groups (Mitchell & Jolley, 2010:368; Terrell, 2012:243).

There are different types of ANOVA:

- *One-way between groups* – With this analysis the researcher is looking at the difference between the groups and this is also the simplest form of ANOVA. The ANOVA can be utilised to compare the variables between the different groups in a data set (Mitchell & Jolley, 2010:368; Terrell, 2012:243; Field, 2009:462). This is the type of ANOVA that will be used within this study.

- *One-way repeated measures between groups* – This ANOVA are usually used when there is a single group in a data set in which the researcher measures something a few times (Mitchell & Jolley, 2010:368; Terrell, 2012:243; Field, 2009:468).

- *Two-way between groups* – This type of ANOVA is used when looking at multifaceted groupings from a set of data (Mitchell & Jolley, 2010:368; Terrell, 2012:243).

- *Two-way repeated measures* – This ANOVA utilises the recurrent methods and include the interaction effect (Mitchell & Jolley, 2010:368; Terrell, 2012:243).

Effect sizes are also an important aspect to consider when using an ANOVA analysis. Effect size can be defined as the value that an independent variable (IV) has an effect on the dependant variable (DV) (Rutherford, 2012:94). The reason why effect sizes are useful within data analysis and why researchers are utilising this is that it allows researchers to understand and communicate the practical significance of the results and whether it can be applied to real life (Rutherford, 2012:94). Effect sizes can also be used to make meta-analytic conclusions and

lastly, effect sizes make planning a new study possible with the results of the previous study (Rutherford, 2012:94). A small effect size is where *d* = 0.2, medium is where *d* = 0.5 and large is where *d* = 0.8 (Rutherford, 2012:94).

b. *t*-tests

The *t*-tests main aim is to determine the difference between two groups based on the mean values and it is much easier to determine the difference when (Swift & Piff, 2005:692):

a) There is a large sample size;
b) When the differences on the mean values are large; and
c) When the standard deviation is low.

The outputs of the *t*-tests are both the *t*-test's significant difference and the effect sizes (Swift & Piff, 2005:692). Statistical significance shows the actual difference that exists between population and the effect size indicated if the difference is large enough or practically meaningful (Swift & Piff, 2005:692). There are three types of *t*-test namely a one-sample *t*-test, independent samples *t*-test and a paired samples *t*-tests which will be explained:

- *One-sample t-test*

  A one-sample *t*-test is used when comparing two means that is meaningful to one another (Vaughn, 2001:111).
- *Independent samples t-test*

  The independent *t*-test is used to compare two means that is not dependent on one another (Vaughn, 2001:111).
- *Paired samples t-test*

  With the paired sample two means are compared that are repeated for the same participants (Vaughn, 2001:111).

Within this research both t-tests and ANOVAs were used to determine respondents' socio-demographic and behavioural aspects have an influence on their loyalty to the NAMPO Harvest Day.

4.2.5.4 Structural Equation Modelling (SEM) analysis

The structural equation model can be defined as a structure between the covariance and the variables (Schumacker & Lomax, 2010:2; Byrne, 2011:7). The SEM analysis starts with drawing a path illustration that consists of boxes and circles and these boxes and circles are connected with a range of arrows (Schumacker & Lomax, 2010:2). Measured variables are usually in the form of a rectangle, the unmeasured factors by a circle and the arrows indicate the relationship between the variables (Schumacker & Lomax, 2010:2).

There are two purposes of the SEM analysis – firstly, to obtain the estimates of the factor loadings, the variance of the factors, covariance of the factors and the remaining errors in the observed variables (Byrne, 2011:7); secondly, to assess whether the model is appropriate to the data (Byrne, 2011:7). There are also certain steps in performing a SEM analysis, namely (Bowen & Guo, 2012:53; Barrett, 2007:816; Enders & Tofighi, 2008:76):

1. *Specifying the model for the specific research conducted*

   This is the step in which a researcher is stating a model and drawing a diagram on how the researcher believes the components interlink with one another. The parameters in this stage can either be fixed or free (Bowen & Guo, 2012:53). A fixed parameter may indicate that there is no relationship between the variables whereas a free parameter needs the observed data to make interpretations (Bowen & Guo, 2012:53).

2. *Identify and design a model within the research*

   Model identification refers to a case where a unique value can be allocated to each of the free parameters obtained from the observed data (Barrett, 2007:816; Enders & Tofighi, 2008:76). This is where all the points in the model need over-estimation and the necessary aspects of over-estimation is that the number of data points/variances is less than the number of observed variables in the model (Barrett, 2007:816; Enders & Tofighi, 2008:76).

3. *Estimate the model that will be used in the research*

   With the model estimation it is important to use the rules in the SEM analysis and figure out the implications between the variables and co-variances. Such a rule within SEM is the parameters. The start values of the free parameters are chosen to generate the estimated population covariance matrix ($\Sigma(\theta)$) (Enders & Tofighi, 2008:76). The main goal of the estimation step is to produce the $\Sigma(\theta)$ that can be used to converge the observed population covariance matrix, and the symbol for the covariance matrix is an S (Bowen & Guo: 2012:53; Barrett, 2007:816). To estimate the residual matrix the difference between the $\Sigma(\theta)$ and S needs to be minimised (Bowen & Guo: 2012:53; Barrett, 2007:816; Enders & Tofighi, 2008:76).

4. *Testing to make sure the model is fit for purpose*

   In testing whether the model is fit for purpose, the statistical tests and parameters estimation must run to identify the errors that may occur in linear equations (Bowen & Guo, 2012:53; Barrett, 2007:816; Enders & Tofighi, 2008:76). An excellent value needs to be close to 0 for a good model fit. If the ratio is between X^2 and the degree of freedom is less than 2, the model is a high-quality fit (Bowen & Guo, 2012:53; Barrett, 2007:816; Enders & Tofighi, 2008:76). To also have confidence in the test of the model a sample size of 100 to 200 is

recommended (Bowen & Guo, 2012:53). At the end of the survey a total of 422 completed questionnaires was received which means that there is a sufficient sample size to carry out a SEM analysis.

5. *Model manipulation to ensure effective results*

The last step, model manipulation, entails examining the structural model validity. There are three measures for testing the validity of the structural model, namely Chi-square, an incremental fit index and the badness of the fit index (Waters, 2001:472). If it happens that the Chi-square is not considerable then the model is of good fit (Waters, 2001:472). There are also other measures to ensure that a model is fit for purpose and different measures exist for when a model is fit for purpose and when not fit for purpose. A good fit for purpose measurements include CFI (Comparative fit index) and AGFI (Adjusted Goodness of Fit Index) (Swift & Piff, 2005:692). A model that is not fit for purpose uses measurements such as RMR (Root Mean Residual), RMSEA (Root Mean Square Error of Approximation) and SRMR (Standardized Root Mean Square Residual) (Swift & Piff, 2005:692). The purpose for using these measurements to test model fitness is that it provides a fundamental indication as to how well the propsed theory fits the data set (Hooper, Coughlan & Mullen, 2008:53). The values that are applicable for the purpose of this SEM analysis are indicated in Table 4.3 (Swift, 2005:692; Waters, 2001:472).

Table 4.3: Goodness of fit indexes and the respective values

Goodness of fit indexes	Values
RMSEA	Must be between 0.03 and 0.08
CFI	Must be between 0.0 and 1.0
Relative/normed chi-square/ DF	Must be between 2.0 and 5.0

Source: Adapted from Waters (2001:472)

The SEM analysis is used to determine the relationship between the factors and loyalty at the NAMPO Harvest Day.

5.2.6 Step 6: Presenting the report

The research report is the analysis of the results and conclusions drawn by means of the analysis of information and presenting them in a manner that is easy for all the stakeholders to understand. Presenting the information is the most important part and this can be done effectively through tables and graphs.

When writing the research report it is important to take note of the following considerations (Berndt & Petzer, 2011:190):

- Understand who the reader of the report might be as this will have a direct influence on the writing style.
- Make sure the report is easy to read and make sure there is a logical flow of arguments.
- Ensure that the document is professional in terms of technical aspects, spelling and grammar, layout, tables and figures, references used throughout the entire document and in the same time making sure that the printing and binding are of the best quality possible.

This report will be presented in Chapters 5 where the results will be discussed and in Chapter 6 where the findings and implications are presented.

4.3 Conclusion

The purpose of this chapter was to describe the data analysis techniques that were used within Chapter 5 as well as the research process that was followed when this research was conducted by means of a literature review.

Within the context of the research conducted at the NAMPO Harvest Day, both primary and secondary research was used as the researcher is using secondary data that already exists, as especially noted in the literature chapters. Then primary research was also used to describe new concepts, especially with the data analysis chapter. A quantitative research method was used and the data was collected by means of a self-administered survey where respondents could complete the questionnaire in their own time. With the help of Microsoft Excel and SPSS the data analysis was performed.

The research made use of statistical methods such as factor analyses, ANOVAs, *t*-tests, correlation analysis and the structural equation modelling. Furthermore, a probability sample was used and more specifically a stratified sample where there is a known pattern with the data collection. This is the best method to use as it decreases the number of errors that usually occurs in research. The steps in research can be helpful in assisting the researcher to properly understand the type of research that is applicable for the type of research. The results of the study are presented in the next chapter (Chapter 5).

Chapter 5: Results of the empirical survey

5.1 Introduction

The aim of this chapter is to assess the factors that influence visitor loyalty at an agri-festival in South Africa, namely the NAMPO Harvest Day. The results discussed within this chapter can assist agri-festivals in what the visitors regard as important factors contributing towards their loyalty in order to achieve competitive advantage especially by emphasising the uniqueness of an agri-festival such as the NAMPO Harvest Day. The reason why the factors leading to loyalty needs to be emphasised within this research is also to prevent ticket sales from declining and preventing the agri-festival from entering a decline phase in the festival lifecycle.

The results are explained based on the demographic information and behavioural aspects followed by the statistical analyses including factor analyses, *t*-tests, analysis of variance (ANOVAs), correlation analyses and lastly structural equation modelling (SEM). The results from the research are subsequently discussed.

5.2 Results of the descriptive analyses

The results are discussed based on the survey at the NAMPO Harvest Day during 2014. Descriptive analyses were used to describe the demographic profile of the respondents with the use of tables and graphs as discussed in the next section.

5.2.1 Gender

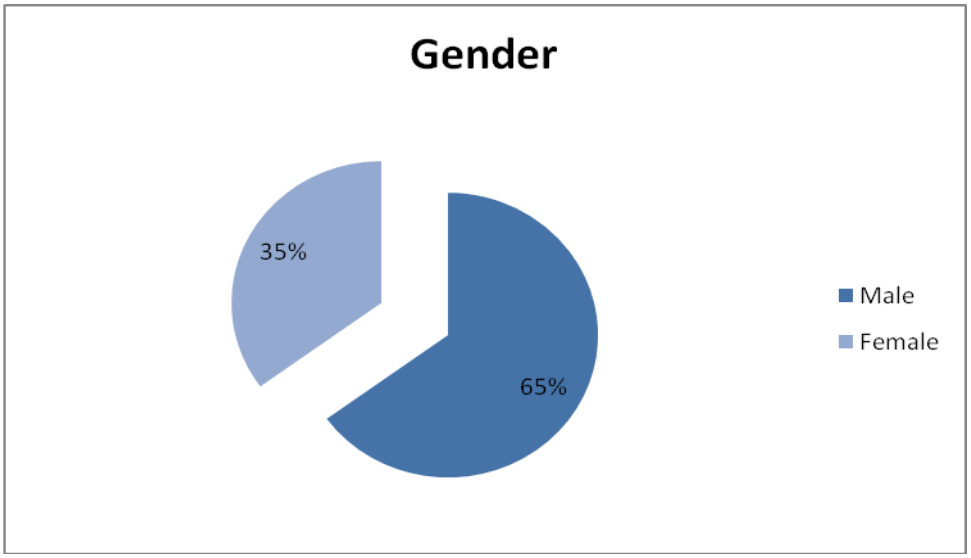

Figure 5.1: Gender

Figure 5.1 shows that most of the respondents were male (65%) while 35% were female. The NAMPO Harvest Day is of an agricultural nature and the majority of the farmers are male. This result does not correspond with the research done by Ainley and Smale (2010:66) in Canada as their research suggested that the respondents were more or less evenly distributed and that it is more likely to be females that partake in agri-tourism activities. Similarly Carpio, Wohlgenont and Boonsaeng (2008:255) found that gender is a contributing factor in the decision to partake in agri-tourism activities and McGehee, Kim and Jennings (2007:281) found that women are more likely to spend more money in agri-tourism activities.

5.2.2 Age Groups

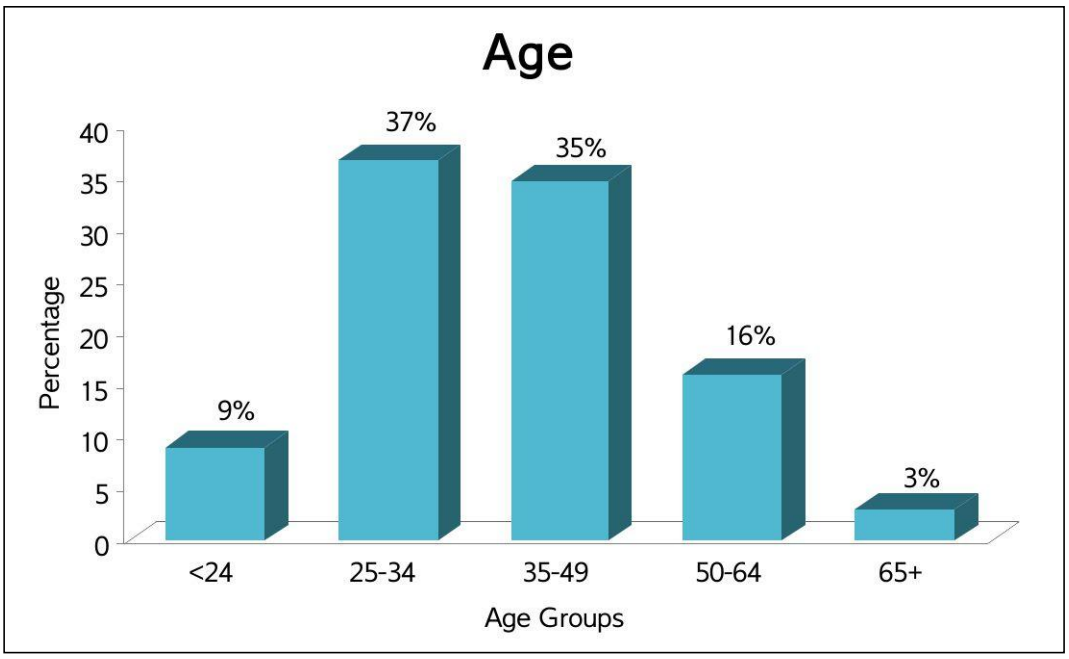

Figure 5.2: Age groups

Figure 5.2 is a representation of the age groups attending the NAMPO Harvest Day during 2014 and the majority of the respondents were between ages 25 and 34 years (37%) followed by the respondents between ages 35 and 49 years (35%). Respondents between ages 50 and 64 years were 16% followed by the respondents younger than 24 years (9%). The respondents above the age of 65 years represented only 3% of the responses. The average age of the respondents attending the NAMPO Harvest Day is 39 years old. The research done by Ainley and Smale (2010:66) found that the average age of the agri-tourist is 55 years; hence the results of this research contradict these authors' findings. Another study conducted by Bernardo, Valentin and Leatherman (2004:2) suggested that the age groups that partake in agri-tourism activities range from 30 years to 39 years, which supports the findings from this research.

5.2.3 Home Language

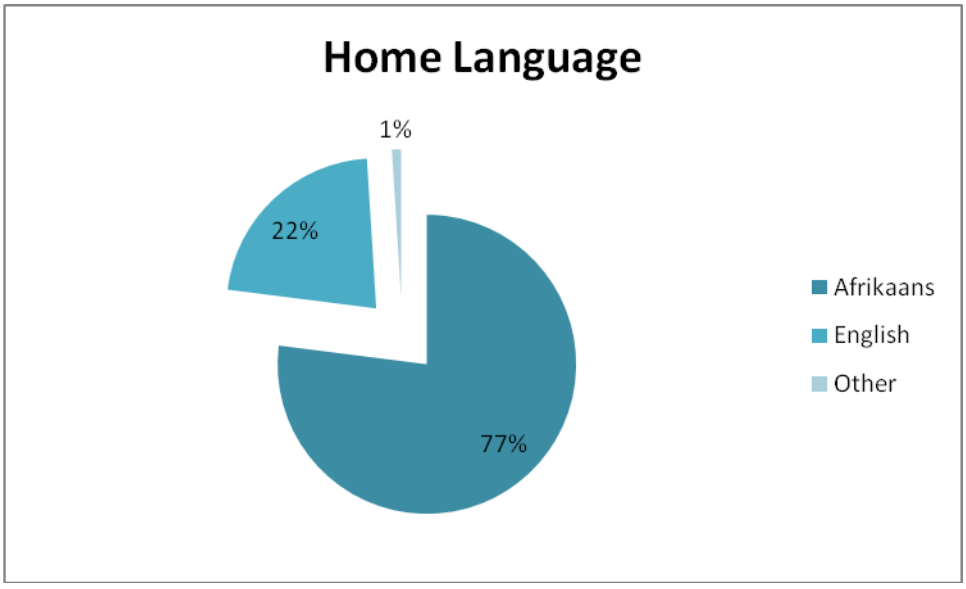

Figure 5.3: Home Language

Figure 5.3 shows that the majority of the respondents were Afrikaans speaking (77%), while 22% spoke English. One percent (1%) of the respondents indicated that they spoke another language such as German.

The reason why the majority of the respondents speak Afrikaans may be due to the Province in which the NAMPO Harvest Day is hosted. According to Statistics South Africa (2012) the most spoken language in the Free State is Sesotho (62% of the entire population) followed by Afrikaans (14.5% of the entire population). The marketing vehicle may also have played a role as the coverage of the radio station (O-FM) is situated in the Free State. There is to date no previous research that identifies the home language of agri-tourists.

5.2.4 Occupation

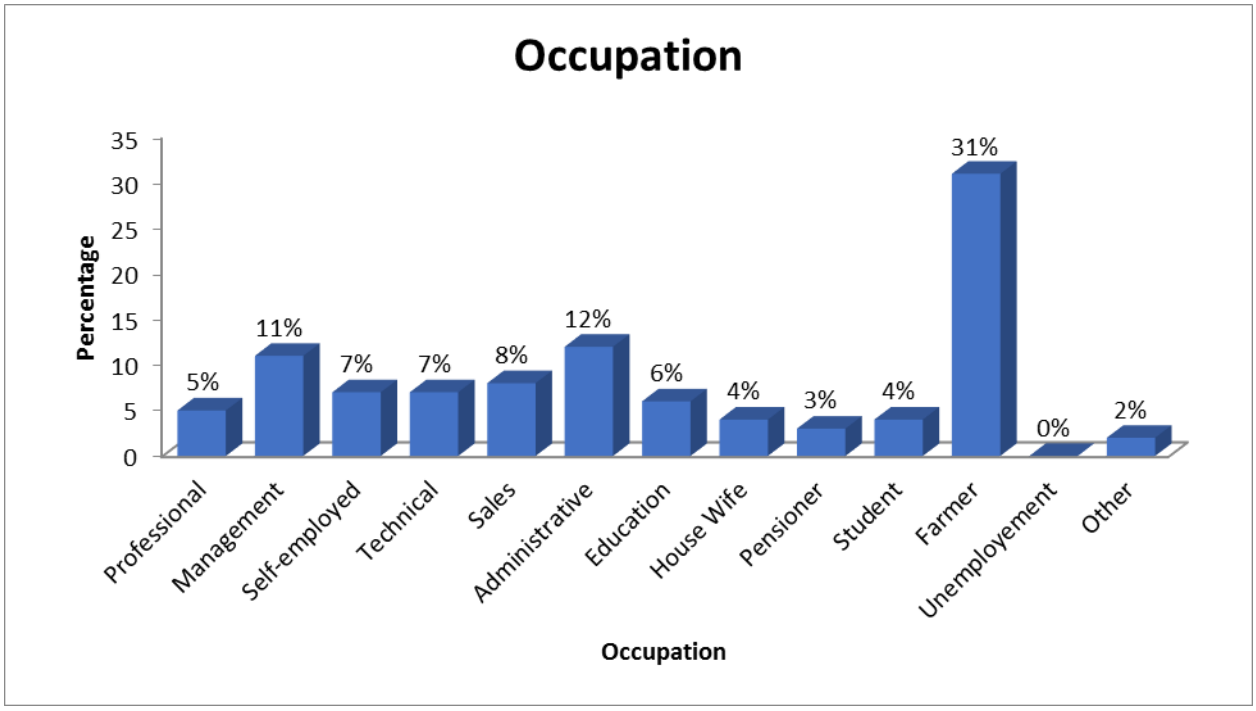

Figure 5.4: Occupation

Figure 5.4 indicates that 31% of the respondents attending the NAMPO Harvest Day were farmers followed by respondents in administrative positions (12%) and management positions (11%). Eight percent (8%) of the population indicated to have a career in sales whereas 7% were self-employed or in technical occupations respectively. Six percent (6%) are in education, 5% practice professional education and 4% indicated to be full-time housewives or students respectively. Pensioners accounted for the lowest number of respondents (3%) followed by other occupations (2%) such as GrainSA producers and purchasers. None of the respondents indicated to be unemployed.

It is not surprising that the majority of the respondents are farmers as the NAMPO Harvest Day has an agricultural background. Farmers want to see new implements, new technological advances that can assist in farming, such as a thresher and transportation of the products and to purchase livestock for the farm. Attending this festival may also be regarded as part of their lifestyle. No previous research was done to date based on the occupation of the agri-tourist.

5.2.5 Annual Gross Income

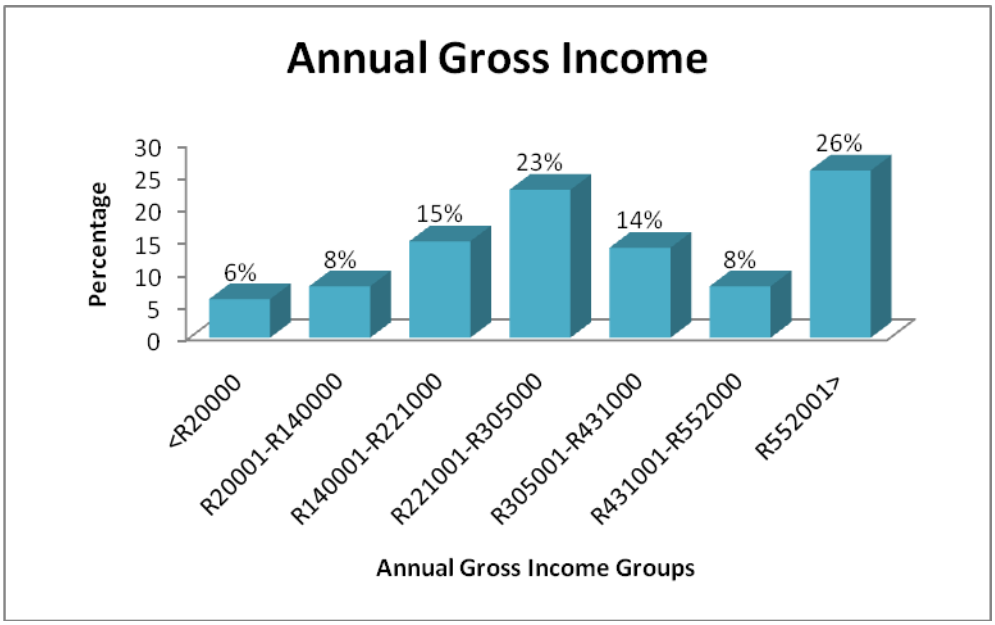

Figure 5.5: Annual Gross Income

The majority of the respondents indicated to have an annual gross income of R55 201 and above (26%) followed by the annual gross income ranging from R221 001 to R305 000 (23%). Fifteen percent (15%) of the respondents indicated to have a gross income ranging from R140 001 to R221 000 followed by R305 001 to R431 000 (14%). The gross income ranging from R431 001 to R552 000 and R20 001 to R140 000 both accounted for 8% of the responses. Only 6% of the respondents had an annual gross income of less than R20 000. Within the South African context there is to date no research that could serve as an indication of the annual gross income of the agri-tourist. However, Ainley and Smale (2010:65) found in their research that the agri-tourist earns less than the average income whereas Nasers (2009:91) stated that the income levels range from $50 000 to $74 999.

5.2.6 Number of people travelling in a group

Table 5.1: Number of people travelling in a group

Number of people	Percentage
1 person	29%
2 persons	26%
3 persons	16%
4 persons	14%
5 persons	5%
6 persons	2%
7 persons	2%
8 persons	2%
9+ people	4%

It is clear from Table 5.1 that the majority of the respondents indicated to have only one person travelling in a group (29%) followed by two people in one travelling group (26%). When there were two people travelling in a group they usually were spouses. Sixteen percent (16%) of the respondents indicated to have three people in a travelling group, 14% had four people in a travelling group and 5% had five people in a group. Travelling groups with a size of six people, seven people and eight people accounted for 2% of the responses respectively. Four percent (4%) had a very large group with 9 or more people in one travelling group. Byne (2013) indicated that 81% of the respondents preferred to travel on their own and not in a larger group, with the average number of people travelling in a group is 3 people and this is also what was found in this research regarding the average number of people travelling in a group.

5.2.7 Number of people paying for in a group

Table 5.2: Number of people paying for in a group

Number of people	Percentage
0 people	6%
1 person	44%
2 people	26%
3 people	14%
4 people	7%
5 people	3%

6+ people	2%

The majority of the respondents indicated to have paid for themselves only (44%) followed by 26% that paid for two people (Table 5.2). Fourteen percent (14%) paid for three people, 7% paid for four people and 3% paid for five people. Six percent (6%) of the respondents indicated that they were not liable for paying for anyone at the agri-festival and only 2% indicated that they paid for six or more people. This includes the entrance fee, food and beverages and shopping at the stalls. The average number of people respondents were paying for in a group was two people.

5.2.8 Number of days spent at the NAMPO Harvest Day

Table 5.3: Number of days spent at the NAMPO Harvest Day

Number of days	Percentage
1 day	45%
2 days	19%
3 days	23%
4 days	11%
5+ days	2%

As shown in Table 5.3, the majority of the respondents indicated that they spent one day at the agri-festival (45%), followed by 23% of the respondents that indicated that the number of days was three. Those that indicated that they spent two days at the agri-festival represented 19% and four days represented 11%. The duration of the agri-festival is 4 days so this is the reason for so many of the respondents indicating 1 to 4 days. Only 2% of the respondents indicated that they spent 5 and more days at the agri-festival. This may be with reference to the exhibitors and the managers that set up the layout of the agri-festival. The average number of days spent at the NAMPO Harvest Day was 2 days.

5.2.9 Number of nights staying over in the Bothaville area

Table 5.4: Number of nights staying over in the Bothaville area

Number of nights	Percentage
0 nights	28%
1 night	26%
2 nights	18%
3 nights	19%
4 nights	6%

5 nights	2%
6+ nights	1%

Twenty-eight percent (28%) of the respondents indicated that they did not overnight in Bothaville followed by 26% of the respondents that indicated they spent one night in Bothaville (see Table 5.4). The respondents that spent two nights were 18% followed by three nights with 19%. Only 6% of the respondents indicated that they stayed over in Bothaville for four nights and 2% stayed over for five nights. When taking into consideration that the duration of the agri-festival is 4 days, it means that some of the respondents may have slept over the night prior to the starting of the Harvest Day or staying an extra evening after the Harvest Day. One percent (1%) that indicated that they stayed in Bothaville for 6 or more nights may have visited friends/ family and spent some more time in Bothaville after the Harvest Day. The average number of nights that the respondents stayed over in Bothaville was two.

5.2.10 Province of Origin

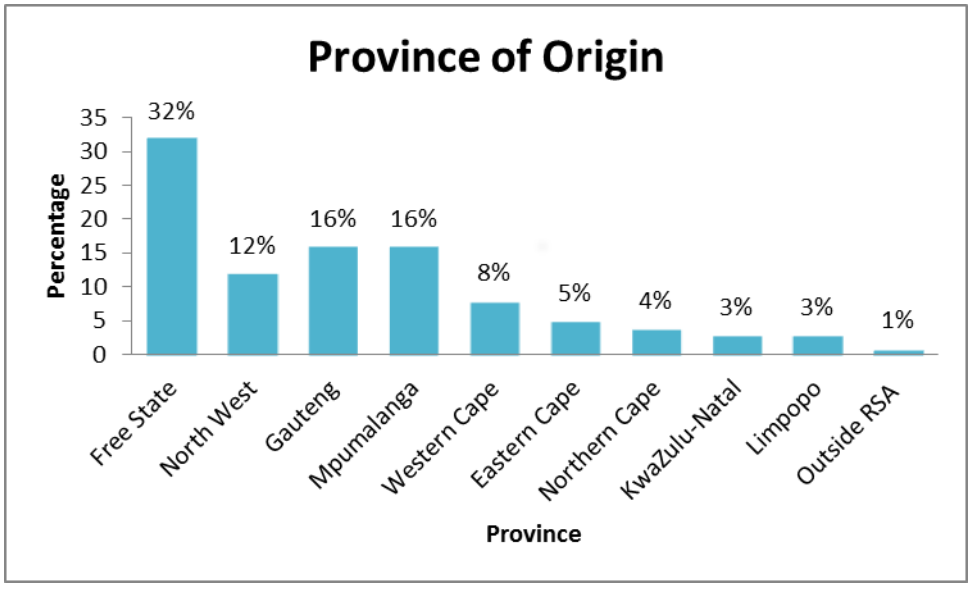

Figure 5.6: Province of origin

As seen in Figure 5.6 the majority of the respondents were from the Free State (32%) followed by Gauteng (16%) and Mpumalanga (16%). Twelve percent (12%) of the respondents were from the North West Province, 8% from the Western Cape, 5% from the Eastern Cape and 4% from the Northern Cape. KwaZulu-Natal and Limpopo showed to have 3% of the respondents respectively. Lastly, 1% of the respondents came from outside the border of South Africa and the origin was Australia.

The reason for the majority of the respondents being from the Free State is the fact that Bothaville is situated in the Free State Province which is known for having various farms.

Gauteng also showed a few of the respondents and a possible reason for this could be that these visitors want to escape their everyday busy life to the peace and relaxation experienced associated with the countryside. It is feasible to state that it is very far for respondents from the Western Cape, Northern Cape, Eastern Cape and KwaZulu-Natal to travel all the way to Bothaville and this might be a possible reason why there were only a few respondents from the provinces mentioned. However, marketing potential exists to attract visitors from other provinces in South Africa, especially in the provinces where the attendance to the Harvest Day was lower such as Limpopo and KwaZulu-Natal. To date, no other research has been done in South Africa that could specify where respondents attending agri-festivals originate from.

5.2.11 Average spending

Table 5.5: Average spending

Items	Average spending of the population
Entrance fee	R205. 73
Accommodation	R465.17
Food and restaurants	R282.37
Beverages	R113.80
Shopping at stalls (Excluding food and drink)	R908.90
Transport to NAMPO Harvest Day (return)	R754.78
Parking	R26.26
Purchasing machinery	R88 884.86
Purchasing of livestock	R17 227.60
Purchasing seeds and crops	R49 086.83
Purchasing farm implements	R72 212.80
Other	R254.81
TOTAL AVERAGE SPENDING	**R181 386.95**

The highest spending was on the purchasing of machinery, which was an average of R88 884.86 followed by the purchasing of seeds and crops (R49 086.83). Some of the other high spending categories included purchasing farm implements (R72 212.80) and of livestock (R17 227.60). Transport to NAMPO Harvest Day (R754.78) and shopping at stalls (R908.90) were also categories the respondents spent on. Additional spending was on accommodation (R465.17), food and restaurants (R282.37), entrance fee (R205.73), beverages (R113.80) and parking (R26.26). Parking was free of charge. However, the average spending in this category mostly included money paid for the security guards. Other spending (R254.81) includes purchases made on presents and souvenirs. The total average spending was R181 386.95 which is a significant amount that highlights the potential economic value of agri-festivals.

5.2.12 Types of visitors attending the NAMPO Harvest Day

Table 5.6 indicates that the majority of the respondents indicated to be only a visitor (49%) followed by producers (32%). The processors indicated to be 27% of the respondents and the input suppliers 30%. There were also visitors that indicated that they were there for other reasons (3%) such as work duties and exhibitors.

Table 5.6 Types of visitors attending the NAMPO Harvest Day

Type	Yes	No
Producer	32%	68%
Processor	27%	73%
Input Supplier	30%	70%
Visitor	49%	51%
Other	3%	97%

5.2.13 2014 is the first year attending the NAMPO Harvest Day

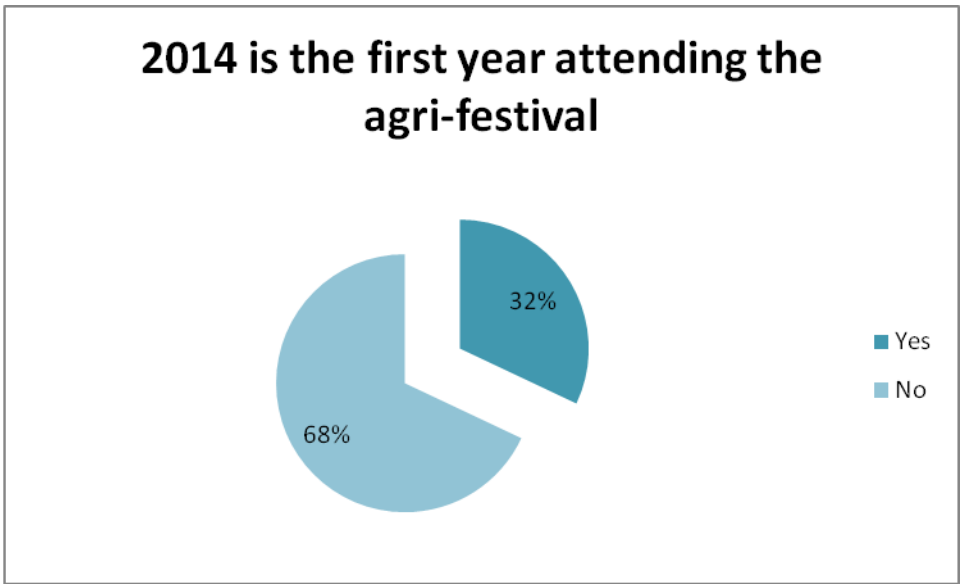

Figure 5.7: 2014 is the first year of attending the NAMPO Harvest Day

Sixty-eight (68%) of the respondents indicated that they have attended the NAMPO Harvest Day previously, whereas 32% showed to be new visitors and that 2014 was the first time of attending the Harvest Day (see Figure 5.7). This can be linked to loyalty and the growth of the festival as the respondents have attended the festival previously and there are numerous respondents that indicated it is their first time at the agri-festival which means that this agri-festival still has opportunities for expansion.

5.2.14 Number of previous attendance at the NAMPO Harvest Day

Table 5.7: Number of previous attendance

Previous attendance	Percentage
Once	7%
Twice	16%
3 times	20%
4 times	14%
5 times	5%
6 times	8%
7 times	7%
8 times	7%
9 times	3%
10 times	7%
11+ times	6%

With regard to repeat visitors, 20% of the respondents indicated that they have attended the agri-festival about three times, followed by 16% that attended the agri-festival twice and 14% attending four times. Eight percent (8%) attended six times in the past, followed by 7% that indicated to have attended the agri-festival once, seven times and eight times respectively. Six percent (6%) indicated that they have attended the agri-festival 11 or more times previously, 5% have attended five times and only 3% have attended it nine times in the past. The average previous attendance was 5 times. This again can be linked to loyalty as it is clear that the majority of the respondents have attended the agri-festival before.

5.2.15 Type of accommodation

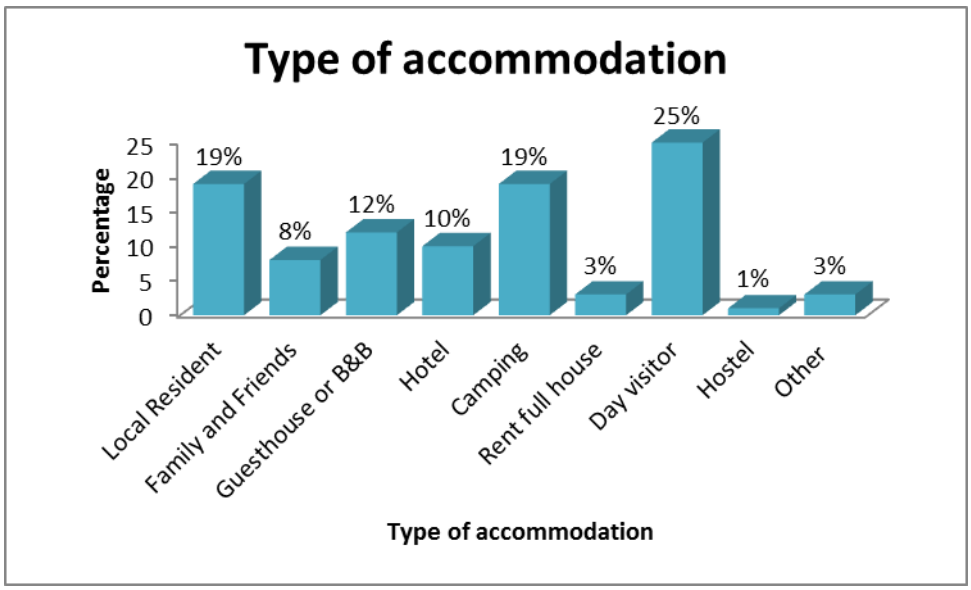

Figure 5.8: Type of accommodation

The majority of the respondents were day visitors (25%), camping and local residents accounted for 19% of the respondents respectively, and staying at a guesthouse was responsible for 12% of the respondents (Figure 5.8). Ten percent (10%) of the respondents made use of the hotel accommodation. Two percent (2%) indicated that they stayed with friends and family during their stay and 3% rented a full house and indicated that they used other methods. Amongst these methods could include that the respondents attended the agri-festival and drove to and from Bothaville. Only 1% used the hostel for accommodation purposes.

The camping option was quite familiar as there is a camping site next to NAMPO Park where the NAMPO Harvest Day was hosted. Guesthouses in and around Bothaville was fully booked during the course of the agri-festival. There are two guesthouses situated in Bothaville, namely Rietkuil Farm Cottage and Chivha. The other guesthouses within a 40 kilometre radius from Bothaville are La Rouge Guest Farm, Holiday Valley Lodge and the Tarragon Guest House. There is only one hotel situated in Bothaville namely the Elgro Inn Hotel.

5.2.16 The Harvest Day is the main reason for the visit to Bothaville

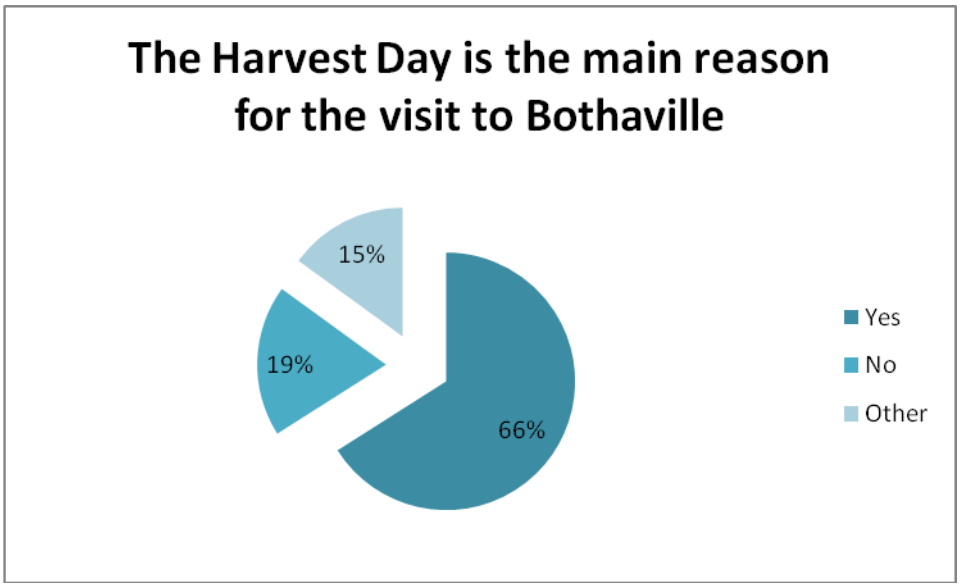

Figure 5.9: The Harvest Day is the main reason for visitation to Bothaville

Sixty six percent (66%) of the respondents indicated that the NAMPO Harvest Day is the main reason for visiting Bothaville whereas 19% stated that they also visited Bothaville besides the Harvest Day and 15% visited Bothaville for other reasons (see Figure 5.9).

5.2.17 Main farming interest

Table 5.8: Main farming interest

Main interest	Yes	No
Milk	18%	82%
Game	15%	85%
Pigs	19%	81%
Poultry	23%	77%
Wine	27%	73%
Grain	29%	71%
Mixed farming	35%	65%
Fruit	17%	83%
Cattle	21%	79%
Vegetables	9%	91%
Sheep	13%	87%
Other	5%	95%

Table 5.8 shows that the main farming interest popular amongst the respondents was mixed farming (35%) followed by grain (29%) and wine (27%). The farming interest that scored the lowest is vegetables (9%), and other interests (5%) include laboratory work, tractors, raisins and stores. Some of the main farming activities that were not very popular include vegetables (9%), sheep (13%), fruit (17%), pigs (19%), game (15%) and milk (18%).

5.2.18 Marketing vehicles

Table 5.9: Marketing vehicles

Marketing Vehicle	Yes	No
Television	26%	74%
Radio	42%	58%
GrainSA Website	35%	65%
Magazines	28%	72%
Newspapers	19%	81%
Word-of-mouth	36%	64%
Blogs	6%	94%
Facebook	8%	92%
Twitter	3%	97%
Other	3%	97%

The most popular marketing vehicle of the agri-festival was Radio (42%) such as O-FM (national radio station), followed by Word-of-Mouth (36%) and the GrainSA website (35%). Social media such as Facebook (8%), Twitter (3%) and Blogs (6%) were indicated by a minimum of respondents and this is an obvious act as the age groups attending the agri-festival are older. Newspapers (19%), magazines (28%) such as the Landbou Weekblad and the television (26%) also showed to have an effect.

Nasers (2009:91) found that the preferred forms of communication included Word-of-Mouth, newspaper advertising and radio advertising and the least preferred method included the Chamber of Commerce and agri-websites. The research conducted at the NAMPO Harvest Day showed that the preferred forms of communication is the radio followed by Word-of-Mouth communication (similar to the research done by Nasers in 2009) whereas the research done by Nasers (2009:91) showed that the least form of communication is an agri-website. However, the GrainSA website showed to be one of the top three preferred communication methods.

5.2.19 Initiators to the Harvest Day

Table 5.10: Initiators to the Harvest Day

Initiator	Yes	No
Self	43%	57%
Spouse	29%	71%
Friends	31%	69%
Children	15%	85%
Family	13%	87%
Other	4%	96%

Forty-three percent (43%) of the respondents decided by themselves (independently) to attend the agri-festival, followed by respondents that were initiated by friends (31%) and spouses (29%) (see Figure 5.10). Children (15%) and family (13%) also showed to be initiators to the agri-festival. Other initiators accounted for 4% of the respondents and these respondents indicated that they have known the NAMPO Harvest Day for a very long time, some of them were there to work and others were exhibitors.

5.2.20 Attendance of activities at the NAMPO Harvest Day

Table 5.11: Attendance of activities at the NAMPO Harvest Day

Activities	Yes	No
Stalls	60%	40%
Auction	28%	72%
Demonstrations	46%	54%
Livestock programmes	37%	63%
Competitions	26%	74%
Patents	38%	62%
Women's programme	37%	63%
Interactive demonstrations	43%	57%
Other	2%	98%

The most popular activity at the agri-festival was the stalls (60%) followed by demonstrations (46%) (Table 5.11). Other popular activities included interactive demonstrations (43%), women's programmes (37%), patents (38%) and livestock programmes (37%). The activities that were not as popular, but received some attention was the auctions (28%), competitions (26%) and other activities (2%) which included work-related activities. This shows that there is an all-inclusive program at the NAMPO Harvest Day that caters for all the needs and age groups of the visitors attending the agri-festival.

The next section will discuss the results of the factor analyses.

5.3 Results of the factor analyses

Using an Oblimin rotation with Kaiser normalisation, two principal axis factor analyses were performed on the 40 items that can contribute to loyalty and on the three items related specifically to loyalty as indicated by Lee, Lee and Babin (2008:58), to explain the variance-covariance structure of the set of variables through a few linear combinations of these variables in both cases. The Kaiser-Meyer-Olkin measure of sampling adequacy was used to determine whether the covariance matrix is suitable for factor analysis. Kaiser's criteria for the extraction of all the factors with eigenvalues larger than one were used. All items with a factor loading above 0.3 were considered to be contributing to a factor, whereas those with loadings lower than 0.3 were not correlating significantly to this factor (Steyn, 2000:2; Pallant, 2005:116). In addition, any item that cross-loaded on two factors, with factor loadings greater than 0.3, was categorised in the factor where interpretability was best. A reliability coefficient (Cronbach's alpha) was computed to estimate the internal consistency of each factor.

All factors with reliability coefficient inter-item correlations were also computed as acceptable within this study. The average inter-item correlations were also computed as another measure of reliability, which should lie between 0.15 and 0.55 (Clark & Watson, 1995:310). The results of the two factor analyses are subsequently discussed.

5.3.1 Factor analysis results: Loyalty

Since the aim of the study is to determine the most influential factors that contribute towards visitors' loyalty to the NAMPO Harvest Day, the items relating directly to loyalty were extracted from the other items and dealt with as a factor on its own.

The pattern matrix of the principal axis factor analysis using Oblimin rotation with the Kaiser Normalisation grouped the three items under the one factor that was labelled according to similar characteristics (Table 5.12). The one factor accounted for 77% of the total variance. The factor had a relatively high reliability coefficient of 0.85. The average inter-item correlation coefficients with a value of 0.66 also imply internal consistency for all factors. Moreover, all items loaded on the factor with a loading greater than 0.3 and relatively high factor loadings indicate a reasonably high correlation between the delineated factors and their individual items (see Table 5.12). The Kaiser-Meyer-Olkin measure of sampling adequacy of 0.915 indicated that patterns of correlation are relatively compact and yield distinct and reliable factors (Field, 2005:640). Bartlett's Test of Sphericity also reached statistical significance ($p< 0.001$), supporting the factorability of the correlation matrix (Pallant, 2007:197).

Table 5.12: Factor analysis results of Loyalty

Items	Factor loading	Mean value	Reliability coefficient	Average inter-item correlation
Factor 1: Loyalty		**4.22**	**0.85**	**0.66**
I will recommend NAMPO Harvest Day to friends and family	0.727			
I will attend the Harvest Day again next year	0.734			
I will make positive recommendations regarding the Harvest Day to others	0.714			

The Factor score was calculated as the average of all items contributing to the specific factor so that they could be interpreted on the original 5-point Likert scale of measurement. In the same vain as Lee *et al*. (2008:58), this factor was labelled *Loyalty.*

The factor received a mean value of 4.22 with a reliability coefficient of 0.85 and an average inter-item correlation of 0.66. Based on the mean value, respondents strongly agreed with this

factor. Baker and Hart (2007:427) state that one of the characteristics in achieving loyalty is repeat purchases that its customers need to keep coming back each year. This corresponds with the respondents that indicated that they will attend the Harvest Day again next year. Another aspect of loyalty is to recommend the service to others, be it friends or family (Kuusik, 2007:6; Rowley, 2005:575) and respondents indicated that they will make positive recommendations to others including friends and family. Lee, Lee, Lee & Babin (2008:58) state that when a customer is satisfied, it will be more likely to result in recommending the product to others, which contributes to profitability.

5.3.2 Factor analysis results: Influential factors

The next factor analysis was done on the remaining items that can contribute towards visitors' loyalty. The pattern matrix of the principal axis factor analysis using Oblimin rotation with the Kaiser Normalisation identified nine factors that were labelled according to similar characteristics (Table 5.13). The nine factors accounted for 73% of the total variance. All factors had relatively high reliability coefficients ranging from 0.83 to 0.93. The average inter-item correlation coefficients with values 0.477 and 0.847 also imply internal consistency for all factors. Moreover, all items loaded on a factor with a loading greater than 0.3 and relatively high factor loadings indicate a reasonably high correlation between the delineated factors and their individual items. The Kaiser-Meyer-Olkin measure of sampling adequacy of 0.915 also indicated that patterns of correlation are relatively compact and yield distinct and reliable factors (Field, 2005:640). Bartlett's Test of Sphericity reached statistical significance ($p< 0.001$), supporting the factorability of the correlation matrix (Pallant, 2007:197).

Table 5.13: Factor analysis results of the factors that have an influence on loyalty of the visitors to the NAMPO Harvest Day

Loyalty factors	Factor loading	Mean value	Reliability coefficient	Average inter-item correlation
Factor 1: General management		**4.20**	**0.93**	**0.61**
The NAMPO Harvest Day offers an adequate variety of implements, products and demonstrations	0.870			
The NAMPO Harvest Day is a well organised event	0.847			
The staff at the Harvest Day is willing to assist visitors	0.807			
The introduction of new products at NAMPO is excellent	0.656			
There are sufficient facilities on premises	0.614			
The site is neat and tidy	0.591			

The atmosphere at the NAMPO Harvest Day is exciting.	0.546			
The site is large enough to accommodate all the visitors	0.525			
Factor 2: Value		**3.33**	**0.94**	**0.75**
Attending the Harvest Day is value for money	0.935			
Attendance is an annual commitment	0.928			
The Harvest Day is the perfect festival to see new products and new agricultural trends	0.864			
There is adequate and affordable accommodation available	0.758			
The Harvest Day is the perfect place for purchases of new products e.g. seeds and fertilizers	0.662			
Factor 3: Signage and marketing		**3.60**	**0.89**	**0.73**
Adequate and correct signage to and on the premises	0.866			
There are enough rest areas for visitors on site	0.771			
Adequate marketing before and during the NAMPO Harvest Day	0.753			
Factor 4: Amenities		**3.90**	**0.84**	**0.64**
There is enough bathroom facilities on site	0.811			
The bathrooms are hygienic and comfortable	0.726			
The parking close to the site is adequate	0.600			
Factor 5: Lifestyle, escape and socialisation		**4.10**	**0.85**	**0.59**
Attending this type of agri-event is part of my lifestyle	0.774			
New knowledge about agriculture available at the festival help me to improve my own farm	0.691			
The Harvest Day is the perfect opportunity for relaxation	0.562			
Attending the festival is the perfect opportunity to spend time with family and friends	0.491			
Attending the Harvest Day is the ideal opportunity to meet new people	0.324			
Factor 6: Price and quality of implements, machinery and livestock		**4.09**	**0.84**	**0.52**
The Harvest Day offers affordable prices and quality of implements, machinery and livestock	0.823			
The location of the Harvest Day is ideal	0.731			
The Harvest Day offers a good variety and	0.635			

availability of implements, machinery and livestock				
Good access to the site	0.575			
Factor 7: Price and quality of food and beverages		**4.05**	**0.83**	**0.54**
The quality of the food, drinks and refreshments is excellent	0.783			
The prices of the food, drinks and refreshments are affordable	0.632			
The variety and availability of food, drinks and refreshments are sufficient	0.535			
The layout of the premises at the NAMPO Harvest Day is excellent	0.418			
Factor 8: Agricultural exposure and edification		**4.33**	**0.92**	**0.68**
NAMPO Harvest Day creates interest in agriculture	0.873			
NAMPO Harvest Day gives exposure to the agriculture industry in South Africa	0.825			
NAMPO Harvest Day is an excellent educational opportunity pertaining to agriculture	0.780			
NAMPO Harvest Day is the ideal opportunity for exchanging knowledge and innovations regarding agriculture	0.775			
The NAMPO Harvest Day is an important event for farmers in South Africa	0.613			
Factor 9: Networking and trade		**3.86**	**0.85**	**0.66**
The Harvest Day provides an ideal opportunity to build networks with other farmers and interest groups	0.704			
The Harvest Day provides an ideal opportunity to make purchasing decision for the future	0.655			
The Harvest Day is the ideal opportunity to trade	0.489			

Factor scores were calculated as the average of all items contributing to a specific factor so that they could be interpreted on the original 5-point Likert scale of measurement. Each of the nine factors, as shown in Table 5.13, will be discussed in order of importance based on the mean values.

- **Factor 8: Agricultural exposure and edification**

Agricultural exposure and edification received the highest mean value of 4.33 with a reliability coefficient of 0.92 and an average inter-item correlation of 0.68. To the author's knowledge, no research has been done to date in which agricultural factors that may have an influence on loyalty, especially in South Africa, have been identified, making this factor unique to the NAMPO Harvest Day.

- **Factor 1: General management**

General management received the second highest mean value of 4.20 with a reliability coefficient of 0.93 and an average inter-item correlation of 0.61. Kamenidou, Mamalis, Kokkinis and Intze (2011:6) also found that the layout and the friendliness and the assistance of staff are required to achieve loyalty. Cole and Chancellor (2009:236) further also identified loyalty factors such as the atmosphere that the attendees experience at the festival as well as the site that is clean and tidy, which are important.

- **Factor 5: Lifestyle, escape and socialisation**

Lifestyle, escape and socialisation received a mean value of 4.10 with a reliability coefficient of 0.85 and an average inter-item correlation of 0.59. Supporting research done by Yoon and Uysal (2005:48), aspects such as attending the festival for relaxation, it forms part of the attendee's lifestyle, prefers social interaction with friends and family and wants to meet new people, may contribute to gaining loyalty.

- **Factor 6: Price and quality of implements, machinery and livestock**

Price and quality of implements, machinery and livestock received a mean value of 4.09 with a reliability coefficient of 0.84 and an average inter-item correlation of 0.52. McKercher and Guillet (2010:122) and Calver and Page (2013:24) found that quality and value are very important aspects to consider when loyalty is to be achieved. However, no research exists that could support the price and quality of implements, machinery and livestock at a festival and whether it may have an effect on loyalty, making this another distinct factor at the NAMPO Harvest Day.

- **Factor 7: Price and quality of food and beverages**

Price and quality of food and beverages received a mean value of 4.05 with a reliability coefficient of 0.83 and an average inter-item correlation of 0.54. Price and quality are important aspects to consider when aiming for loyalty (McKercher & Guillet, 2010:122; Calver & Page, 20143:24). Cole and Chancellor (2009:236) also found that the price and quality of food and beverages are important attributes to consider.

- **Factor 4: Amenities**

Amenities received a mean value of 3.90 with a reliability coefficient of 0.84 and an average inter-item correlation of 0.64. A study done by Kamenidou *et al*. (2011:6) found that the cleanliness of the bathrooms needs to be on an adequate standard as well as the number of bathrooms available on site. Dolnicar (2002:31) and Cole and Chancellor (2009:236) also found this to be true where the cleanliness of facilities on the premises is a contributing factor in achieving loyalty.

- **Factor 9: Networking and trade**

Networking and trade received a mean value of 3.86 with a reliability coefficient of 0.85 and an average inter-item correlation of 0.66. No research has been done to date in terms of networking and trade of farmers in South Africa and the effect that it may have on loyalty. This is therefore a distinct aspect of this particular agri-festival.

- **Factor 3: Signage and marketing**

Signage and marketing received a mean value of 3.60 with a reliability coefficient of 0.89 and an average inter-item correlation of 0.73. Marketing is supported by research done by Kuusik (3007:10) found that environmental aspects (such as marketing) play an integral role in achieving loyalty. Cole and Chancellor (2009:236) found that the accessibility, availability of signage and adequate supply of rest areas also form part of the factors that contribute to loyalty.

- **Factor 2: Value**

Value received the lowest mean value of 3.33 with a reliability coefficient of 0.94 and an average inter-item correlation of 0.75. Calver and Page (2013:24) found that when a visitor perceives the festival to be value for money it serves as a behavioural aspect in gaining long-term loyalty. Taking this into consideration, it is interesting to note that respondents agreed less with this factor than with the other factors. This could suggest room for improvement on the aspects under this factor that festival organisers need to address.

In the next sections, the results of the *t*-tests and ANOVAs are discussed.

5.4 *T*-test results

The difference between ANOVAs and *t*-testing is that *t*-testing compares two groups whereas ANOVAs compare more than two groups (Mitchell & Jolley, 2010:368; Terrell, 2012:243). The *t*-test might provide a framework for the NAMPO Harvest Day Harvest Day with information as to how *Loyalty* at an agri-festival can be achieved and which socio-demographic and behavioural

aspects of the respondents influence *Loyalty*. Please note that **only** the statistically significant differences will be discussed.

5.4.1 *T*-test comparison of gender vs. *Loyalty* factors

Table 5.14: Gender

Variables	Male			Female			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.12	0.76	245	4.35	0.66	128	3.05	**0.003***	0.31**
General management	4.11	0.69	246	4.31	0.63	129	2.76	**0.006***	0.28**
Value	3.47	1.18	246	3.19	1.39	128	1.97	**0.051**	0.20**
Signage and marketing	3.60	1.03	245	3.57	1.00	128	0.29	0.773	0.03
Amenities	3.86	0.88	245	3.96	0.82	128	1.15	0.251	0.12
Lifestyle, escape and socialisation	4.06	0.71	245	4.14	0.64	128	1.03	0.302	0.11
Price and quality of implements, machinery and livestock	4.02	0.79	244	4.15	0.68	128	1.59	0.112	0.16
Price and quality of food and beverages	4.00	0.76	246	4.22	0.70	128	1.42	0.158	0.15
Agricultural exposure and edification	4.24	0.690	245	4.47	0.60	128	3.25	**0.001***	0.33**
Networking and trade	3.87	0.87	245	3.80	1.07	128	0.59	0.557	0.06

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190)**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.14, there are statistically significant differences between male and female respondents in terms of the factors *Loyalty* (*p*=0.003; effect size=0.31), *General management* (*p*=0.006; effect size=0.28) and *Agricultural exposure and edification* (*p*=0.001; effect size=0.33). Based on the mean values, in all three cases, females agreed more with the factors than did males which means that it would be worthwhile to grow this part of the market by providing more value added services and products exclusively for the females.

5.4.2 *T-test* comparison of home language vs. *Loyalty* factors

Table 5.15: Home Language

Variables	Afrikaans-speaking			English-speaking			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.23	0.76	269	4.19	0.63	79	0.42	0.673	0.05
General management	4.24	0.69	270	4.14	0.62	80	1.22	0.224	0.14
Value	3.46	1.21	269	3.24	1.29	79	1.34	0.182	0.17
Signage and marketing	3.63	1.04	269	3.73	0.85	79	0.85	0.395	0.09
Amenities	3.99	0.85	269	3.78	0.78	80	2.04	**0.044***	0.24**
Lifestyle, escape and socialisation	4.16	0.69	269	4.03	0.67	79	1.49	0.137	0.19
Price and quality of implements, machinery and livestock	4.15	0.77	269	4.06	0.63	79	1.06	0.293	0.12
Price and quality of food and beverages	4.08	0.76	269	4.07	0.60	80	0.12	0.903	0.01
Agricultural exposure and edification	4.35	0.69	269	4.28	0.58	79	0.85	0.395	0.10
Networking and trade	4.02	0.84	269	3.60	0.99	79	3.36	**0.001***	0.41**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.15, there are statistically significant differences between Afrikaans-speaking and English-speaking respondents in terms of the factors *Amenities* (*p*=0.044; effect size=0.24) and *Networking and trade* (*p*=0.001; effect size=0.41) Based on the mean values, in both cases, Afrikaans-speaking respondents agreed more with the factors than did the English-speaking respondents.

VISITOR CLASSIFICATION

The next section will discuss the results of the different types of visitors at the festival such as the producer, processor, input supplier and visitor.

5.4.3 *T*-test comparison of producers vs. *Loyalty* factors

Table 5.16: Producer

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
				Loyalty Factors					
Loyalty	4.24	0.79	124	4.21	0.68	263	0.42	0.675	0.04
General management	4.23	0.72	125	4.18	0.64	265	0.98	0.328	0.10
Value	3.21	1.35	125	3.38	1.23	263	1.15	0.252	0.12
Signage and marketing	3.60	1.23	124	3.60	0.95	263	0.03	0.980	0.00
Amenities	3.92	0.95	124	3.89	0.79	264	0.19	0.853	0.02
Lifestyle, escape and socialisation	4.14	0.75	124	4.08	0.64	263	0.72	0.470	0.08
Price and quality of implements, machinery and livestock	4.15	0.89	123	4.06	0.66	263	1.07	0.286	0.11
Price and quality of food and beverages	4.13	0.78	125	4.01	0.69	264	1.40	0.162	0.15
Agricultural exposure and edification	4.38	0.72	124	4.31	0.62	263	1.02	0.307	0.11
Networking and trade	3.82	1.00	124	3.88	0.89	263	0.42	0.672	0.04

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.16, there are no statistically significant differences between the respondents that indicated that they were a producer and those that were not a producer at the festival. It can be seen that the mean values are more or less the same, which means that both groups rated the factors similarly.

5.4.4 *T*-test comparison of processors vs. *Loyalty* factors

Table 5.17: Processor

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					Loyalty Factors				
Loyalty	4.23	0.69	105	4.22	0.73	283	0.16	0.877	0.02
General management	4.27	0.69	106	4.18	0.66	285	1.11	0.268	0.12
Value	3.08	1.40	106	3.42	1.21	283	2.19	**0.030***	0.24**
Signage and marketing	3.61	1.14	105	3.60	0.96	283	0.47	0.962	0.01
Amenities	3.88	0.91	105	3.91	0.82	284	0.31	0.758	0.03
Lifestyle, escape and socialisation	4.14	0.68	105	4.09	0.68	283	0.71	0.481	0.08
Price and quality of implements, machinery and livestock	4.16	0.86	104	4.06	0.69	283	1.09	0.273	0.12
Price and quality of food and beverages	4.17	0.74	106	4.00	0.71	284	1.95	0.053	0.22
Agricultural exposure and edification	4.39	0.69	105	4.30	0.64	283	1.14	0.256	0.13
Networking and trade	3.76	1.15	105	3.88	0.84	283	1.01	0.315	0.11

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.17, there is a statistically significant difference between the respondents who indicated to be a processor and those who were not a processor in terms of the factor *Value* (*p*=0.030; effect size=0.24). It is evident that those who were a processor agreed more with this factor compared to the respondents who were not a processor.

5.4.5 *T-test* comparison of input suppliers vs. *Loyalty* factors

Table 5.18: Input Supplier

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
					Loyalty Factors				
Loyalty	4.22	0.73	119	4.22	0.72	269	0.03	0.974	0.00
General management	4.21	0.74	121	4.20	0.63	270	0.02	0.982	0.00
Value	3.07	1.38	120	3.44	1.21	269	2.54	**0.012***	0.27**
Signage and marketing	3.64	0.96	119	3.59	1.03	269	0.45	0.657	0.05
Amenities	3.90	0.89	120	3.90	0.82	269	0.05	0.964	0.00
Lifestyle, escape and socialisation	4.09	0.72	119	4.11	0.66	269	0.20	0.842	0.02
Price and quality of implements, machinery and livestock	4.03	0.85	119	4.11	0.69	268	0.85	0.394	0.09
Price and quality of food and beverages	4.05	0.79	121	4.05	0.69	269	0.03	0.976	0.00
Agricultural exposure and edification	4.33	0.68	119	4.34	0.64	269	0.15	0.884	0.02
Networking and trade	3.73	1.01	120	3.89	0.89	268	1.49	0.138	0.16

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.18, there is a statistically significant difference between the respondents who indicated to be an input supplier and those who were not an input supplier in terms of the factor *Value* (*p*=0.012; effect size=0.27). Based on the mean values, respondents who were not an input supplier at the festival agreed more with this factor than the respondents who were.

5.4.6 *T-test* comparison of visitors vs. *Loyalty* factors

Table 5.19: Visitor

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
					Loyalty Factors				
Loyalty	4.28	0.71	185	4.17	0.73	203	1.45	0.148	0.15
General management	4.31	0.64	186	4.11	0.68	205	3.05	**0.002***	0.30**
Value	3.29	1.33	185	3.35	1.22	204	0.47	0.643	0.05
Signage and marketing	3.57	1.04	185	3.63	0.98	203	0.58	0.561	0.06
Amenities	3.93	0.81	185	3.88	0.87	204	0.62	0.533	0.06
Lifestyle, escape and socialisation	4.15	0.65	185	4.06	0.69	203	.28	0.202	0.13
Price and quality of implements, machinery and livestock	4.09	0.74	185	4.08	0.75	202	0.08	0.935	0.01
Price and quality of food and beverages	4.11	0.68	185	3.99	0.75	205	1.67	0.097	0.16
Agricultural exposure and edification	4.42	0.60	185	4.25	0.69	203	2.67	**0.008***	0.25**
Networking and trade	3.85	0.98	185	3.85	0.89	203	0.08	0.937	0.01

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.19, there are statistically significant differences between the respondents who indicated to be a visitor and those who are not a visitor in terms of the factors *General management* (*p*=0.002; effect size=0.30) and *Agricultural exposure and edification* (*p*=0.008; effect size=0.25). Based on the mean values, in both cases, those respondents who indicated to be a visitor agreed more with the factors compared to those who were not visitors.

FIRST-TIME VERSUS REPEAT VISITORS

The next section will discuss the results of the difference between first-time and repeat visitors who attended the NAMPO Harvest Day by measuring whether 2014 was the first year of attendance or not.

5.4.7 *T-test* comparison of attendance vs. *Loyalty* factors

Table 5.20: 2014 is the first year of attendance

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	**Std Dev**	***N***	**Mean**	**Std Dev**	***N***	***Value***		
					***Loyalty* Factors**				
Loyalty	4.01	0.69	127	4.32	0.73	262	4.12	**0.001***	0.43**
General management	3.97	0.63	127	4.30	0.67	265	4.86	**0.001***	0.50***
Value	3.61	1.00	127	3.20	1.37	263	3.33	**0.001***	0.30**
Signage and marketing	3.63	1.02	127	3.58	1.02	262	0.47	0.640	0.05
Amenities	3.83	0.80	127	3.93	0.88	263	1.07	0.285	0.11
Lifestyle, escape and socialisation	3.99	0.64	127	4.15	0.69	262	2.10	**0.037***	0.21**
Price and quality of implements, machinery and livestock	3.96	0.71	127	4.14	0.77	261	2.32	**0.021***	0.24**
Price and quality of food and beverages	3.88	0.77	127	4.12	0.71	264	2.89	**0.004***	0.31**
Agricultural exposure and edification	4.09	0.65	127	4.46	0.64	282	5.10	**0.001***	0.55***
Networking and trade	3.77	0.81	127	3.89	0.99	262	1.38	0.169	0.13

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.20, there are statistically significant differences between the respondents who indicated that 2014 was the first year of attendance and repeat respondents in terms of the factors *Loyalty* (*p*=0.001; effect size=0.43), *General management* (*p*=0.001; effect size=0.50), *Value* (*p*=0.001; effect size=0.30), *Lifestyle, escape and socialisation* (*p*=0.037; effect

size=0.21), *Price and quality of implements, machinery and livestock* (*p*=0.021; effect size=0.24), *Price and quality of food and beverages* (*p*=0.004; effect size=0.31) and *Agricultural exposure and edification* (*p*=0.001; effect size=0.55). Based on the mean values, the respondents that indicated that 2014 is not their first year of attendance agreed more with all the factors except for *Value*, whereas the respondents that attended the agri-festival for the first time in 2014 agreed more with the factor *Value*. This can be due to the fact that new visitors are not familiar with the agri-festival and the product offerings in terms of quality and price and hence the importance of *Value*. This can also be due to the fact that repeat visitors are more familiar with the agri-festival in general as the agri-festival stays the same evey year. The challenge however, at attending a festival that stays the same every year, is to keep loyal customers since they want something new every year.

MAIN FARMING INTEREST

The next section will discuss the results of the main farming interest among the respondents attending the NAMPO Harvest Day such as milk, game, pigs, poultry, wine, grain, mixed farming, fruit, cattle, vegetables and sheep.

5.4.8 *T*-test comparison of milk vs. *Loyalty* factors

Table 5.21: Milk

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					Loyalty Factors				
Loyalty	4.23	0.79	69	4.23	0.70	293	0.03	0.975	0.00
General management	4.28	0.66	69	4.17	0.67	295	1.19	0.239	0.16
Value	3.22	1.33	69	3.12	1.28	294	0.54	0.591	0.07
Signage and marketing	3.45	1.19	69	3.59	0.97	293	0.93	0.353	0.12
Amenities	3.92	0.88	69	3.89	0.86	294	0.24	0.814	0.03
Lifestyle, escape and socialisation	4.19	0.66	69	4.09	0.69	293	1.03	0.305	0.13
Price and quality of implements, machinery and livestock	4.07	0.83	69	4.07	0.73	292	0.05	0.962	0.01
Price and quality of food and beverages	4.08	0.80	69	4.03	0.73	295	0.42	0.673	0.06
Agricultural exposure and edification	4.36	0.73	69	4.33	0.65	293	0.29	0.772	0.04

Networking and trade	3.89	0.86	69	3.82	0.96	293	0.64	0.524	0.08

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.21, there are no statistically significant differences between the respondents that indicated that Milk is the main interest of their farm and those that indicated that it is not the main interest of their farm. Based on the mean values, those that indicated that Milk is the main interest of their farm agreed more with the factors than those that did not indicate Milk as their main interest except for *Signage and marketing*. The respondents that did not indicate Milk as their main farming interest agreed more with this particular factor than those that indicated Milk as their main farming interest.

5.4.9 *T*-test comparison of game vs. *Loyalty* factors

Table 5.22: Game

Variables	**Yes**			**No**			**t-**	***p***	**Effect Sizes**
	Mean	**Std Dev**	***N***	**Mean**	**Std Dev**	***N***	***Value***		
					***Loyalty* Factors**				
Loyalty	4.36	0.76	55	4.21	0.71	308	1.41	0.162	0.21**
General management	4.37	0.70	55	4.17	0.66	311	1.85	0.068	0.27**
Value	2.92	1.48	55	3.36	1.25	309	2.05	**0.044***	0.29**
Signage and marketing	3.50	1.07	55	3.58	1.01	308	0.48	0.630	0.07
Amenities	3.90	0.94	55	3.89	0.84	309	0.07	0.942	0.01
Lifestyle, escape and socialisation	4.28	0.74	55	4.08	0.68	308	1.87	0.066	0.27**
Price and quality of implements, machinery and livestock	4.14	0.79	55	4.06	0.74	307	0.69	0.492	0.10
Price and quality of food and beverages	4.26	0.70	55	4.00	0.74	310	2.52	**0.014***	0.35**
Agricultural exposure and edification	4.57	0.63	55	4.29	0.66	308	2.88	**0.005***	0.41**
Networking and trade	3.87	0.99	55	3.19	0.94	308	0.39	0.697	0.06

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.22, there are statistically significant differences between the respondents that indicated that game is the main interest of their farm and those that indicated that it is not the main interest of their farm in terms of the factors *Value* (*p*=0.044; effect size=0.29), *Price and quality of food and beverages* (*p*=0.014; effect size=0.35) and *Agricultural exposure and edification* (*p*=0.005; effect size=0.41). Based on the mean values, *Price and quality of food and beverages* and *Agricultural exposure and edification* were the factors that those that indicated game as the main interest of their farm agreed with, while *Value* was the factor where those that indicated that game is not their main interest, agreed more than those that indicated it as their main interest.

5.4.10 *T-test* comparison of pigs vs. *Loyalty* factors

Table 5.23: Pigs

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.30	0.72	66	4.22	0.72	295	0.81	0.421	0.11
General management	4.31	0.65	67	4.18	0.66	297	1.54	0.126	0.21**
Value	2.92	1.41	66	3.37	1.26	296	2.41	**0.018***	0.32**
Signage and marketing	3.59	0.97	66	3.57	1.03	295	0.14	0.886	0.02
Amenities	3.86	0.89	66	3.91	0.85	296	0.51	0.613	0.07
Lifestyle, escape and socialisation	4.11	0.82	66	4.11	0.66	295	0.05	0.958	0.01
Price and quality of implements, machinery and livestock	4.09	0.71	66	4.07	0.75	294	0.19	0.848	0.03
Price and quality of food and beverages	4.15	0.75	66	4.03	0.73	297	1.25	0.215	0.17
Agricultural exposure and edification	4.48	0.71	66	4.31	0.64	295	1.82	0.071	0.24**
Networking and trade	3.63	1.24	66	3.87	0.87	295	1.51	0.136	0.20**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.23, there is a statistically significant differences between those respondents that indicated that Pigs is their main farming interest and those that indicated it as not their main farming interest in terms of the factor *Value* (*p*=0.018; effect size=0.32). Based on

the mean values, those that indicated pigs as not their main farming interest agreed more with the factor than those that indicated pigs as their main farming interest.

5.4.11 *T-test* comparison of poultry vs. *Loyalty* factors

Table 5.24: Poultry

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					Loyalty Factors				
Loyalty	4.28	0.78	79	4.21	0.70	284	0.67	0.502	0.08
General management	4.32	0.74	82	4.16	0.65	284	1.83	0.069	0.22**
Value	2.53	1.43	80	3.51	1.67	284	5.62	**0.001***	0.69***
Signage and marketing	3.43	0.97	79	3.60	1.03	284	1.36	0.177	0.16
Amenities	3.78	0.85	80	3.93	0.86	284	1.25	0.150	0.18
Lifestyle, escape and socialisation	4.09	0.79	79	4.11	0.66	284	0.32	0.752	0.04
Price and quality of implements, machinery and livestock	3.98	0.84	78	4.09	0.72	284	1.13	0.262	0.14
Price and quality of food and beverages	4.11	0.78	81	4.02	0.73	284	0.87	0.386	0.11
Agricultural exposure and edification	4.39	0.76	79	4.32	0.63	284	0.81	0.422	0.10
Networking and trade	3.46	1.12	79	3.93	0.87	284	3.47	**0.001***	0.42**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.24, there are statistically significant differences between those respondents that indicated that Poultry is their main farming interest and those that indicated it as not being their main farming interest in terms of the factors *Value* (*p*=0.001; effect size=0.69) and *Networking and trade* (*p*=0.001; effect size=0.42). When interpreting the mean values, in both cases, those that indicated poultry as not being their main farming interest agreed more with the factors than those that indicated poultry as their main farming interest.

5.4.12 *T*-test comparison of wine vs. *Loyalty* factors

Table 5.25: Wine

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	**Std Dev**	***N***	**Mean**	**Std Dev**	***N***	***Value***		
					***Loyalty* Factors**				
Loyalty	4.17	0.78	98	4.25	0.69	265	0.88	0.378	0.10
General management	4.17	0.71	99	4.20	0.66	267	0.37	0.710	0.04
Value	2.82	1.43	99	3.47	1.19	265	4.01	**0.001***	0.45**
Signage and marketing	3.37	1.05	98	3.64	0.99	265	2.22	**0.028***	0.26**
Amenities	3.81	0.79	98	3.93	0.88	266	1.29	0.196	0.14
Lifestyle, escape and socialisation	4.0	0.68	98	4.15	0.69	265	1.71	0.089	0.20**
Price and quality of implements, machinery and livestock	3.97	0.82	97	4.10	0.72	265	1.40	0.163	0.16
Price and quality of food and beverages	3.98	0.80	99	4.07	0.72	266	0.93	0.351	0.11
Agricultural exposure and edification	4.27	0.75	98	4.36	0.63	265	1.06	0.292	0.12
Networking and trade	3.48	1.08	98	3.95	0.86	265	3.92	**0.001***	0.44**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.25, there are statistically significant differences between those respondents that indicated that wine is their main farming interest and those that indicated it as not their main farming interest in terms of the factors *Value* (p=0.001; effect size=0.45), *Signage and marketing* (p=0.028; effect size=0.26) and *Networking and trade* (p=0.001; effect size=0.44). Based on the mean values, in all three cases, those that indicated wine as not being their main farming interest agreed more with the factors than those that indicated wine as their main farming interest.

5.4.13 *T*-test comparison of grain vs. *Loyalty* factors

Table 5.26: Grain

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.26	0.75	105	4.22	0.71	256	0.46	0.648	0.05
General management	4.18	0.69	105	4.21	0.65	259	0.36	0.719	0.04
Value	3.12	1.35	105	3.35	1.27	257	1.46	0.145	0.17
Signage and marketing	3.61	0.90	105	3.55	1.06	256	0.54	0.590	0.06
Amenities	3.85	0.87	105	3.92	0.85	257	0.74	0.463	0.08
Lifestyle, escape and socialisation	4.05	0.74	105	4.14	0.66	256	1.14	0.275	0.13
Price and quality of implements, machinery and livestock	4.08	0.74	104	4.07	0.75	256	0.18	0.859	0.02
Price and quality of food and beverages	4.05	0.69	105	4.04	0.75	258	0.15	0.883	0.02
Agricultural exposure and edification	4.32	0.71	105	4.35	0.64	256	0.26	0.792	0.03
Networking and trade	3.67	0.96	104	3.88	0.94	257	1.89	0.060	0.22**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.26, there are no statistically significant differences between the respondents that indicated that grain is the main interest of their farm and those that indicated that it is not the main interest of their farm.

5.4.14 *T*-test comparison of mixed farming vs. *Loyalty* factors

Table 5.27: Mixed farming

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
				Loyalty Factors					
Loyalty	4.28	0.77	128	4.21	0.69	235	0.85	0.399	0.09
General management	4.29	0.77	128	4.15	0.64	238	1.87	0.063	0.20**
Value	3.04	1.37	128	3.43	1.23	236	2.69	**0.008***	0.28**
Signage and marketing	3.54	1.05	128	3.58	1.00	235	0.31	0.757	0.03
Amenities	3.87	0.96	128	3.92	0.52	236	0.48	0.632	0.05
Lifestyle, escape and socialisation	4.18	0.73	128	4.07	0.66	235	1.37	0.173	0.15
Price and quality of implements, machinery and livestock	4.02	0.84	127	4.09	0.69	235	0.89	0.372	0.09
Price and quality of food and beverages	4.12	0.80	128	3.99	0.70	237	1.47	0.142	0.16
Agricultural exposure and edification	4.39	0.71	128	4.30	0.63	235	1.16	0.246	0.12
Networking and trade	3.83	1.01	127	3.82	0.92	236	0.043	0.966	0.00

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.27, there are statistically significant differences between the respondents that indicated that their main farming interest is mixed farming and those that did not indicate this as their main farming activity in terms of the factor *Value* (*p*=0.008; effect size=0.28). Based on the mean values, those that did not indicate mixed farming as their main farming interest agreed more with this factor than those that indicated that their main farming interest is mixed farming.

5.4.15 *T*-test comparison of fruit vs. *Loyalty* factors

Table 5.28: Fruit

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
					Loyalty Factors				
Loyalty	4.26	0.78	58	4.23	0.71	305	0.36	0.722	0.05
General management	4.33	0.69	59	4.17	0.67	307	1.60	0.113	0.23**
Value	2.82	1.42	58	3.37	1.25	306	2.78	**0.007***	0.39**
Signage and marketing	3.69	1.12	58	3.54	0.99	305	0.95	0.345	0.13
Amenities	3.94	1.02	58	3.89	0.83	306	030	0.763	0.04
Lifestyle, escape and socialisation	4.22	0.74	58	4.09	0.68	305	1.21	0.231	0.17
Price and quality of implements, machinery and livestock	4.22	0.82	58	4.04	0.73	304	1.59	0.115	0.22**
Price and quality of food and beverages	4.25	0.82	58	4.00	0.72	307	2.15	**0.035***	0.30**
Agricultural exposure and edification	4.43	0.73	58	4.32	0.64	305	1.09	0.279	0.15
Networking and trade	3.74	1.08	58	3.84	0.92	305	0.66	0.513	0.09

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.28, there are statistically significant differences between those respondents that indicated that fruit is their main farming interest and those that indicated it as not their main farming interest in terms of the factors *Value* (p=0.007; effect size=0.39) and *Price and quality of food and beverages* (p=0.007; effect size=0.30). Based on the mean values, the respondents that indicated that fruit is not their main farming interest agreed more with the factor *Value* while respondents, that indicated fruit as their main farming interest, agreed more with the factor *Price and quality of food and beverages*.

5.4.16 *T*-test comparison of cattle vs. *Loyalty* factors

Table 5.29: Cattle

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
	Loyalty Factors								
Loyalty	4.23	0.78	76	4.23	0.70	287	0.04	0.966	0.01
General management	4.19	0.68	76	4.19	0.67	290	0.03	0.976	0.00
Value	3.49	1.23	76	3.24	1.31	288	1.62	0.107	0.20**
Signage and marketing	3.57	1.13	76	3.57	0.99	287	0.05	0.962	0.01
Amenities	2.82	0.86	76	3.92	0.86	288	0.02	0.360	0.12
Lifestyle, escape and socialisation	4.11	0.76	76	4.11	0.67	287	0.02	0.983	0.00
Price and quality of implements, machinery and livestock	4.14	0.94	76	4.05	0.69	286	0.80	0.425	0.10
Price and quality of food and beverages	4.01	0.73	76	4.05	0.75	289	0.39	0.696	0.05
Agricultural exposure and edification	4.39	0.73	76	4.32	0.64	287	0.69	0.488	0.09
Networking and trade	3.88	1.10	76	3.81	0.93	287	0.49	0.624	0.06

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.29, there are no statistically significant differences between the respondents that indicated that cattle is the main interest of their farm and those that indicated that it is not the main interest of their farm.

5.4.17 *T*-test comparison of vegetables vs. *Loyalty* factors

Table 5.30: Vegetables

Variables	Yes			No			t-Value	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*			
	Loyalty Factors								
Loyalty	4.21	0.82	34	4.23	0.71	329	0.19	0.848	0.03
General management	4.221	0.74	34	4.19	0.67	332	0.17	0.863	0.03
Value	2.92	1.34	34	3.33	1.28	330	1.66	0.105	0.30**
Signage and marketing	3.50	0.92	34	3.57	1.03	329	0.41	0.685	0.07
Amenities	3.92	0.81	34	3.89	0.86	330	0.16	0.877	0.03
Lifestyle, escape and socialisation	4.07	0.73	34	4.12	0.69	329	0.34	0.733	0.06
Price and quality of implements, machinery and livestock	3.95	0.77	34	4.08	0.75	328	0.96	0.344	0.17
Price and quality of food and beverages	4.07	0.81	34	4.04	0.73	331	0.24	0.814	0.04
Agricultural exposure and edification	4.35	0.78	34	4.34	0.65	329	0.11	**0.012***	0.02
Networking and trade	3.73	0.98	34	3.83	0.95	329	0.62	0.537	0.11

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.30, there are statistically significant differences between those respondents that indicated that vegetables is their main farming interest and those that indicated it as not being their main farming interest in terms of the factor *Agricultural exposure and edification* (*p*=0.012; effect size=0.02). Based on the mean values, those that indicated vegetables as their main farming interest agreed more with the factor than those that did not indicate vegetables as their main farming interest.

5.4.18 *T*-test comparison of sheep vs. *Loyalty* factors

Table 5.31: Sheep

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
	Loyalty Factors								
Loyalty	4.14	0.87	48	4.24	0.69	315	0.81	0.421	0.12
General management	4.23	0.87	48	4.19	0.66	318	0.38	0.709	0.06
Value	3.52	1.32	48	3.26	1.29	316	1.27	0.208	0.20**
Signage and marketing	3.53	1.03	48	3.57	1.02	315	0.23	0.816	0.04
Amenities	3.81	0.87	48	3.92	0.86	316	0.82	0.418	0.13
Lifestyle, escape and socialisation	4.22	0.74	48	4.09	0.68	315	1.11	0.272	0.17
Price and quality of implements, machinery and livestock	4.09	0.95	48	4.06	0.72	314	0.23	0.818	0.03
Price and quality of food and beverages	4.06	0.75	48	4.04	0.74	317	0.14	0.883	0.02
Agricultural exposure and edification	4.45	0.76	48	4.32	0.64	315	1.15	0.256	0.17
Networking and trade	4.01	0.74	48	3.79	0.98	315	1.82	0.073	0.22**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.31, there are no statistically significant differences between the respondents that indicated that sheep is the main interest of their farm and those that indicated that it is not the main interest of their farm.

MEDIA

The next section will discuss the results of how the respondents had heard about the NAMPO Harvest Day through the various marketing media including television, radio, GrainSA website, magazines, newspapers, word-of-mouth, blogs and Facebook.

5.4.19 *T*-test comparison of television vs. *Loyalty* factors

Table 5.32: Television

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.22	0.79	100	4.21	0.71	285	0.10	0.921	0.01
General management	4.19	0.75	100	4.19	0.65	288	0.02	0.985	0.00
Value	3.09	1.35	100	4.41	1.24	286	2.01	0.047	0.23**
Signage and marketing	3.56	1.09	100	3.60	0.99	285	0.40	0.690	0.05
Amenities	3.69	0.95	100	3.96	0.81	286	2.47	**0.015***	0.28**
Lifestyle, escape and socialisation	4.14	0.71	100	4.09	0.68	285	0.63	0.531	0.07
Price and quality of implements, machinery and livestock	4.08	0.93	99	4.08	0.69	285	0.01	0.990	0.00
Price and quality of food and beverages	4.08	0.84	100	4.03	0.69	287	0.53	0.597	0.06
Agricultural exposure and edification	4.34	0.72	100	4.33	0.65	285	0.14	0.888	0.02
Networking and trade	3.80	1.05	99	3.87	0.89	286	0.55	0.581	0.06

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.32, there is a statistically significant difference between those respondents that had heard about NAMPO Harvest Day through television in terms of the factor *Amenities* (*p*=0.015; effect size=0.28). It is clear that those that did not indicate that they had heard about NAMPO Harvest Day through television agreed more with the factor than those that had indeed heard about the festival through the television.

5.4.20 *T*-test comparison of radio vs. *Loyalty* factors

Table 5.33: Radio

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.23	0.66	164	4.19	0.52	221	0.56	0.574	0.05
General management	4.22	0.62	166	4.17	0.72	222	0.69	0.488	0.07
Value	3.46	1.21	165	3.22	1.31	221	1.84	0.066	0.18
Signage and marketing	3.59	1.06	164	3.59	0.98	221	0.12	0.907	0.01
Amenities	3.92	0.82	164	3.87	0.88	222	0.54	0.592	0.05
Lifestyle, escape and socialisation	4.10	0.68	164	4.10	0.69	221	0.01	0.996	0.00
Price and quality of implements, machinery and livestock	4.15	0.72	164	4.03	0.78	220	1.48	0.139	0.15
Price and quality of food and beverages	4.06	0.69	165	4.03	0.77	222	0.43	0.666	0.04
Agricultural exposure and edification	4.38	0.60	164	4.29	0.71	221	1.32	0.188	0.12
Networking and trade	3,85	0.98	165	3.85	0.91	220	0.07	0.947	0.01

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.33, there are no statistically significant differences between the respondents that indicated that radio is how they heard about NAMPO Harvest Day and those that did not indicate radio as a marketing tool. T

5.4.21 *T*-test comparison of the GrainSA website vs. *Loyalty* factors

Table 5.34: GrainSA website

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
				Loyalty Factors					
Loyalty	4.27	0.71	131	4.18	0.74	254	1.12	0.263	0.12
General management	4.22	0.74	133	4.18	0.65	255	0.57	0.569	0.06
Value	2.81	1.42	132	3.59	1.10	254	5.48	**0.001***	0.55***
Signage and marketing	3.41	1.03	131	3.69	0.99	254	2.47	**0.014***	0.26**
Amenities	3.86	0.84	131	3.91	0.86	255	0.55	0.581	0.06
Lifestyle, escape and socialisation	4.09	0.68	131	4.10	0.69	254	0.08	0.938	0.01
Price and quality of implements, machinery and livestock	4.08	0.85	130	4.08	0.71	254	0.10	0.917	0.01
Price and quality of food and beverages	4.09	0.77	132	4.02	0.71	255	0.91	0.366	0.09
Agricultural exposure and edification	4.41	0.68	131	4.29	0.66	254	1.65	0.101	0.17
Networking and trade	3.65	1.04	131	3.95	0.87	254	2.87	**0.004**	0.29**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.34, there are statistically significant differences between those that indicated the GrainSA website as how they had heard about NAMPO Harvest Day and those that did not indicate the website as how they had heard about the NAMPO Harvest Day in terms of the factors *Value* (p=0.001; effect size=0.55), *Signage and marketing* (p=0.014; effect size=0.26) and *Networking and trade* (p=0.004; effect size=0.29). Respondents that indicated that they had not heard about NAMPO Harvest Day through the GrainSA website agreed more with the factors than those that indicated that they had heard about NAMPO Harvest Day through the GrainSA website.

5.4.22 *T*-test comparison of magazines vs. *Loyalty* factors

Table 5.35: Magazines

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					Loyalty Factors				
Loyalty	4.23	0.74	108	4.20	0.73	277	0.36	0.721	0.04
General management	4.21	0.76	108	4.19	0.65	280	9.25	0.805	0.03
Value	3.24	1.39	108	3.36	1.23	278	0.78	0.437	0.09
Signage and marketing	3.53	1.04	108	3.62	1.01	277	0.74	0.458	0.08
Amenities	3.86	0.85	108	3.90	0.86	278	0.38	0.703	0.04
Lifestyle, escape and socialisation	4.12	0.65	108	4.08	0.69	277	1.06	0.292	0.11
Price and quality of implements, machinery and livestock	4.05	0.80	107	4.09	0.74	277	0.49	0.621	0.06
Price and quality of food and beverages	4.11	0.68	108	4.01	0.75	279	1.18	0.238	0.13
Agricultural exposure and edification	4.33	0.72	108	4.34	0.64	277	0.07	0.946	0.01
Networking and trade	3.82	0.96	107	3.86	0.93	278	0.33	0.743	0.04

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.35, there are no statistically significant differences between the respondents that indicated magazines as the medium where they had learnt about NAMPO Harvest Day and those that did not indicate magazines as a marketing tool.

5.4.23 *T*-test comparison of newspapers vs. *Loyalty* factors

Table 5.36: Newspapers

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
	Loyalty Factors								
Loyalty	4.19	0.75	72	4.21	0.73	313	0.14	0.891	0.02
General management	4.25	0.70	72	4.18	0.67	316	0.74	0.462	0.10
Value	3.28	1.36	72	3.34	1.26	314	0.35	0.731	0.04
Signage and marketing	3.59	0.94	72	3.59	1.03	313	0.06	0.971	0.00
Amenities	3.84	0.79	72	3.90	0.87	314	0.61	0.541	0.07
Lifestyle, escape and socialisation	4.20	0.59	72	4.08	0.70	313	1.58	0.116	0.18
Price and quality of implements, machinery and livestock	4.12	0.82	72	4.07	0.74	312	0.44	0.664	0.06
Price and quality of food and beverages	4.03	0.61	72	4.04	0.76	315	0.19	0.850	0.02
Agricultural exposure and edification	4.34	0.67	72	4.33	0.67	313	0.16	0.877	0.02
Networking and trade	3.78	0.92	72	3.87	0.94	313	0.73	0.466	0.09

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.36, there are no statistically significant differences between the respondents that indicated newspapers is how they had learnt about NAMPO Harvest Day and those that had not.

5.4.24 *T*-test comparison of word of mouth vs. *Loyalty* factors

Table 5.37: Word of mouth

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
	Loyalty Factors								
Loyalty	4.19	0.78	141	4.21	0.70	244	0.20	0.840	0.02
General management	4.27	0.67	142	4.15	0.68	246	1.64	0.101	0.17
Value	3.21	1.27	141	3.39	1.27	245	1.35	0.179	0.14
Signage and marketing	3.56	1.05	141	3.62	0.99	244	0.65	0.515	0.07
Amenities	3.92	0.93	142	3.88	0.81	244	0.46	0.649	0.05
Lifestyle, escape and socialisation	4.08	0.75	141	4.11	0.65	244	0.38	0.705	0.04
Price and quality of implements, machinery and livestock	4.14	0.75	140	4.05	0.76	244	1.10	0.271	0.12
Price and quality of food and beverages	4.11	0.78	142	4.00	0.70	245	1.39	0.164	0.14
Agricultural exposure and edification	4.36	0.69	141	4.32	0.65	244	0.59	0.556	0.06
Networking and trade	3.86	0.95	140	3.85	0.93	245	0.00	0.997	0.00

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.37, there are no statistically significant differences between the respondents that indicated word of mouth as a marketing tool and those that did not.

5.4.25 *T*-test comparison of blogs vs. *Loyalty* factors

Table 5.38: Blogs

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.51	0.53	22	4.19	0.74	363	2.70	**0.012***	0.44**
General management	4.39	0.66	22	4.18	0.78	366	1.39	0.175	0.30**
Value	3.01	1.55	22	3.35	1.26	364	1.00	0.328	0.22**
Signage and marketing	3.62	0.88	22	3.59	1.03	363	0.15	0.882	0.03
Amenities	4.00	0.80	22	3.88	0.86	264	0.65	0.519	0.13
Lifestyle, escape and socialisation	4.32	0.71	22	4.09	0.68	363	1.49	0.150	0.33**
Price and quality of implements, machinery and livestock	4.09	0.81	22	4.08	0.75	362	0.06	0.953	0.01
Price and quality of food and beverages	4.25	0.61	22	4.03	0.74	365	1.63	0.116	0.30**
Agricultural exposure and edification	4.77	0.39	22	4.30	0.67	363	5.94	**0.001***	0.69***
Networking and trade	3.82	1.29	22	3.85	0.92	363	0.12	0.906	0.03

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.38, there are statistically significant differences between those that indicated blogs as a marketing tool and those that did not indicate blogs as a marketing tool in terms of the factors *Loyalty* (*p*=0.012; effect size=0.44) and *Agricultural exposure and edification* (*p*=0.001; effect size=0.69). Based on the mean values, in both cases, those that indicated that they used blogs to obtain information about the festival agreed more with the factors than those that did not.

5.4.26 *T*-test comparison of Facebook vs. *Loyalty* factors

Table 5.39: Facebook

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
				***Loyalty* Factors**					
Loyalty	4.19	0.75	31	4.21	0.73	354	0.13	0.899	0.02
General management	4.17	0.62	31	4.19	0.68	357	0.24	0.812	0.04
Value	3.43	1.38	31	3.31	1.27	355	0.45	0.655	0.08
Signage and marketing	3.72	1.05	31	3.58	1.10	354	0.70	0.487	0.13
Amenities	3,79	0.85	31	3.89	0.86	355	0.65	0.523	0.12
Lifestyle, escape and socialisation	4.27	0.59	31	4.09	0.69	354	1.67	0.104	0.27
Price and quality of implements, machinery and livestock	3.95	1.05	31	4.09	0.73	353	0.73	0.469	0.13
Price and quality of food and beverages	4.03	0.72	31	4.04	0.74	356	0.68	0.946	0.01
Agricultural exposure and edification	4.39	0.61	31	4.33	0.61	354	0.51	0.615	0.09
Networking and trade	3.87	0.86	31	3.85	0.95	354	0.14	0.888	0.02

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.39, there are no statistically significant differences between the respondents that indicated they used Facebook as a marketing tool and those that did not.

INITIATOR OF VISIT

The next section discusses the results regarding who initiated the visit to the NAMPO Harvest Day. This was categorised into self-initiated, the spouse as initiator, friends as initiators, children as initiators and family as initiators.

5.4.27 *T*-test comparison of a self-initiated visit vs. *Loyalty* factors

Table 5.40: Self-initiated visit

Variables	Yes			No			t-*Value*	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*			
					Loyalty Factors				
Loyalty	4.29	0.71	168	4.15	0.78	219	1.99	**0.047***	0.20**
General management	4.29	0.68	169	4.30	0.67	221	2.24	**0.026***	0.23**
Value	3.32	1.30	168	3.34	1.25	220	0.14	0.891	0.01
Signage and marketing	3.56	1.06	168	3.61	0.98	219	0.54	0.592	0.05
Amenities	3.87	0.85	169	3.91	0.86	219	0.46	0.647	0.05
Lifestyle, escape and socialisation	4.17	0.65	168	4.05	0.69	219	1.78	0.078	0.17
Price and quality of implements, machinery and livestock	4.09	0.79	168	4.07	0.72	218	0.33	0.745	0.03
Price and quality of food and beverages	4.05	0.77	169	4.04	0.69	220	0.09	0.933	0.01
Agricultural exposure and edification	4.43	0.59	169	4.26	0.71	219	2.74	**0.006***	0.26**
Networking and trade	3.95	0.93	168	3.78	0.93	219	1.17	0.087	0.18

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.40, there are statistically significant differences between those that initiated the visit themselves and those that did not initiate the visit themselves in terms of the factors *Loyalty* (*p*=0.047; effect size=0.20), *Agricultural exposure and edification* (*p*=0.006; effect size=0.26) and *General management* (*p*=0.026; effect size=0.23). Based on the mean values, those that indicated that they initiated the visit themselves, agreed more with the factors *Loyalty*

and *Agricultural exposure and edification*, whereas those that did not initiate the visit themselves agreed more with the factor *General management*.

5.4.28 *T*-test comparison of a spouse as an initiator vs. *Loyalty* factors

Table 5.41: Spouse as an initiator

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					Loyalty Factors				
Loyalty	4.25	0.74	111	4.20	0.73	276	0.55	0.586	0.06
General management	4.26	0.65	113	4.17	0.69	277	1.19	0.232	0.13
Value	3.27	1.27	112	3.36	1.28	276	0.65	0.519	0.07
Signage and marketing	3.60	1.04	111	3.58	1.01	276	0.19	0.845	0.02
Amenities	3.96	0.91	111	3.87	0.83	277	0.93	0.351	0.10
Lifestyle, escape and socialisation	4.15	0.67	111	4.09	0.68	276	0.81	0.421	0.09
Price and quality of implements, machinery and livestock	4.12	0.79	110	4.07	0.75	276	0.54	0.594	0.06
Price and quality of food and beverages	4.21	0.69	112	3.98	0.74	277	2.92	**0.004***	0.31**
Agricultural exposure and edification	4.4	0.67	111	4.30	0.66	276	1.43	0.153	0.16
Networking and trade	3.88	0.94	111	3.85	0.93	276	0.29	0.771	0.03

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.41, there is a statistically significant difference between those that indicated that their spouse was the initiator and those that did not indicate their spouse as the initiator in terms of the factors *Price and quality of food and beverages* (*p*=0.004; effect size=0.31). Based on the mean values, those that indicated that the visit was initiated by their spouse agreed more with the factor than those that did not indicate their spouse as the initiator.

5.4.29 *T*-test comparison of friends as initiators vs. *Loyalty* factors

Table 5.42: Friends as initiators

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.26	0.66	124	4.19	0.76	263	0.83	0.408	0.08
General management	4.19	0.64	124	4.21	0.69	266	0.29	0.769	0.03
Value	3.14	1.38	124	3.42	1.21	264	1.91	0.058	0.20**
Signage and marketing	3.67	0.96	124	3.55	1.04	263	1.08	0.281	0.11
Amenities	3.84	0.79	124	3.92	0.88	264	0.83	0.407	0.08
Lifestyle, escape and socialisation	4.09	0.70	124	4.11	0.67	263	0.25	0.800	0.03
Price and quality of implements, machinery and livestock	4.07	0.72	124	4.09	0.77	262	0.21	0.838	0.02
Price and quality of food and beverages	4.06	0.65	124	4.04	0.67	265	0.29	0.773	0.03
Agricultural exposure and edification	4.31	0.65	124	3.35	0.68	263	0.48	0.635	0.05
Networking and trade	3.61	1.06	124	3.97	0.85	263	3.21	**0.002***	0.33**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.42, there is a statistically significant difference between those that indicated that their friends were the initiators and those that did not indicate their friends as the initiators in terms of the factor *Networking and trade* (*p*=0.002; effect size=0.33). Those that indicated that the visit was not initiated by their friends agreed more with this factor than those that indicated their friends as the initiators.

5.4.30 *T*-test comparison of children as initiators vs. *Loyalty* factors

Table 5.43: Children as initiators

Variables	Yes			No			t-Value	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*			
	Loyalty Factors								
Loyalty	4.30	0.68	58	4.19	0.74	329	1.08	0.282	0.14
General management	4.24	0.69	58	4.19	0.67	332	0.45	0.657	0.06
Value	2.91	1.33	58	3.41	1.25	330	2.65	**0.010***	0.37**
Signage and marketing	3.29	1.02	58	3.64	1.01	329	2.45	**0.016***	0.35**
Amenities	3.84	0.79	58	3.91	0.86	330	0.59	0.552	0.08
Lifestyle, escape and socialisation	4.19	0.58	58	4.09	0.69	329	1.27	0.209	0.16
Price and quality of implements, machinery and livestock	4.09	0.74	58	4.08	0.76	328	0.7	0.865	0.02
Price and quality of food and beverages	4.04	0.65	58	4.04	0.75	331	0.01	0.994	0.00
Agricultural exposure and edification	4.30	0.71	58	4.34	0.66	329	0.63	0.717	0.05
Networking and trade	3.92	0.79	58	3.84	0.96	329	0.71	0.477	0.09

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.43, there are statistically significant differences between those that indicated that their children were the initiators and those that did not indicate their children as the initiators in terms of the factors *Value* (*p*=0.010; effect size=0.37) and *Signage and marketing* (*p*=0.016; effect size=0.35). Those that indicated that the visit was not initiated by their children agreed more with the factors than those that indicated their children as initiators.

5.4.31 *T*-test comparison of family as initiators vs. *Loyalty* factors

Table 5.44: Family as initiators

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					***Loyalty* Factors**				
Loyalty	4.39	0.69	48	4.19	0.73	339	1.94	0.056	0.28**
General management	4.17	0.78	48	4.24	0.66	342	0.32	0.753	0.05
Value	3.34	1.35	48	3.33	1.26	340	0.06	0.955	0.01
Signage and marketing	3.28	1.22	48	3.63	0.97	339	1.93	0.058	0.29**
Amenities	3.85	0.89	48	3.90	0.85	340	0.42	0.679	0.06
Lifestyle, escape and socialisation	4.18	0.61	48	4.09	0.69	339	0.89	0.374	0.13
Price and quality of implements, machinery and livestock	4.19	0.83	48	4.07	0.74	338	1.03	0.309	0.16
Price and quality of food and beverages	4.13	0.83	48	4.03	0.72	341	0.78	0.437	0.12
Agricultural exposure and edification	4.50	0.64	48	4.31	0.67	339	1.91	0.060	0.28**
Networking and trade	4.06	0.89	48	3.83	0.94	339	1.66	0.102	0.24**

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.44, there are no statistically significant differences between the respondents that indicated that family were the initiators to NAMPO Harvest Day and those that did not indicate family as an initiator.

ACTIVITIES TO ATTEND

The next section will discuss the results of the activities that the respondents planned to attend during the NAMPO Harvest Day such as stalls, auctions, demonstrations, livestock programmes, competitions, patent, women's programme and interactive demonstrations.

5.4.32 *T*-test comparison of stalls vs. *Loyalty* factors

Table 5.45: Stalls

Variables	Yes			No			t-Value	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*			
					***Loyalty* Factors**				
Loyalty	4.23	0.72	234	4.19	0.75	154	0.38	0.707	0.04
General management	4.25	0.67	235	4.12	0.67	156	1.81	0.071	0.19
Value	3.49	1.20	234	3.09	1.34	155	2.97	**0.003***	0.30**
Signage and marketing	3.56	1.09	234	3.63	0.88	154	0.72	0.475	0.07
Amenities	3.92	0.89	234	3.86	0.79	155	0.65	0.516	0.06
Lifestyle, escape and socialisation	4.10	0.66	234	4.09	0.72	154	0.09	0.928	0.01
Price and quality of implements, machinery and livestock	4.09	0.77	233	4.06	0.74	154	0.49	0.625	0.05
Price and quality of food and beverages	4.08	0.74	234	3.99	0.73	156	1.09	0.276	0.11
Agricultural exposure and edification	4.41	0.63	234	4.23	0.69	154	2.49	**0.013***	0.25**
Networking and trade	3.92	0.89	233	3.73	0.99	155	1.89	0.060	0.19

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.45, there are statistically significant differences between those that planned to attend the stalls and those that did not plan to attend the stalls in terms of the factors *Agricultural exposure and edification* (*p*=0.013; effect size=0.25) and *Value* (*p*=0.003; 0.30).

Those that attended the stalls agreed more with the factors than those that did not attend the stalls.

5.4.33 *T*-test comparison of an auction vs. *Loyalty* factors

Table 5.46: Auction

Variables	Yes			No			t-Value	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*			
					Loyalty Factors				
Loyalty	4.36	0.68	108	4.16	0.74	280	2.52	**0.012***	0.27**
General management	4.34	0.59	109	4.15	0.69	282	2.71	**0.007***	0.28**
Value	3.14	1.34	108	3.41	1.24	281	1.85	0.066	0.21**
Signage and marketing	3.78	0.99	108	3.52	1.02	280	2.29	**0.023***	0.25**
Amenities	3.92	0.88	109	3.89	0.85	280	0.35	0.724	0.04
Lifestyle, escape and socialisation	4.28	0.57	108	4.03	0.71	280	3.65	**0.001***	0.36**
Price and quality of implements, machinery and livestock	4.18	0.72	108	4.05	0.77	279	1.59	0.121	0.17
Price and quality of food and beverages	4.15	0.65	109	4.00	0.76	281	1.92	0.056	0.19
Agricultural exposure and edification	4.46	0.59	108	4.29	0.69	280	2.54	**0.012***	0.26**
Networking and trade	3.91	0.99	108	3.83	0.92	280	0.82	0.413	0.09

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.46, there are statistically significant differences between those that planned to attend auctions and those that did not plan to attend auctions in terms of the factors *Agricultural exposure and edification* (*p*=0.012; effect size=0.26), *Signage and marketing* (*p*=0.023; effect size=0.25), *Lifestyle, escape and socialisation* (*p*=0.002; effect size=0.36), *General management* (*p*=0.007; effect size=0.28) and *Loyalty* (*p*=0.012; effect size=0.27). In all the cases, those that attended the auctions agreed more with the factors than those that did not attend the auctions.

5.4.34 *T*-test comparison of demonstrations vs. *Loyalty* factors

Table 5.47: Demonstrations

Variables	Yes			No			t-Value	p	Effect Sizes
	Mean	Std Dev	N	Mean	Std Dev	N			
				Loyalty Factors					
Loyalty	4.23	0.75	178	4.20	0.72	210	0.37	0.710	0.04
General management	4.24	0.68	180	4.17	0.67	211	0.93	0.354	0.09
Value	3.29	1.31	179	3.37	1.24	210	0.64	0.0523	0.06
Signage and marketing	3.55	1.07	178	3.62	0.97	210	0.64	0.522	0.06
Amenities	3.91	0.89	178	2.88	0.83	211	0.34	0.732	0.03
Lifestyle, escape and socialisation	4.15	0.69	178	4.06	0.67	210	1.36	0.175	0.14
Price and quality of implements, machinery and livestock	4.12	0.75	178	4.05	0.77	209	0.90	0.369	0.09
Price and quality of food and beverages	4.08	0.75	179	4.02	0.72	211	0.86	0.392	0.09
Agricultural exposure and edification	4.36	0.64	178	4.32	0.68	210	0.68	0.499	0.07
Networking and trade	3.89	0.95	179	3.82	0.92	209	0.78	0.436	0.08

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.47, there are no statistically significant differences between the respondents that indicated to attend demonstrations and those that did not indicate to attend demonstrations.

5.4.35 *T*-test comparison of Livestock programmes vs. *Loyalty* factors

Table 5.48: Livestock programmes

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					Loyalty Factors				
Loyalty	4.29	0.69	145	4.17	0.75	243	1.69	0.091	0.17
General management	4.24	0.68	146	4.18	0.68	245	0.77	0.441	0.08
Value	3.29	1.33	145	3.36	1.24	244	0.52	0.603	0.05
Signage and marketing	3,71	1.03	31	3.51	1.01	243	1.91	0.057	0.20**
Amenities	3.92	0.87	145	3.88	0.85	244	0.37	0.710	0.04
Lifestyle, escape and socialisation	4.22	0.65	145	4.03	0.69	243	2.63	**0.009***	0.26**
Price and quality of implements, machinery and livestock	4.11	0.80	145	4.07	0.73	242	0.52	0.601	0.05
Price and quality of food and beverages	4.15	0.69	145	3.98	0.75	245	2.19	**0.029***	0.22
Agricultural exposure and edification	4.39	0.67	145	4.30	0.66	243	1.41	0.159	0.15
Networking and trade	3.85	0.97	145	3.85	0.91	243	0.04	0.972	0.00

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.48, there are statistically significant differences between those that planned to attend livestock programmes and those that did not plan to attend livestock programmes in terms of the factors *Lifestyle, escape and socialisation* (*p*=0.009; effect size=0.26) and *Price and quality of food and beverages* (*p*=0.029; effect size=0.22). In both cases, those that attended the livestock programmes agreed more with the factors than those that did not attend the livestock programmes.

5.4.36 *T*-test comparison of Competitions vs. *Loyalty* factors

Table 5.49: Competitions

Variables	Yes			No			t-Value	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*			
					Loyalty Factors				
Loyalty	4.34	0.59	104	4.17	0.77	284	2.34	**0.020***	0.23**
General management	4.24	0.66	104	4.19	0.68	287	0.71	0.480	0.08
Value	3.22	1.39	104	3.37	1.23	285	0.98	0.327	0.11
Signage and marketing	3.77	0.92	104	3.52	1.04	284	2.22	**0.027***	0.23**
Amenities	4.03	0.80	104	3.85	0.87	285	1.89	0.060	0.20
Lifestyle, escape and socialisation	4.22	0.59	104	4.05	0.71	284	2.35	**0.020***	0.24**
Price and quality of implements, machinery and livestock	4.13	0.75	103	4.07	0.76	284	0.73	0.470	0.08
Price and quality of food and beverages	4.07	0.72	104	4.04	0.74	286	0.37	0.712	0.04
Agricultural exposure and edification	4.46	0.60	104	4.29	0.68	284	2.26	**0.025***	0.24**
Networking and trade	3.82	1.03	103	3.86	0.90	285	0.28	0.782	0.03

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.49, there are statistically significant differences between those that planned to attend competitions and those that did not plan to attend competitions in terms of the factors *Lifestyle, escape and socialisation* (*p*=0.020; effect size=0.24), *Loyalty* (*p*=0.020; effect size=0.23), *Signage and marketing* (*p*=0.027; effect size=0.23) and *Agricultural exposure and edification* (*p*=0.025; effect size=0.24), Based on the mean values, in all the cases, those that attended the competitions agreed more with the factors than those that did not attend the competitions.

5.4.37 *T*-test comparison of Patents vs. *Loyalty* factors

Table 5.50: Patents

Variables	Yes			No			t-Value	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*			
					***Loyalty* Factors**				
Loyalty	4.33	0.67	149	4.14	0.76	239	2.55	**0.011***	0.25**
General management	4.32	0.63	149	4.12	0.69	242	2.92	**0.004***	0.29**
Value	3.46	1.31	149	3.25	1.24	240	1.64	0.103	0.17
Signage and marketing	3.46	1.13	149	3.67	0.93	239	1.95	0.052	0.19
Amenities	4.01	0.83	149	3.83	0.87	240	2.02	**0.045***	0.20**
Lifestyle, escape and socialisation	4.19	0.62	149	4.04	0.71	239	2.31	**0.021***	0.22**
Price and quality of implements, machinery and livestock	4.19	0.71	148	4.01	0.78	239	2.37	**0.018***	0.23**
Price and quality of food and beverages	4.19	0.69	149	3.95	0.75	241	3.19	**0.002***	0.32**
Agricultural exposure and edification	4.46	0.59	149	4.26	0.69	239	3.07	**0.002***	0.29**
Networking and trade	3.92	0.88	148	3.81	0.97	240	1.09	0.273	0.11

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.50, there are statistically significant differences between those that planned to attend the patents and those that did not plan to attend the patents in terms of the factors *Lifestyle, escape and socialisation* (*p*=0.021; effect size=0.22), *Loyalty* (*p*=0.011; effect size=0.25), *Amenities* (*p*=0.004; effect size=0.20), *Agricultural exposure and edification* (*p*=0.002; effect size=0.29), *Price and quality of food and beverages* (*p*=0.002; effect size=0.32), *Price and quality of implements, machinery and livestock* (*p*=0.018; effect size=0.23) and *General management* (*p*=0.004; effect size=0.29). Based on the mean values, in all the cases, those that attended the patents agreed more with the factors than those that did not attend the patents.

5.4.38 *T*-test comparison of Women's programme vs. *Loyalty* factors

Table 5.51: Women's programme

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	Std Dev	*N*	Mean	Std Dev	*N*	*Value*		
					Loyalty Factors				
Loyalty	4.37	0.69	143	4.12	0.74	245	3.36	**0.001***	0.34**
General management	4.40	0.62	144	4.08	0.68	247	4.67	**0.001***	0.46**
Value	2.92	1.43	144	3.57	1.10	245	4.69	**0.001***	0.45**
Signage and marketing	3.51	1.09	143	3.63	0.97	245	1.01	0.311	0.10
Amenities	3.97	0.89	143	3.86	0.83	246	1.23	0.221	0.13
Lifestyle, escape and socialisation	4.19	0.67	143	4.05	0.69	245	1.97	0.050	0.20**
Price and quality of implements, machinery and livestock	4.20	0.77	143	4.01	0.74	244	2.37	**0.018***	0.25**
Price and quality of food and beverages	4.18	0.73	144	3.96	0.73	246	2.85	**0.005***	0.30**
Agricultural exposure and edification	4.46	0.64	143	4.26	0.67	245	2.94	**0.003***	0.30**
Networking and trade	3.74	1.09	144	3.91	0.82	244	1.63	0.105	0.16

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.51, there are statistically significant differences between those that planned to attend the women's programmes and those that did not plan to attend the women's programmes in terms of the factors *Value* (*p*=0.001; effect size=0.45), *Loyalty* (*p*=0.001; effect size=0.34), *Agricultural exposure and edification* (*p*=0.003; effect size=0.30), *Price and quality of food and beverages* (*p*=0.005; effect size=0.30) , *Price and quality of implements, machinery and livestock* (*p*=0.018; effect size=0.25) and *General management* (*p*=0.001; effect size=0.46). Based on the mean values, in all the cases, those that did attend the women's programmes agreed more with the factors *Loyalty*, *Price and quality of implements, machinery*

and livestock, *Price and quality of food and beverages* and *Agricultural exposure and edification* whereas those that did not attend the women's programmes agreed more with the factor *Value*.

5.4.39 *T*-test comparison of Interactive demonstrations vs. *Loyalty* factors

Table 5.52: Interactive demonstrations

Variables	Yes			No			t-	*p*	Effect Sizes
	Mean	**Std Dev**	***N***	**Mean**	**Std Dev**	***N***	***Value***		
					***Loyalty* Factors**				
Loyalty	4.37	0.67	165	4.09	0.75	223	3.82	**0.001***	0.37**
General management	4.36	0.62	167	4.08	0.69	224	4.19	**0.001***	0.40**
Value	3.15	1.44	166	3.47	1.11	223	2.35	**0.020***	0.22**
Signage and marketing	3.52	1.12	165	3.64	0.93	223	1.16	0.247	0.11
Amenities	3.96	0.88	165	3.85	0.84	224	1.24	**0.022***	0.12
Lifestyle, escape and socialisation	4.20	0.68	165	4.03	0.68	223	2.51	**0.013***	0.26**
Price and quality of implements, machinery and livestock	4.15	0.77	164	4.04	0.75	223	1.40	0.162	0.14
Price and quality of food and beverages	4.18	0.69	166	3.94	0.75	224	3.41	**0.001***	0.33**
Agricultural exposure and edification	4.51	0.58	165	4.21	0.69	223	4.62	**0.001***	0.43**
Networking and trade	3.86	0.99	165	3.84	0.89	223	0.19	0.85	0.02

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

Effect sizes: **d=0.2: small effect; *** d=0.5: medium effect; * d=0.8: large effect***

As shown in Table 5.52, there are statistically significant differences between those that planned to attend the interactive demonstrations and those that did not plan to attend the interactive demonstrations in terms of the factors *Loyalty* (*p*=0.001; effect size=0.37), *Lifestyle, escape and socialisation* (*p*=0.013; effect size=0.26), *Amenities* (*p*=0.022; effect size=0.12), *Agricultural exposure and edification* (*p*=0.001; effect size=0.43*), Price and quality of food and beverages* (*p*=0.001; effect size=0.33), *Value* (*p*=0.020; effect size=0.22) and *General*

management (*p*=0.001; effect size=0.40). Based on the mean values, in all the cases, those that did not attend the interactive demonstrations agreed more with the factors *Value* and *Signage and marketing*. The respondents that indicated that they attended the interactive demonstrations agreed more with the remaining factors.

Conclusion about *t*-tests

There were statistically significant differences in the following categories:

Demographic Information: Gender and home language
Visitor classification: Processor, input suppliers and visitors
First-time versus repeat visitors: 2014 was the first year of attending the NAMPO Harvest Day
Main farming interest: Game, pigs, poultry, wine, mixed farming, fruit and vegetables
Media: Television, GrainSA website and blogs
Initiator of visit: Self initiated, spouse initiated the visit, friends initiated the visit and children initiated the visit
Activities to attend: Livestock programmes, competitions, patents, women's programmes, interactive demonstrations, stalls and auctions

There was no statistically significant differences in the following categories:

Visitor classification: Producer
Main farming interest: Milk, grain, cattle and sheep
Media: Radio, magazines, newspapers, Word-of-Mouth and Facebook
Initiator of visit: Family initiated the visit
Activities to attend: Demonstrations

5.5 Results from the ANOVAs

ANOVA's compare the variables between more than two groups (Mitchell & Jolley, 2010:368; Terrell, 2012:243). The ANOVAs might provide a framework for the NAMPO Harvest Day Harvest Day with information as to how *Loyalty* at an agri-festival can be achieved and which additional socio-demographic and behavioural aspects of the respondents influence *Loyalty*. The demographic characteristics that will be discussed are occupation, type of accommodation and province of origin. For ease of interpretation, occupation and type of accommodation were recoded: Occupation was categorised into three groups where farmers are distinguished from high (Professional, Management, Self-employed, Technical, Sales, Administrative, Education) and medium (House wife, Pensioner, student) income occupations (see Figure 5.4) where high income occupations refers to visitors who work permanently and receives a salary whereas

medium income occupations refer to visitors who do not have a full time work and the income (if any) fluctuates monthly; Type of accommodation was categorised into paid (Guesthouse or B&B, Hotel, Camping, Rent full house, Hostel) accommodation, unpaid (Local resident, Family or friends) accommodation and day visitors (see Figure 5.9). Please note that **only** the statistically significant differences will be discussed in the next section.

5.5.1 Occupation

As shown in Table 5.53, there are statistically significant differences between the different occupational categories in terms of the factors *Price and quality of food and beverages* (p=0.037). However, Tukey's post hoc test showed that there was no statistically significant difference between the groups. Based on the mean values, Farmers regarded *General management* as more contributing towards *Loyalty* than did high and medium income groups. There is furthermore a statistically significant difference between the factor *Price and quality of food and beverages* although Tukey's post hoc tests indicated no significant differences with the medium income occupation groups agreeing more with the factors than the high income occupation group.

Table 5.53: ANOVA-results for occupation

Socio-demographic and behavioural variables	*Loyalty* Factors																								
	Loyalty					*General management*					*Value*					*Signage and marketing*					*Amenities*				
Occupation	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B
High income occupation	236	4.17	1.178	0.309	a	238	4.15	2.691	0.069	a	236	3.33	0.341	0.711	a	236	3.60	0.002	0.998	a	237	3.86	0.676	0.509	a
Medium income occupation	39	4.42			a	39	4.17			b	39	3.49			a	39	3.61			a	39	3.96			a
Farmers	118	4.30			a	119	4.23			ab	119	3.30			a	118	3.61			a	118	3.97			a

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

[a] ***Group differs significantly from type (in row) where [b] is indicated.***

Table 5.53: ANOVA results for occupation (continued)

Socio-demographic and behavioural variable	*Loyalty* Factors																					
	Lifestyle, escape and socialisation					*Price and quality of implements, machinery and livestock*					*Price and quality of food and beverages*					*Agricultural exposure and edification*					*Networking and trade*				
Occupation	**N**	**Mean**	**F-ratio**	**Sig. Level**	**Tukey's B**	**N**	**Mean**	**F-ratio**	**Sig. Level**	**Tukey's B**	**N**	**Mean**	**F-ratio**	**Sig. Level**	**Tukey's B**	**N**	**Mean**	**F-ratio**	**Sig. Level**	**Tukey's B**	**N**	**Mean**	**F-ratio**	**Sig. Level**	**Tukey's B**
High income occupation	236	4.06	1.278	0.280	a	236	4.04	1.032	0.357	a	237	3.97	3.330	**0.037** *	a	236	4.28	1.793	0.168	a	236	3.82	0.679	0.508	a
Medium income occupation	39	4.13			a	39	4.19			a	39	4.20			a	39	4.46			a	39	3.99			a
Farmers	118	4.18			a	117	4.14			a	119	4.15			a	118	4.39			a	118	3.89			a

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

[a] ***Group differs significantly from type (in row) where*** [b] ***is indicated.***

Table 5.54: ANOVA results for the type of accommodation used

Socio-demographic and behavioural variables	*Loyalty* Factors																				
	Loyalty					*General management*					*Value*					*Signage and marketing*					*Amenities*				
Type of accommodation	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B
Unpaid accommodation	100	4.38	2.837	0.060	a	101	4.35	3.343	**0.036** *	a	101	3.42	3.265	**0.039** *	a	100	3.82	4.375	0.013 *	ab	100	4.03	4.038	0.018*	a
Paid accommodation	180	4.17			a	182	4.15			a	180	3.15			a	180	3.57			a	181	3.77			b
Day visitors	98	4.16			a	98	4.16			a	98	3.52			a	98	3.40			b	98	3.99			a b

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

[a] ***Group differs significantly from type (in row) where [b] is indicated.***

Table 5.54: ANOVA results for the type of accommodation used (continued)

Socio-demographic and behavioural variables	*Loyalty* Factors																				
	Lifestyle, escape and socialisation					*Price and quality of implements, machinery and livestock*					*Price and quality of food and beverages*					*Agricultural exposure and edification*					*Networking and trade*				
Type of accommodation	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B
Unpaid accommodation	100	4.25	3.094	**0.046***	a	100	4.18	1.571	0.209	a	101	4.26	6.323	**0.002***	a	100	4.47	2.583	0.077	a	101	4.05	6.919	0.001*	a
Paid accommodation	180	4.05			a	180	4.02			a	181	3.97			b	180	4.29			a	180	3.66			b
Day visitors	98	4.08			a	97	4.13			a	98	3.95			a	98	4.32			a	97	3.98			b

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

[a] ***Group differs significantly from type (in row) where [b] is indicated.***

5.5.2 Type of accommodation

As shown in Table 5.54, there are statistically significant differences in terms of the factors *General management* (p=0.036), *Value* (p=0.39), *Signage and marketing* (p=0.013), *Amenities* (p=0.018), *Lifestyle, escape and socialisation* (p=0.046), *Price and quality of food and beverages* (p=0.002) and *Networking and trade* (p=0.001), but Tukey's post hoc multiple comparisons showed that there were no statistically significant differences between some of the groups. There is a statistically significant difference between the groups based on the factor *Signage and marketing* and based on Tukey's post hoc tests; the paid accommodation respondents agreed more with the factors than the day visitor respondents. There is also a statistically significant difference based on the factor *Amenities* where the unpaid accommodation respondents agreed more with the factors than the paid accommodation respondents. There is also a statistically significant difference between the factor *Price and quality of food and beverages*; the unpaid accommodation respondents and the day visitors agreed more with the factors than the paid accommodation respondents. There is furthermore a statistically significant difference based on the factor *Networking and trade* where the unpaid accommodation respondents agreed more with the factors than the paid accommodation respondents and the day visitors.

Table 5.55: ANOVA results for the Province of origin

Socio-demographic and behavioural variables	*Loyalty* Factors																				
	Loyalty					*General management*					*Value*					*Signage and marketing*					*Amenities*				
Province	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B
Free State	128	4.26	1.059	0.391	ab	128	4.31	1.441	**0.177**	a	128	3.29	1.922	**0.055**	ab	128	3.59	0.802	0.601	a	128	3.93	0.313	0.961	a
North West	49	4.18			ab	49	4.09			a	49	3.51			ab	49	3.36			a	49	3.79			a
Gauteng	65	4.21			ab	65	4.10			a	65	3.54			b	65	3.52			a	65	3.84			a
Mpumalanga	65	4.12			ab	68	4.08			a	66	3.39			ab	65	3.69			a	66	3.97			a
Western Cape	30	4.22			ab	30	4.16			a	30	3.41			ab	30	3.74			a	30	3.80			a
Eastern Cape	19	4.26			ab	19	4.35			a	19	2.89			ab	19	3.51			a	19	3.91			a
Northern Cape	10	3.83			a	10	4.29			a	10	3.50			ab	10	4.00			a	10	4.00			a
KwaZulu-Natal	10	4.67			b	10	4.48			a	10	2.32			a	10	3.83			a	10	3.97			a
Limpopo	13	4.26			ab	13	4.32			a	13	2.69			ab	13	3.61			a	13	3.97			a

** **Statistically significant difference: p≤0.05** (Pallant, 2001:190).*

*[a] **Group differs significantly from type (in row) where [b] is indicated.***

Table 5.55: ANOVA results for the Province of origin (continued)

Socio-demographic and behavioural variables	*Loyalty* Factors																								
	Lifestyle, escape and socialisation					*Price and quality of implements, machinery and livestock*					*Price and quality of food and beverages*					*Agricultural exposure and edification*					*Networking and trade*				
Province	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B	N	Mean	F-ratio	Sig. Level	Tukey's B
Free State	128	4.12	0.414	0.913	a	127	4.08	0.488	0.865	a	128	4.18	1.726	0.091	a	128	4.40	1.497	0.156	a	127	3.93	1.673	0.103	a
North West	49	4.03			a	49	3.98			a	49	3.86			a	49	4.26			a	49	4.14			a
Gauteng	65	4.04			a	65	4.09			a	65	3.98			a	65	4.30			a	65	3.84			a
Mpumalanga	65	4.13			a	65	4.10			a	67	3.95			a	65	4.24			a	66	3.79			a
Western Cape	30	4.10			a	30	4.01			a	30	4.00			a	30	4.24			a	30	3.63			a
Eastern Cape	19	4.09			a	19	4.18			a	19	4.13			a	19	4.61			a	19	3.49			a
Northern Cape	10	4.02			a	10	4.28			a	10	3.72			a	10	3.98			a	10	3.97			a
KwaZulu-Natal	10	4.38			a	10	4.40			a	10	4.38			a	10	4.56			a	10	3.67			a
Limpopo	13	4.17			a	13	4.09			a	13	4.11			a	13	4.51			a	13	3.72			a

* ***Statistically significant difference: p≤0.05*** **(Pallant, 2001:190).**

[a] ***Group differs significantly from type (in row) where*** [b] ***is indicated.***

5.5.3 Province of origin

As shown in Table 5.55, there are no statistically significant differences, but Tukey's post hoc tests showed that there were statistically significant differences between the groups. There is a difference based on the factor *Loyalty*, and based on Tukey's post hoc tests, the respondents from KwaZulu-Natal agreed more with the factors than the respondents from the Northern Cape. The rest of the provinces showed to agree more or less on the same factors. There was also a difference based on the factor *Value*, where the respondents from Gauteng agreed more with the factors than the respondents from KwaZulu-Natal. The rest of the provinces showed to agree more or less on the same factors.

In the next section the results of the correlation analysis is discussed.

5.6 Results of the Correlation analysis

Correlation coefficients are a tool that can be used to describe the strength of the linear relationship between two variables and may indicate a positive or negative linear relationship between two variables (Pallant, 2007:115). Within this study, Spearman's Rank Order Correlations were used to test the relationship between additional socio-demographic and behavioural characteristics asked as open-ended questions in the questionnaire and the loyalty factors. Please note that **only** the statistically significant differences will be discussed.

From Table 5.55 it can be seen that there are no large significant correlation coefficients (CC=*0.50–1.0)* or medium significant correlation coefficients *(*CC=*0.30 – 0.49). The small significant positive correlation coefficients (CC=0.10 – 0.29) that can be seen in Table 5.55 are:*

- **Annual Gross Income:** Respondents with a higher annual gross income have small positive correlations with the factors *Loyalty* (CC=0.116; *p*=0.027), *Price and quality of food and beverages* (CC=0.114; *p*=0.006) as well as *Agricultural exposure and edification* (CC=0.112; *p*=0.034) indicating that these respondents agreed more with these factors than did visitors with a lower income.
- **Spending behaviour:** Respondents that paid more for the entrance fee have a small positive correlation with *Value* (CC=0.162; *p*=0.013), *Amenities* (CC=0.140; *p*=0.032), *Lifestyle, escape and socialisation* (CC=0.129; *p*=0.049) and *Networking and trade* (CC=0.138; *p*=0.036) indicating that these respondents agreed more with these factors than did visitors that paid less on entrance. Respondents that are more likely to pay for parking have a small positive correlation with *General management* (CC=0.163; *p*=0.013) which means that the respondent is willing to pay for parking as this may be a sign of a well-organised event and therefore these respondents feel strongly about *General management*.

- **Group size:** Respondents that travelled in larger groups have a small positive correlation with the *Price and quality of implements, machinery and livestock* (CC=0.145; *p*=0.005). This means that respondents with larger travel groups are more likely to invest in implements, machinery and livestock.

Table 5.56: Results of Spearman's Rank Order Correlations

	Loyalty			*General management*			*Value*			*Signage and marketing*			*Amenities*		
	CC	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*
Age	-0.007	0.889	389	0.053	0.291	392	-0.41	0.418	390	0.060	0.236	389	0.028	0.580	390
Annual Gross Income	**0.116***	0.027	363	0.063	0.226	366	0.001	0.981	364	0.024	0.651	363	0.080	0.126	364
People in travelling group	0.099	0.058	369	0.096	0.066	372	0.091	0.079	370	0.069	0.186	369	0.030	0.570	370
Pay during NAMPO Harvest Day	0.001	0.995	366	0.039	0.456	369	0.075	0.153	367	0.013	0.802	366	0.043	0.413	367
Days spend at NAMPO Harvest Day	-0.055	0.294	372	-0.069	0.180	375	-0.040	0.439	373	-0.129	0.012	372	-0.077	0.136	373
Nights in Bothaville	-0.83	0.121	348	-0.093	0.083	351	-0.056	0.299	349	-0.080	0.137	348	-0.084	0.119	349
Spending behaviour															
Entrance fee	0.078	0.237	233	0.128	0.050	233	**0.162***	0.013	233	0.007	0.912	233	**0.140***	0.032	233
Accommodation	**-0.150***	0.022	233	-0.068	0.300	233	0.013	0.841	233	-0.80	0.223	233	-0.074	0.263	233
Food and restaurants	0.075	0.253	233	0.121	0.066	233	0.088	0.181	233	0.116	0.078	233	0.094	0.153	233
Beverages	0.037	0.577	233	0.014	0.831	233	0.083	0.205	233	0.039	0.558	233	-0.048	0.462	233
Shopping	-0.055	0.401	232	0.044	0.507	232	0.032	0.625	232	0.097	0.141	232	0.002	0.972	232
Transport	-0.109	0.099	232	-0.054	0.414	232	-0.052	0.427	232	-0.020	0.078	232	-0.027	0.685	232
Parking	0.064	0.335	231	**0.163***	0.013	231	0.057	0.392	231	-0.006	0.931	231	0.017	0.798	231
Purchasing machinery	0.102	0.121	234	-0.035	0.599	234	-0.122	0.061	234	-0.039	0.553	234	-0.082	0.214	234
Purchasing of livestock	-0.005	0.938	233	-0.044	0.506	233	-0.110	0.094	233	0.015	0.821	233	-0.045	0.493	233
Purchasing seeds and crops	-0.042	0.520	234	-0.088	0.181	234	**-0.201***	0.002	234	-0.120	0.068	234	-0.103	0.115	234
Purchasing farm implements	-0.061	0.350	234	0.011	0.867	234	**-0.132***	0.044	234	-0.087	0.186	234	-0.055	0.401	234
Number of previous attendance	0.026	0.687	247	0.027	0.672	250	0.064	0.312	248	0.051	0.422	247	-0.012	0.853	248
Spending per person	-0.041	0.560	206	-0.034	0.629	206	**-0.216***	0.002	206	-0.099	0.157	206	-0.084	0.228	206

Cohen (1988:79-81; 1969:77) indicated that values can be interpreted at three levels in the correlation matrix with all Values between 0 and 1 classified as r=0.10 – 0.29=small*; 0.30 - 0.49=medium**; 0.50 – 1.0=large*

Table 5.56: Results of Spearman's Rank Order Correlations (continued)

	Lifestyle, escape and socialisation			*Price & quality of implements, machinery and livestock*			*Price & quality of food and beverages*			*Agricultural exposure and edification`*			*Networking and trade*		
	CC	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*
Age	0.005	0.926	389	-0.021	0.677	388	0.033	0.511	391	-0.013	0.801	389	0.038	0.456	389
Annual Gross Income	0.074	0.161	363	0.064	0.222	362	**0.144***	0.006	365	**0.112***	0.034	363	0.038	0.466	363
People in travelling group	0.079	0.131	369	**0.145***	0.005	368	0.095	0.068	371	0.093	0.075	369	0.098	0.060	369
Pay during NAMPO Harvest Day	0.009	0.869	366	-0.014	0.794	365	-0.001	0.992	368	-0.017	0.742	366	0.052	0.322	366
Days spend at NAMPO Harvest Day	0.013	0.798	372	-0.012	0.814	371	-0.099	0.055	374	-0.023	0.655	372	-0.037	0.473	372
Nights in Bothaville	-0.028	0.599	348	-0.089	0.097	347	**-0.118***	0.027	350	-0.048	0.373	348	-0.090	0.094	348
Spending behaviour															
Entrance fee	**0.129***	0.049	233	0.121	0.065	233	0.017	0.792	233	0.064	0.334	233	**0.138***	0.036	233
Accommodation	-0.018	0.786	233	-0.028	0.673	233	-0.104	0.114	233	-0.058	0.378	233	-0.055	0.401	233
Food and restaurants	0.016	0.606	233	0.072	0.276	233	0.041	0.530	233	0.086	0.191	233	0.091	0.165	233
Beverages	-0.040	0.548	233	0.063	0.341	233	-0.113	0.087	233	-0.022	0.738	233	0.017	0.793	233
Shopping	-0.011	0.871	232	0.074	0.263	232	-0.060	0.365	232	0.057	0.391	232	0.011	0.869	232
Transport	0.009	0.896	232	-0.009	0.891	232	-0.087	0.185	232	-0.013	0.844	232	-0.032	0.623	232
Parking	0.047	0.476	231	0.090	0.172	231	0.045	0.497	231	0.101	0.124	231	0.059	0.370	231
Purchasing machinery	0.087	0.183	234	-0.088	0.180	234	0.087	0.186	234	-0.046	0.481	234	0.073	0.263	234
Purchasing of livestock	0.023	0.722	233	**-0.169***	0.010	233	0.046	0.485	233	-0.025	-0.705	233	-0.052	0.432	233
Purchasing seeds and crops	0.006	0.925	234	**-0.145***	0.026	234	-0.008	0.906	234	-0.053	0.423	234	**-0.159***	0.015	234
Purchasing farm implements	0.030	0.646	234	-0.103	0.116	234	-0.039	0.552	234	-0.058	0.374	234	**-0.182***	0.005	234
Number of previous attendance	0.047	0.459	247	-0.066	0.305	246	0.068	0.285	249	0.003	0.960	247	0.046	0.476	247
Spending per person	0.105	0.133	206	**-0.163***	0.019	206	-0.053	0.446	206	-0.007	0.920	206	-0.23	0.079	206

Cohen (1988:79-81; 1969:77) indicated that values can be interpreted at three levels in the correlation matrix with all Values between 0 and 1 classified as r=0.10 – 0.29=small*; 0.30 - 0.49=medium**; 0.50 – 1.0=large*

The small significant negative correlation coefficients (CC=0.10 – 0.29) that can be seen in Table 5.56 are:

- **Spending behaviour:**
  - Respondents that paid more for accommodation have a small negative linear correlation with the factor *Loyalty* (CC=-0.150; *p*=0.022). This means that there is still an influence between spending and *Loyalty*. The more the respondents paid for accommodation the less they agreed with the factor *Loyalty*.
  - Respondents that invested more money in purchasing seeds and crops have a small negative linear correlation with the factors *Value* (CC=-0.201; *p*=0.002), *Price and quality of implements, machinery and livestock* (CC=-0.145; *p*=0.026) *and Networking and trade* (CC=-0.159; *p*=0.015) which means that they agreed less with these factors.
  - Respondents that invested more money in purchasing farm implements have a small negative linear correlation with the factors *Value* (CC=-0.132; *p*=0.044) and *Networking and trade* (CC=-0.182; *p*=0.005) which means that the respondents agreed less with these factors.
  - Respondents that purchased livestock have a small negative linear correlation with the factor *Price and quality of implements, machinery and livestock* (CC=-0.169; *p*=0.010). This means than the respondents, that have a higher spending pattern on livestock, agreed less with the factor *Price and quality of implements, machinery and livestock.*
  - The respondents that had a higher spending per person have a small negative linear correlation with the factor *Price and quality of implements, machinery and livestock* (CC=-0.163; *p*=0.019) which means that the people that have higher spending patterns did not agree with this factor. A possible explanation for this could be that these respondents regard this factor as expensive taking into consideration the overall spending at the festival.

- **Duration of stay:**
  - Respondents that indicated to spend more nights in Bothaville have a small negative linear correlation with the factor *Price and quality of food and beverages* (CC=-0.118; *p*=0.027). There is thus an influence between the spending of food and beverages and the number of nights spent in Bothaville. These respondents may also find this factor to be expensive as it is seen as additional expenses.

5.7 Preparing for the Structural Equation Model (SEM)

Given that the focal point of the structural model is based on the magnitude of and relationships between latent constructs, Spearman's Rank Order correlations were calculated to describe the strength and direction of the linear relationship between continuous variables (Pallant, 2011:128) before the structural model is developed. The correlation coefficient is indicated by r that ranges from -1 (perfect negative relationship) to +1 (perfect positive relationship) (Dancey & Reidy, 2004:170; Zikmund, 2010:559; Pallant, 2011:128) that also indicate the strength of the relationship. The further the coefficient is from 0 (i.e. the closer to -1 or +1) the stronger (positive or negative) the relationship or larger the effect (Hanna & Dempster, 2012:191). According to Cohen (1988:79-81), a small effect is found when r=0.10 to 0.29; a medium effect is found when r=0.30 to 0.49; and a large effects is found when r=0.50 to 1.0.

Table 5.57: Correlation results in preparation for the SEM analysis

Factors	*Loyalty*			*General management*			*Value*			*Signage and marketing*			*Amenities*		
	CC	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*
Loyalty	1.000***		394	0.531***	0.001	394	0.155*	0.002	394	0.256*	0.001	394	0.363**	0.001	394
General management	0.531***	0.001	394	1.000***		397	0.109*	0.031	395	0.339**	0.001	394	0.412**	0.001	395
Value	0.155*	0.002	394	0.109*	0.031	395	1.000***		395	0.393**	0.001	394	0.369**	0.001	394
Signage and marketing	0.256*	0.001	394	0.339**	0.001	394	0.393**	0.001	394	1.000***		394	0.484**	0.001	394
Amenities	0.363**	0.001	394	0.412**	0.001	395	0.369**	0.001	394	0.484**	0.001	394	1.000***		395
Lifestyle, escape and socialisation	0.576***	0.001	394	0.516***	0.001	394	0.271*	0.001	394	0.324**	0.001	394	0.364**	0.001	394
Price & quality of implements, machinery and livestock	0.420**	0.001	393	0.536***	0.001	393	0.324**	0.001	393	0.422**	0.001	393	0.300**	0.001	393
Price & quality of food and beverages	0.503***	0.001	394	0.647***	0.001	396	0.238*	0.001	395	0.391**	0.001	394	0.446**	0.001	395
Agricultural exposure and edification	0.650***	0.001	394	0.554***	0.001	394	0.126*	0.012	394	0.175*	0.001	394	0.318**	0.001	394
Networking and trade	0.392**	0.001	393	0.369**	0.001	394	0.548***	0.001	394	0.362**	0.001	393	0.402**	0.001	393

Cohen (1988:79-81; 1969:77) indicated that Values can be interpreted at three levels in the correlation matrix with all Values between 0 and 1 classified as r=0.10 – 0.29=small*; 0.30 - 0.49=medium**; 0.50 – 1.0=large*

Table 5.57: Correlation results in preparation for the SEM analysis (continued)

Factors	*Lifestyle, escape and socialisation*			*Price & quality of implements, machinery and livestock*			*Price & quality of food and beverages*			*Agricultural exposure and edification`*			*Networking and trade*		
	CC	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*	*CC*	*Sig (2-tailed)*	*N*
Loyalty	0.576***	0.001	394	0.420**	0.001	393	0.503***	0.001	394	0.650***	0.001	394	0.392**	0.001	393
General management	0.516**	0.001	394	0.536**	0.001	393	0.647**	0.001	396	0.554**	0.001	394	0.369**	0.001	394
Value	0.271*	0.001	394	0.324**	0.001	393	0.238*	0.001	395	0.126*	0.012	394	0.548***	0.001	394
Signage and marketing	0.324**	0.001	394	0.422**	0.001	393	0.391**	0.001	394	0.175*	0.001	394	0.362**	0.001	393
Amenities	0.364**	0.001	394	0.422**	0.001	393	0.446**	0.001	395	0.318**	0.001	394	0.402**	0.001	393
Lifestyle, escape and socialisation	1.000***		394	0.472**	0.001	393	0.499**	0.001	394	0.555***	0.001	394	0.528***	0.001	393
Price & quality of implements, machinery and livestock	0.472**	0.001	393	1.000***		393	0.500***	0.001	393	0.419**	0.001	393	0.403**	0.001	393
Price & quality of food and beverages	0.499**	0.001	394	0.500***	0.001	393	1.000***		396	0.428**	0.001	394	0.404**	0.001	394
Agricultural exposure and edification	0.555***	0.001	394	0.419**	0.001	393	0.428**	0.001	394	1.000***		394	0.378**	0.001	393
Networking and trade	0.528***	0.001	393	0.403**	0.001	393	0.404**	0.001	394	0.378**	0.001	393	1.000***		394

Cohen (1988:79-81; 1969:77) indicated that Values can be interpreted at three levels in the correlation matrix with all Values between 0 and 1 classified as r=0.10 – 0.29=small*; 0.30 - 0.49=medium**; 0.50 – 1.0=large*

The large significant positive correlation coefficients (CC=0.50– 1.0) that can be seen in Table 5.57 are:

- ***Loyalty*** - There is a large positive linear correlation between the factors *Loyalty* and *General management* (CC=0.531; *p*=0.001), *Lifestyle, escape and socialisation* (CC=0.576; *p*=0.001), *Price and quality of food and beverages* (CC=0.503; *p*=0.001 and *Agricultural exposure and edification* (CC=0.650; *p*=0.001). This means that the respondents that agreed with the factor *Loyalty* agreed more with the factors *General management, Amenities, Lifestyle, escape and socialisation, Price and quality of food and beverages* and *Agricultural exposure and edification*.
- ***General management*** – There is a large positive linear correlation between the factors *General management* and *Loyalty* (CC=0.531; *p*=0.001), *Lifestyle, escape and socialisation* (CC=0.516; *p*=0.001), *Price and quality of implements, machinery and livestock* (CC=0.536; *p*=0.001), *Price and quality of food and beverages* (CC=0.576;*p*=0.001), *Agricultural exposure and edification Lifestyle, escape and socialisation* (CC=0.516; *p*=0.001), *Price and quality of implements, machinery and livestock* (CC=0.536;*p*=0.001), *Price and quality of food and beverages* (CC=0.554; *p*=0.001). This means that there is a strong relationship between the factors.
- ***Value –*** There is a large positive linear correlation between the factors *Value* and *Networking and Trade* (CC=0.548; *p*=0.001).
- ***Lifestyle, escape and socialisation -*** There is a large positive linear correlation between the factors *Lifestyle, escape and socialisation* and *Loyalty* (CC=0.576; *p*=0.001), *General management* (CC=0.516; *p*=0.001), *Agricultural exposure and edification* (CC=0.555; *p*=0.001) and *Networking and trade* (CC=0.528; *p*=0.001).
- ***Price and quality of implements, machinery and livestock –*** There is a large positive linear correlation between the factors *Price and quality of implement, machinery and livestock* and *General management* (CC=0.536; *p*=0.001) and *Price and quality of food and beverages* (CC=0.500; *p*=0.001).
- ***Price and quality of food and beverages –*** There is a large positive linear correlation between the factors *Price and quality of food and beverages* and *Loyalty* (CC=0.503; *p*=0.001), *General management* (CC=0.647; *p*=0.001) and *Price and quality of implements, machinery and livestock* (CC=0.500; *p*=0.001).
- ***Agricultural exposure and edification –*** There is a large positive linear correlation between the factors *Agricultural exposure and edification* and *Loyalty* (CC=0.650; *p*=0.001), *General management* (CC=0.554; *p*=0.001) and *Lifestyle, escape and socialisation* (CC=0.555; *p*=0.001).
- ***Networking and trade –*** There is a large positive linear correlation between the factors *Networking and trade* and *Value* (CC=0.548; *p*=0.001) and *Lifestyle, escape and socialisation* (CC=0.528; *p*=0.001).

The medium significant positive correlation coefficients (CC=0.30 – 0.49) that can be seen in Table 5.57 are:

- ***Loyalty*** - There is a medium positive linear correlation between the factors *Loyalty* and *Price and quality of implements, machinery and livestock* (CC=0.420; *p*=0.001), *Amenities* (CC=0.363; *p*=0.001), and *Networking and trade* (CC=0.392; *p*=0.001). Respondents that agreed more with the factor *Loyalty* also agreed more with the factors *Price and quality of implements, machinery and livestock* and *Networking and trade.*
- ***General management*** – There is a medium positive linear correlation between the factors *General management* and *Signage and marketing* (CC=0.339; *p*=0.001), *Amenities (*CC=0.412; *p*=0.001) and *Networking and trade* (CC=0.369; *p*=0.001).
- ***Value*** **–** There is a medium positive linear correlation between the factors *Value* and *Signage and marketing* (CC=0.393; *p*=0.001), *Amenities* (CC=0.369; *p*=0.001) and *Price and quality of implements, machinery and livestock* (CC=0.324*; p*=0.001).
- ***Signage and marketing –*** There is a medium positive linear correlation between the factors *Value* and *General management* (CC=0.339; *p*=0.001), *Price and quality of food and beverages* (CC=0.391; *p*=0.001), *Price and quality of implements, machinery and livestock* (CC=0.422; *p*=0.001).and *Networking and trade* (CC=0.362; *p*=0.001).
- ***Amenities –*** There is a medium positive linear correlation between the factors *Amenities* and *Signage and marketing* (CC=0.484; *p*=0.001), *Networking and trade* (CC=0.402; *p*=0.001), *General management* (CC=0.412; *p*=0.001*), Price and quality of food and beverages* (CC=0.446;*p*=0.001), *Price and quality of implements, machinery and livestock* (CC=0.422*; p*=0.001), *Loyalty* (CC=0.363; *p*=0.001), Value (CC=0.367; *p*=0.001), *Agricultural exposure and edification* (CC=0.318; *p*=0.001) and *Network and trade* (CC=0.402; *p*=0.001).
- ***Lifestyle, escape and socialisation*** **–** There is a medium positive linear correlation between the factors *Lifestyle, escape and socialisation* and *Signage and marketing* (CC=0.324; *p*=0.001), *Amenities* (CC=0.364; *p*=0.001), *Price and quality of implements, machinery and livestock* (CC=0.472; *p*=0.001) and *Price and quality of food and beverages* (CC=0.499; *p*=0.001).
- ***Price and quality of implements, machinery and livestock*** – There is a medium positive linear correlation between the factors *Price and quality of implements, machinery and livestock* and *Loyalty* (CC=0.420; *p*=0.001), *Value* (CC=0.324; *p*=0.001), *Signage and marketing* (CC=0.422; *p*=0.001), *Amenities* (CC=0.300*; p*=0.001), *Lifestyle, escape and socialisation* (CC=0.472; *p*=0.001*), Agricultural exposure and edification* (CC=0.419; *p*=0.001) and *Networking and trade* (CC=0.403*; p*=0.001).
- ***Price and quality of food and beverages*** **–** There is a medium positive linear correlation between the factors *Price and quality of food and beverages* and *Signage*

and marketing (CC=0.391; *p*=0.001), *Amenities* (CC=0.446*; p*=0.001), *Lifestyle, escape and socialisation* (CC=0.499; *p*=0.001), *Agricultural exposure and edification* (CC=0.428; *p*=0.001) and *Networking and trade* (CC=0.404; *p*=0.001).

- ***Agricultural exposure and edification*** **–** There is a medium positive linear correlation between the factors *Agricultural exposure and edification* and *Amenities* (CC=0.318; *p*=0.001), *Price and quality of implements, machinery and livestock* (CC=0.419; *p*=0.001*), Price and quality of food and beverages* (CC=0.428; *p*=0.001) and *Networking and trade* (CC=0.378; *p*=0.001).
- ***Networking and trade*** **–** There is a medium positive linear correlation between the factors *Networking and trade* and *Loyalty* (CC=0.392*; p*=0.001), *Signage and marketing* (CC=0.362; *p*=0.001), *Amenities* (CC=0.402; *p*=0.001), *Price and quality of implements, machinery and livestock* (CC=0.403; *p*=0.001), *Price and quality of food and beverages* (CC=0.404; *p*=0.001) and *Agricultural exposure and edification* (CC=0.378; *p*=0.001).

The small significant positive correlation coefficients (CC=0.10 – 0.29) that can be seen in Table 5.56 are:

- **Loyalty** - There is a small positive linear correlation between the factors *Loyalty* and *Value* (CC=0.155; *p*=0.002) and *Signage and marketing* (CC=0.256; *p*=0.001). Loyal respondents agreed more with the factor *Value* and *Signage and marketing* than the respondents that are not loyal towards the agri-festival.
- ***General management*** – There is a small positive linear correlation between the factors *General management* and *Value* (CC=0.109*; p*=0.031).
- ***Value –*** There is a small positive linear correlation between the factors *Value* and *Lifestyle, escape and socialisation* (CC=0.271*; p*=0.001), *Price and quality of food and beverages* (CC=0.238; p=0.001) and *Agricultural exposure and edification* (CC=0.126; *p*=0.012).
- ***Signage and marketing –*** There is a small positive linear correlation between the factors *Signage and marketing* and *Loyalty* (CC=0.256; *p*=0.001) and *Agricultural exposure and edification* (CC=0.175; *p*=0.001).
- ***Lifestyle, escape and socialisation*** **–** There is a small positive linear correlation between the factors *Lifestyle, escape and socialisation* and *Value* (CC=0.271; *p*=0.001).
- ***Price and quality of food and beverages*** – There is a small positive linear correlation between the factors *Price and quality of food and beverages* and *Value* (CC=0.238; *p*=0.001).
- ***Agricultural exposure and edification*** – There is a small linear correlation between the factors *Agricultural exposure and edification* and *Value* (CC=0.126; *p*=0.001) and *Signage and marketing* (CC=0.175; *p*=0.001).

- **Networking and trade –** There is a small linear correlation between the factors *Agricultural exposure and edification* and *General management* (CC=0.369*; p*=0.001).

It is clear from the above statistics that all the factors have a positive influence on *Loyalty*, but also a positive correlation on all the factors. This means that there is a statistical significance between the factors, be it a small, medium or large significance.

5.8 Results of the Structural Equation Model (SEM)

In addition to the multiple statistically analyses conducted as discussed in the previous sections, the researcher wanted to confirm the findings. For this purpose a SEM was performed. The SEM analysis is used as an approach to confirm the analyses and also to ensure that there is a covariance between the variables (Byrne, 2011:7). The purpose of using the SEM analysis within this study is to determine the relationship between the factors as identified in the factor analysis and the factor *Loyalty* at the NAMPO Harvest Day Harvest Day. For purposes of this study the Maximum Likelihood estimation (ML) procedure was used within the Analysis of Moment Structures programme (i.e. AMOS). AMOS uses a graphical interface to construct the hypothesised paths (AMOS, 2013). The ML procedure finds a set of free parameters that maximises the likelihood of the data given the specified model (Hair, Black, Babin & Anderson, 2010:663; Hoyle, 2011:38) and delivers estimates that are the most precise of the estimates available with minimum variance (Savalei & Bentler, 2006:341; Wang & Wang, 2012:15). The results of the SEM analyses will be discussed within the next section based on the steps to ensure that the SEM is carried out properly.

Phase 1: Defining individual constructs, Phase 2: Developing and specifying the measurement model and Phase 3: Producing empirical results

These phases ensure that the individual constructs can be included in the model. The constructs used throughout the entire model was defined through the relevant theory on agri-tourism and loyalty. In Chapters 2 and 3 the relevant theories and previous research regarding the constructs loyalty and agri-tourism were discussed in detail and included in the statistical analyses discussed within Chapter 5.

Phase 4: Assessing Measurement Model Validity

The validity of the measurement model depends on the goodness-of-fit results [known as the chi square test that should be non-significant, i.e. $p>.05$ (Briggs, Coleman & Morrison, 2012:377; Malhotra, 2013:717). The goodness-of-fit measures indicate how well the specified model reproduces the observed covariance matrix among the observed variables (Hair *et al.*, 2010:664). One of the measures is the chi-square test which should be non-significant, i.e. $p>.05$ (Muijs, 2004:377). Since this test will detect even very small deviations from the data with

large samples, other fit indices are also necessary to consult measures that are not sensitive to sample size (Briggs & Coleman, 2012:377). A CFI (comparative fit index) closer to 1, RMSEA (root mean square residual) closer to 0 (preferably ≤0.08), a GFI (goodness of fit) above 0.90 reveals a good fit for a model (Wang & Wang, 2012:18; Malhotra, 2013:718-719).

The fit indices in Figure 5.57 provide the evidence of a good fit, since the Root Mean Square Error of Approximation (RMSEA) is not below the expected margin of 0.08, but still in an acceptable range of 0.084. Values for the Comparative Fit Index (CFI) should be between 0.0 and 1.0 and the values closer to 1.0 indicated a good fit. The CFI was 0.819 which means that it is acceptable. In addition, the relative/normed chi-square or x^2/df is considered acceptable as the value was 3.987 and an acceptable ratio for the chi-square divided by its degrees of freedom is between 2.0 and 5.0.

Table 5.58: Goodness-of-fit indices

Model	CMIN/DF	CFI	RMSEA	LO 90	HI 90
Default model	3.987	0.819	0.084	0.81	0.087

Phase 5: Specifying the structural model

Table 5.59 showcases the hypotheses included in the SEM that measured the relationship between the factors and *Loyalty*.

Table 5.59: Hypotheses tested

H1	There is a direct relationship between *General management* and *Loyalty.*
H2	There is a direct relationship between *Value* and *Loyalty.*
H3	There is a direct relationship between *Signage and marketing* and *Loyalty.*
H4	There is a direct relationship between *Amenities* and *Loyalty.*
H5	There is a direct relationship between *Lifestyle, escape and socialisation* and *Loyalty.*
H6	There is a direct relationship between *Price and quality of implements, machinery and livestock* and *Loyalty*
H7	There is a direct relationship between *Price and quality of food and beverages* and *Loyalty.*
H8	There is a direct relationship between *Agricultural exposure and edification* and *Loyalty.*
H9	There is a direct relationship between *Networking and trade* and *Loyalty.*

In Figure 5.11 the statistical significance of each construct is indicated as well as the loyalty factor correlation paths based on the hypotheses formulated as indicated in Table 5.58.

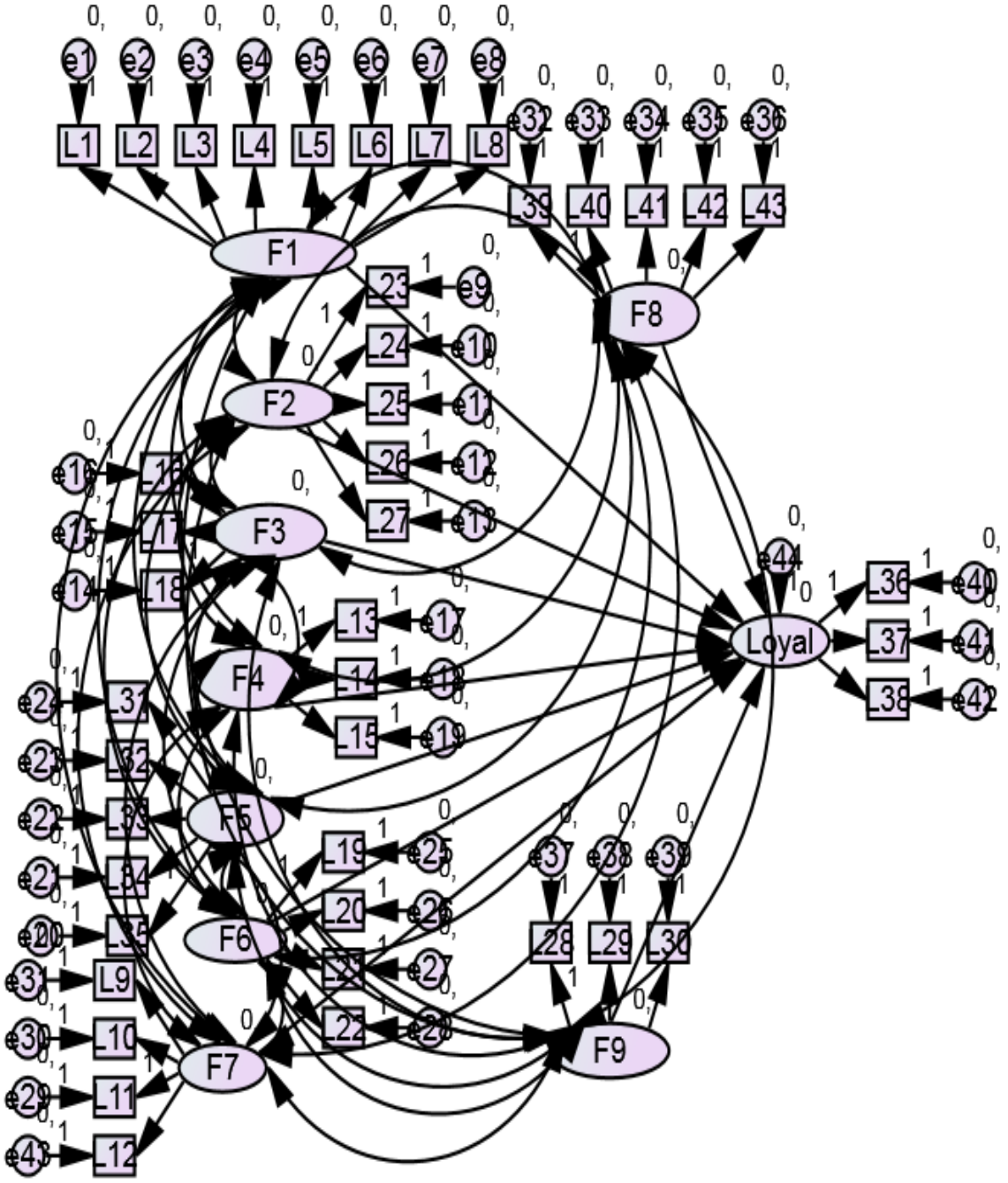

Figure 5.10: SEM model confirming the loyalty factors of visitors attending the NAMPO Harvest Day where:

F1-F9 as illustrated in the figure:

Factor 1 represents *General management*

Factor 2 represents *Value*

Factor 3 represents *Signage and marketing*

Factor 4 represents *Amenities*

Factor 5 represents *Lifestyle, escape and socialisation*

Factor 6 represents *Price and quality of implements, machinery and livestock*

Factor 7 represents *Price and quality of food and beverages*

Factor 8 represents *Agricultural exposure and edification*

Factor 9 represents *Networking and trade*

L1-L46 refer to the items loaded under each factor as identified in the factor analyses

Phase 6: Testing the Structural Model hypotheses

The inspection of the standardised coefficients for regression paths was the method applied for examining the relationship between the identified latent variables. Table 5.60 shows the maximum likelihood estimates, the regression weights of the structural parts of the model and the statistical significance of the factors.

Table 5.60: The standardised regression weights, estimates and *p*-value

Hypotheses		Standardised regression weights	Estimate	p-value= <0.05
H8	*Loyalty ← Agricultural exposure and edification*	0.463	0.519	**0.001***
H9	*Loyalty ← Networking and trade*	-0.058	-0.041	0.436
H7	*Loyalty ← Price and quality of food and beverages*	0.113	0.117	0.139
H6	*Loyalty ← Price and quality of implements, machinery and livestock*	0.062	0.066	0.282
H5	*Loyalty ← Lifestyle, escape and socialisation*	0.284	0.367	**0.001***
H4	*Loyalty ← Amenities*	0.070	0.064	0.198
H3	*Loyalty ← Signage and marketing*	0.045	0.033	0.371
H2	*Loyalty ← Value*	-0.029	-0.017	0.613
H1	*Loyalty ← General management*	0.017	0.016	0.809

The inspection of the standardised coefficients for regression paths was the method applied for examining the relationship between the identified latent variables. Table 5.59 shows the maximum likelihood estimates, the regression weights of the structural parts of the model and the statistical significance of the factors.

The results from Table 5.59 indicate that only two hypotheses are supported at a 5% level of significance, namely H8 and H5 (p=0.001):

H5: A direct relationship exists between *Lifestyle, escape and socialisation* and *Loyalty.*

H8: A direct relationship exists between *Agricultural exposure and edification* and *Loyalty.*

Based on the standardised regression, weights of both the factors *Agricultural exposure and edification* (0.463) and *Lifestyle, escape and socialisation* (0.284) are positive. Although all the factors have an influence on loyalty (see Table correlations) the most significant factors that have an influence on loyalty is *Agricultural exposure and edification* and *Lifestyles, escape and socialisation*. To the author's knowledge, no research has been done to date in which agricultural factors that may have an influence on loyalty, especially in South Africa, making this factor unique to the NAMPO Harvest Day. Furthermore, supporting research done by Yoon and Uysal (2005:48), aspects such as attending the festival for relaxation, it forms part of the attendee's lifestyle, prefers social interaction with friends and family and wants to meet new people, may contribute to gaining loyalty.

5.8 Conclusion

The aim of this chapter was to assess the factors that influence visitor loyalty to an agri-festival in South Africa, namely the NAMPO Harvest Day.

From this chapter various data analyses were used such as descriptive data, factor analyses, *t*-tests, ANOVAs, Spearman's Rank Order Correlations and an SEM analysis. The descriptive analysis allowed the researcher to create a profile of the agri-tourist in South Africa. The t-tests and ANOVAs indicated that a variety of socio-demographic and behavioural characteristics influence not only *Loyalty* to the festival but also the contributing factors. The following factors were identified, namely *General management, Value, Amenities, Loyalty, Signage and marketing, Price and quality of implements, machinery and livestock, Price and quality of food and beverages, Agricultural exposure and edification, Networking and trade* and *lifestyle, escape and socialisation.* However, the most significant factors that have a direct influence on loyalty *are Agricultural exposure and edification* and *Lifestyle, escape and socialisation*. This means that the agri-festival management can focus on these factors to ensure loyalty not only for the repeat visitors, but also for first-time visitors.

The following chapter will round off with the conclusions and recommendations with regard to the study.

Chapter 6: Conclusions and recommendations

6.1 Introduction

The main aim of this study was to assess the factors that influence loyalty at an agri-festival in South Africa, namely the NAMPO Harvest Day. To achieve this aim the following objectives were set in Chapter 1 and achieved in their respective chapters.

- The first objective was to conduct an analysis of agri-tourism and agri-festivals by means of a literature review. This was achieved in Chapter 2 of the study. The main finding of the literature review was that agri-tourism is still a relatively under-researched topic, especially in a South African context. However, it is clear that agri-tourism is a profitable opportunity that farmers can benefit from by combining both the tourism industry and the agricultural sector.

- The second objective was to conduct an analysis of the concepts of loyalty and related theories by means of a literature review. This was achieved in Chapter 3. The main finding of the literature was that there are various loyalty theories. However, they are difficult to apply in a tourism context. In addition it became evident that gaining loyalty can increase the word of mouth and positive recommendations to any business including tourism business and products such as agri-festivals and is therefore invaluable to achieve among customers (visitors). The type of event also greatly influences the combination of factors that influence loyalty.

- The third objective was to identify the factors that influence visitor loyalty at the NAMPO Harvest Day by means of an empirical survey. This was achieved in Chapters 4 and 5. Chapter 4 provided a discussion on the methodological approach followed in this study while Chapter 5 discussed the results. The profile of the respondents was identified through descriptive data and two factor analyses were performed to firstly identify the factor *Loyalty* and secondly to identify the contributing factors. *T*-tests, ANOVAs and correlation analyses were also performed to identify which socio-demographic and behavioural characteristics influence not only *Loyalty* but also the influencing factors. Lastly a structural equation model identified the relation between the factor *Loyalty* and the influential factors.

- The final objective was to draw conclusions and make recommendations with regard to this study. This chapter will conclude the findings of the research and use the results to make recommendations with regard to achieving loyalty to agri-festivals in South Africa and further research.

The aim of this chapter is therefore to draw conclusions and make recommendations with regard to the factors that influence visitor loyalty at the NAMPO Harvest Day in South Africa as well as to identify aspects for future research.

6.2 Conclusions

The conclusions will be discussed with regard to the literature reviews and the survey, as reported in Chapters 2 to 5 respectively.

6.2.1 Conclusions with regard to the literature study

The following sections provide the conclusions with regard to the two literature chapters.

6.2.1.1 Chapter 2: Agri-tourism and agri-festivals

- Agri-tourism can be defined as an entrepreneurial venture and an educational aspect where the farm owners can use farming activities as a tourist attraction and reap the profit thereof (c.f. 2.2).
- Agri-tourism started in the United States, Europe, Australia and New Zealand, but is not limited to only these countries (c.f. 2.3).
- These types of agri-activities are expanding in South Africa as there are various rural areas that can be developed for these purposes (c.f. 2.4).
- This form of tourism entails agri-accommodation, agri-gastronomy, real agri-tourism, direct sales, agri-recreation, agri-sport, agri-tainment and agri-therapy (c.f. 2.5).
- Agri-festivals are part of the agri-tainment category. This is where the tourist has the privilege of forming part of the farming and agricultural culture through harvest festivals (c.f. 2.5.7).
- There are various benefits of agri-tourism that include economic benefits, environmental benefits and socio-cultural benefits. The additional benefits of agri-tourism include improved agricultural practises, direct marketing, increase in the knowledge of farmers, job creation, job diversity, rural arts and crafts, cultural opportunities, new ideas and innovation, educational function of agri-tourism and it serves as additional income (c.f. 2.6).
- With regard to the profile of agri-tourists, previous research indicated that the gender of the agri-tourist is evenly distributed between male and female, the average age is

55 years, they obtained at least high school education, and are mostly married couples (c.f. 2.7).

- The travel motivations to agri-based activities as identified in previous research include spending time with family and friends, to facilitate the educational aspect of agri-tourism activities and to relax and escape from their everyday environment (c.f. 2.7).
- The NAMPO Harvest Day is an example of an agri-festival in South Africa (c.f. 2.9).
- There are various role-players at an agri-festival such as the local community, sponsors, media, co-workers (management), visitors (Farmers and general public), exhibitors and external factors. All of the role players must work together to ensure a successful agri-festival (c.f. 2.10).
- Some of the benefits of agri-festivals include the economic viability of the farming community, agri-festivals provide the visitor with an educational aspect, new innovation and technological advances, increased relations between the general public and farming, and the agri-festivals also preserve the heritage and the utilisation of the other tourism-related services (c.f. 2.11).

6.2.1.2 Chapter 3: Loyalty

- Loyalty refers to the condition that a customer repeatedly purchases products and services to the extent that competition can be eliminated (c.f. 3.2).
- Repeat purchases are one of the components that links strongly with loyalty and can be regarded as the emotional attachment towards products and services (c.f. 3.3).
- Loyal customers can be categorised into committed loyal customers and behaviourally loyal customers (c.f. 3.3).
- Loyalty theories within marketing include the Bi-dimensional loyalty model, the multi-dimensional loyalty model, conceptual theory of loyalty and the loyalty triangle (c.f.3.4).
- Benefits of loyalty include continuous profitability, reduction of marketing costs, growth in the per-customer revenue, decrease in operating costs, increase in referrals, increase in price premiums and the cost of goods and the elimination of competition (c.f. 3.5).
- The aspects that play a role in tourism loyalty are repeat visits, customer satisfaction, travel motives, external factors such as price and quality, knowing your target market, product offerings and marketing and brand awareness (c.f. 3.6).
- The customers/visitors go through a set of decision-making processes prior to the purchase and in the post-purchase stage. When the customer has had the service encounter, the result will either be satisfied or dissatisfied (c.f. 3.8).
- The factors influencing loyalty may include image and customer satisfaction, visitor attributes, behavioural intentions, festival attributes and travel motives (c.f. 3.10).

- However, these factors may differ from one event to the next, one festival to the next, one market segment to the next and from one decision-making process to the next.
- To date, the concept of loyalty within an agri-tourism and agri-festival context has not been determined.

6.2.2 Conclusions from the survey

In the next section, the results from the survey will be discussed (Chapter 3).

6.2.2.1 Results of the descriptive information (Profile)

The profile of the respondents is highlighted in Table 6.1.

Table 6.1: Summary of the respondents' profile at the NAMPO Harvest Day 2014

Demographical information	Results
Gender	65% - male 35% - female
Age groups	37% - 25 years to 34 years 35% - 35 years to 49 years The average age of respondents was 39 years
Province of origin	32% of the respondents are from the Free State Province
Home language	The majority of the respondents were Afrikaans speaking (77%)
Occupation	The majority of the respondents were Farmers (31%)
Annual gross income	The majority of the respondents have a gross income of between R221 001 and R305 000
Average spending	Purchasing of machinery (R88 884.86) Purchasing of seeds and crops (R49 086.83) Purchasing farm implements (R72 212.80)
Number of people in a group	An average of 1 person
Number of people paying in a group	An average of 1 person
Number of days spent at the NAMPO Harvest Day	Average of 2 days
Number of nights staying over in Bothaville	Average of 2 nights
Occupation	The three popular occupations of the respondents were Farmers (31%), administrative positions (12%) and Management (11%)
Type of visitor	Respondents were mostly visitors (49%) followed by producers (32%), processors (27%) and input suppliers (30%)
2014 was the first year of	The majority of the respondents attended the Harvest Day prior

attending the NAMPO Harvest Day	to 2014 (68%) and only 32% indicated that 2014 was their first year of attendance
Number of previous years attended	An average of 3 times
The Harvest Day is the main reason for visiting Bothaville	66% of the respondents indicated that NAMPO is not the main reason for the visit to Bothaville. This could be due to the fact that many of the respondents were farmers in the area
Main farming interest	The majority of the respondents indicated that mixed farming is their main farming interest (35%)
How the respondents had heard about the Harvest Day	The majority of the respondents indicated that they had heard about the Harvest Day through the Radio (42%) such as O-FM (National radio station)
Initiator to the Harvest Day	The majority of the respondents indicated that they initiated the visit themselves (43%)
Attendance of activities	The majority of the respondents indicated to attend the stalls (60%)

The majority of the respondents were male with an average age of 39 years and were mostly Afrikaans speaking. They pursue a career as a farmer with a gross income of between R221 001 and R305 000 and are mostly from the Free State Province. The respondents have an average of one person per group that spends an average of two days at the agri-festival. The majority of the respondents were only visitors that had initiated the visit themselves and prefer to attend the agri-festival for the stalls. The respondents heard about the agri-festival through the radio and their main farming interest is mostly mixed farming. The respondents attending the Harvest Day feel strongly about loyalty as the majority indicated that they attended the NAMPO Harvest Day in previous years with an average of three times prior. The highest spending was on the purchasing of machinery that was an average of R88 884.86 followed by the purchasing of seeds and crops (R49 086.83) and purchasing farm implements (R72 212.80).

Although there were similarities in terms of age, number of people travelling in a group and marketing vehicles, the majority of the information gained from previous research conducted in other countries does not correspond with this research's findings, making this research distinct in terms of the profile of the agri-tourist.

6.2.2.2 Results of the factor analyses

Two factor analyses were carried out for purposes of this study, namely to identify the factor *Loyalty* and to identify the factors that may have an influence on loyalty at the agri-festival.

The first factor analysis identified the factor *Loyalty* (mean value = 4.22) and consisted of the following items as indicated in literature:

- I will recommend NAMPO Harvest Day to friends and family;
- I will attend the Harvest Day again next year; and
- I will make positive recommendations regarding the Harvest Day to others.

Based on the mean value it is evident that the respondents felt strongly about this factor and its attributes.

The second factor analysis identified nine factors that may have an influence on visitor loyalty at the NAMPO Harvest Day, in order of importance according to their respective mean values:

- *Agricultural exposure and edification* (mean value = 4.33)
- *General management* (mean value = 4.20)
- *Lifestyle, escape and socialisation* (mean value = 4.10)
- *Price and quality of implements, machinery and livestock* (mean value = 4.09)
- *Price and quality of food and beverages* (mean value = 4.05)
- *Amenities* (mean value = 4.90*)*
- *Signage and marketing* (mean value = 3.60)
- *Networking and trade* (mean value = 3.86)
- *Value* (mean value = 3.33)

The factors *Agricultural exposure and edification* and *General management* were more significant factors based on their mean values. Surprisingly, *Value* was the factor that scored the lowest mean value. There are various factors distinct to the NAMPO Harvest Day that have, to the authors' knowledge, not been identified previously in literature, namely *Agricultural exposure and edification*, *Networking and trade* and *Lifestyle, escape and socialisation*. This confirms the notion that the type of (agri) festival has an influence on the type of factors that may influence loyalty. This is extremely important to take into consideration since it has considerable marketing and management implications in order to achieve loyalty.

6.2.2.3 Results of the *t*-test, ANOVAs and correlation analyses

The results from the *t*-tests, ANOVAs and correlation analyses showed that the following socio-demographic information as well as the behavioural characteristics influence the identified factors:

- Respondents' socio-demographic characteristics such as gender, home language, occupation, and province of origin, preferred type of accommodation, annual gross income,

spending behaviour, group size and length of stay have an influence on how respondents rated the factor *Loyalty* but also the other nine contributing factors.

- Behavioural characteristics also influenced respondents' ratings of the factors to a large extent. *T*-tests indicated that the type of visitor (processor, input supplier and visitors), the main farming interest (game pigs, poultry, wine, mixed farming, fruit and vegetables), influential media (television, GrainSA websites and Blogs) as well as who initiated the visit (self-initiated, spouse and children) all had an influence on how visitors rated the factors. The main difference between the different responses was in terms of the factor *Value* and the responses differed significantly depending on the type of visitor, main farming interest and influential media.
- The most diverse differences were based on the activities visitors' planned to visit (stalls, auctions, livestock programmes, competitions, patents, women's programmes and interactive demonstrations). The combination of differences and importance of the factors greatly depend on the type of activity visitors planned to visit during the festival.
- Furthermore, significant differences occurred between first-time and repeat visitors in terms of how they perceived the different loyalty factors. Repeat visitors have a clear rating of the factors and due to their knowledge of the festival they agreed more on all the factors except *Value*, while first-time visitors agreed more on this factor.

6.2.2.4 Results of the SEM

The correlation analysis indicated that all nine factors have a positive influence on not only the factor *Loyalty* but also with each other, indicating the strong relationship between the factors. After the SEM analysis was carried out it was evident that there was a direct positive relation between *Loyalty* and *Lifestyle, escape and socialisation* as well as *Loyalty* and *Agricultural exposure and edification*. This means that *Agricultural exposure and edification* was identified in both the factor analysis and the SEM analysis as more influential, which means that this factor has a significant influence on loyalty to the NAMPO Harvest Day.

6.3 Recommendations for the NAMPO Harvest Day to enhance visitor loyalty

It is clear from the results that the visitors at the NAMPO Harvest Day feel very strong about loyalty, which the management team of the Harvest Day can feel proud of. However it is also important for the agri-festival to maintain the visitors' loyalty and to get first-time visitors to also become loyal and to keep them loyal. Festival organisers and marketers should also bear the different needs of the visitors in mind in order to gain loyalty. This loyalty will then include positive recommendations to others as well as repeat visits. In order to achieve this, the following recommendations are made pertaining to each of the contributing factors since each of these factors had a positive correlation with one another as well as with *Loyalty* (discussed in order of importance based on their influence in the next section):

6.3.1 *Agricultural exposure and edification*

The results clearly showed that *Agricultural exposure and edification* is one of the most influential factors contributing towards visitors' loyalty at the NAMPO Harvest Day. Organisers of the festival should therefore focus on this aspect as well as on ways to expand it. Agri-festivals are important events for farmers in South Africa; therefore it is important to sustain these events especially in South Africa which is rich in agricultural activities. The educational aspect is one of the key concepts in agri-festivals in South Africa; therefore organisers should focus on giving the visitors an educational experience and create awareness regarding the agricultural activities such as demonstrating how to work with a thresher machine or how to choose the best tractor and in the same time giving the visitors that are not farmers or in the agricultural sector an experience to take home. Agri-festivals should create an interest in the agricultural sector among the farmers and the general public such as the insights into how to make wine, how to shave a sheep and in so doing, make them part of the experience. Another aspect management needs to consider in order to emphasise the educational aspect whilst in the same time create an interest in the agricultural sector is by having specialised school packages especially for the schools that have an agricultural subject as part of their curriculum at school. In this way scholars can get the necessary exposure to the industry and foster an understanding of and appreciation for this invaluable sector in the country. Another aspect that agri-festivals should look into is the creation of an opportunity to exchange the latest innovations regarding farming and agriculture. Agri-festivals provide farmers the opportunity of exchanging information on the latest trends in terms of farming practices and equipment. Agri-festivals such as the NAMPO Harvest Day should therefore create a platform where farmers can interact, exchange ideas and be informed and educated regarding the latest trends in agri-tourism and farming practices. Specialist talks and demonstrations are key elements to achieve this.

Management must introduce new agricultural practices and have demonstrations such as aquaponics which is a new agricultural trend especially in South Africa. Aquaponics is a combination of fish cultivation and hydroponic vegetable production in a closed system that is mainly used because it utilise 85% less water than traditional agricultural practices, can produce about ten times as much in the same space and lastly, it is organic as it utilise the nutrient rich water from the fish tank to fertilize the plants. Management can invest in Corporate Social Responsibility (CSR) by attracting farmers in rural areas to attend the agri-festival as these farmers does not always have the opportunity or financial resources to attend agri-festivals to increase their knowledge and understanding about agricultural practices in general.

6.3.2 *Lifestyle, escape and socialisation*

Farming can be considered a lifestyle seeing that many farms have been in families for generations. It therefore makes sense that attending agri-festivals such as NAMPO also forms part of this lifestyle. Agri-festivals should, however, also focus on providing the visitors with a form of entertainment, especially at the rest areas where the visitors can relax, eat and listen to entertainment. This will require more management administrations, but can serve as a competitive advantage for the agri-festival as the majority of the agri-festivals only focus on the agricultural aspects and not necessarily on an entertainment element. This can also be a means to attract visitors that are not necessarily farmers, thereby increasing the market share of the festival. *Agricultural exposure and edification* can also be coupled to this factor by making auctions and demonstrations fun and interactive and by hosting farm-related competitions. This can also be a way of getting all visitors involved and especially giving non-farmers the opportunity of experiencing farm activities.

6.3.3 *General management*

General management is another very important factor and therefore it is important for the management team to keep on focusing on this aspect such as atmosphere and the facilities that should be neat and tidy. The programme presented by management must be all inclusive such as providing an adequate variety of implements, products and demonstrations, the staff members must be willing to assist visitors, new introduction of products, sufficient facilities must be on the premises, the atmosphere at the Harvest Day must provide an exciting experience and the site must be large enough to accommodate all the visitors.

Furthermore, general management can give funding to those rural farming communities where their main purpose is to provide food to the local community (investing in Corporate Social Responsibility) in terms of financial support as well as physical resources such as tracktors.

6.3.4 *Price and quality of implements, machinery and livestock*

The NAMPO Harvest Day currently provides a wide variety of implements, machinery and livestock for all ages and all main farming interests and this is one of the areas management must focus on. The average spending (identified in Chapter 5) revealed that the respondents pay a significant amount of money for implements, machinery and livestock. The festival can look into giving the visitors discounts on selected implements, machinery and livestock. The start-up capital for farming is also expensive, so another great initiative management can invest in is that farmers can donate their older implements and machinery to other farmers that are in the beginning phase of their farming, but do not have enough start-up capital. This can also be a way of establishing long-term partnerships between farmers and a support system for up-and-coming farmers.

6.3.5 *Price and quality of food and beverages*

There must be a wide variety of affordable food and beverages available to the visitors. A great initiative that management already practises is attracting the local community by providing food to the visitors. The festival should continue to involve the local community in this way in order to retain their support and provide job opportunities for them. The agri-festival must invest in getting a wider variety of food and beverages available as the food and beverages selection are much to limited.

6.3.6 *Signage and marketing*

Signage and marketing is an important factor to consider, especially to retain current visitors and to attract new visitors. Information boards are essential in and around the premises that show the visitor where they are and where the rest of the activities, stalls and demonstrations are as this is something that is not present throughout the premises. The festival should keep investing in marketing channels such as the GrainSA website as well as the radio as means of marketing the festival. The suggestion is to increase marketing in the Farmers Weekly as this is a magazine especially for farmers and this could be a way to reach a larger target market across the country.

6.3.7 *Amenities*

This factor included aspects such as adequate bathroom facilities on site, the bathrooms need to be hygienic and comfortable and the parking needs to be close to the site. Currently adequate bathroom facilities are on site and it is not portable in nature, which is much more hygienic. Parking at the NAMPO Park, however, is a problem since the parking area is not large enough, which creates traffic congestions. It is approximately a ten kilometre drive from Bothaville to the NAMPO Park where the agri-festival is hosted. It is therefore recommended that the festival introduces a shuttle service that can transfer visitors from designated parking areas in Bothaville to the NAMPO Park and back. This can be a way of alleviating the traffic congestions.

6.3.8 *Networking and trade*

Currently various opportunities exist for the farmers and business to do proper networking and trade. However, a way to expand this is to have boardrooms available for farmers and businesses that prefer more formal and professional trading opportunities. Another aspect to consider is to indroduce a setting such as the Business Networking International (BNI). It is where suppliers, buyers and sellers come together and introduce their products or services by means of a marketing minute. Afterwards the buyers and sellers exchange business cards to increase networking amongst them.

6.3.9 *Value*

Value was surprisingly the least important factor, which indicates room for improvement regarding this aspect. There were also significant differences between first-time and repeat visitors in terms of this factor. The *t*-tests indicated that respondents indicating 2014 as their first year of visit agreed more with the factor *Value* than those that had attended the agri-festival previously (repeat visitors). This is a cause for concern as it seems that visitors' perceptions regarding *Value* change over time. Festival organisers should change visitors' perceptions regarding this factor especially with regard to the items: The Harvest Day is the perfect festival to see new products and new agricultural trends and the perfect place for purchases of new products, e.g. seeds and fertilizers, since repeat visitors currently do not agree with these aspects. For the festival to retain its competitive advantage, it should use its status as the largest agri-festival in the Southern Hemisphere and market itself as the ideal festival to see and purchase new implements and products that cannot be found at any other agri-festival in the country,

Some of the variables that formed part of the factor *Value* include attending the Harvest Day is value for money, attendance is an annual commitment, the Harvest Day is the perfect festival to see new products and new agricultural trends, there is adequate and affordable accommodation available and the Harvest Day is the perfect place for purchases of new products e.g. seeds and fertilizers. All the variables identified in the previously mentioned factors contribute towards a value for money experience for visitors; therefore management should focus on all the factors. The respondents will see the Harvest Day as an annual commitment when the agri-festival meets the needs of the visitors. Management must also focus on having available the latest agricultural trends in order to stay competitive and keep the visitors interested. There must also be discount when making purchases as the Harvest Day is the perfect place for it.

6.4 RECOMMENDATIONS FOR AGRI-FESTIVALS AND AGRI-TOURISM IN SOUTH AFRICA

This research gives valuable insights into the factors that influence loyalty to an agri-festival in South Africa. Creating loyalty among visitors can be created through the management of a variety of factors while at the same time taking into consideration the type and needs of the visitors. Since agri-festivals provide a multifaceted product and programme, the different elements need to be managed in cohesion with visitors' needs and preferences for the different types of products on offer. The findings from this research can therefore be used by similar agri-festivals in the country to create loyalty among visitors as well as to give exposure to the agri-sector. From the research it is also evident that agri-festivals such as the NAMPO Harvest Day plays a significant role in the agri-tourism sector and can be used as a means for facilitating

tourism to areas such as Bothaville that normally do not receive tourists during the year. Organisers of these types of festivals can consider compiling packages that include accommodation and nearby tourist attractions to encourage visitors to spend more nights in the area. These festivals can also consider providing visitors with an authentic “farm stay” experience and involve local farmers in the area to provide accommodation to visitors for the duration of the festival. This could also be a way of attracting non-farmers to the area.

It is furthermore evident from this research that the factors that contribute to loyalty at an agri-festival differ, for example, from an arts festival. This confirms that the type and nature of the festival greatly influences loyalty and this is a key aspect organisers of agri-festivals need to bear in mind. Loyalty within the agri-tourism sector will create awareness and keep an interest in the agricultural sector which is extremely important in South Africa. Agri-festivals will also result in the development of rural areas. Various agri-festivals are hosted in South Africa and if managed correctly this can have a huge impact on the tourism industry, especially in South Africa. South Africa can even become the destination for an all agri-tourism experience for international tourists.

6.5 RECOMMENDATIONS FOR FUTURE RESEARCH

- Loyalty is an important concept within the marketing sector; therefore it is suggested that a loyalty theory be developed which is applicable to the tourism industry as only theories currently exist within the marketing field.
- It is recommended that a comparative study between different agri-festivals be done based on the profiles, travel motivations and loyalty factors. This research will assist in seeing whether the province where the agri-festival is hosted will make a difference in the type of agri-tourist and the factors contributing towards loyalty at agri-based festivals.
- Since the factor *Value* yielded such diverse results, research should be conducted on the supply and demand of agri-festivals in South Africa by identifying gaps between what management perceive to be value for money and what the visitors perceive it to be. There is also a vast difference in how management want to focus on loyalty and how visitors perceive loyalty. This research will assist in addressing these gaps and in providing a value-for-money experience, which is essential for creating loyalty among visitors.
- Agri-tourism is still a relatively new concept in South Africa; therefore it is recommended that more research be done on agri-tourism in terms of why agri-tourism is such an important aspect in South Africa or a management model be developed for managing agri-festivals. A management model can provide guidelines for the organisers of agri-festivals to ensure successful events and to grow the agri-tourism sector.
- Research should be done for the development of a subject that may be offered at selected higher education institutions.

From this study it is evident that a combination of factors influences visitor loyalty at an agri-festival such as the NAMPO Harvest Day. The results provided by this innovative study are therefore valuable in achieving loyalty at an agri-festival in South Africa.

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Appendix A: Visitor questionnaire

NAMPO OESDAG BESOEKERSPROFIEL 2014 / *NAMPO HARVEST DAY VISITOR SURVEY 2014*

AFDELING A / SECTION A

1. **Geslag** / *Gender*?

M	1
V/F	2

2. **In watter jaar is jy gebore?** / *In which year were you born?*

3. **Huistaal** / *Home language?*

Afrikaans	1
Engels / *English*	2
Ander (Spesifiseer) / *Other (Specify)*	3

4a. **Beroep** / *Occupation?*

Professioneel / *Professional*	1
Bestuur / *Management*	2
Self-werkgewend / *Self-employed*	3
Tegniese personeel / *Technical*	4
Verkoopspersoneel / *Sales*	5
Administratief / *Administrative*	6
Opvoeding / *Education*	7
Huisvrou / *House wife*	8
Pensionaris / *Pensioner*	9
Student	10
Boer / Farmer	11
Werkloos / *Unemployed*	12
Ander (Spesifiseer) / Other (Specify)	13

4b. **Wat is u bruto jaarlikse inkomste?** / *What is your annual gross income?*

< R20 000	1
R20 001 - R140 000	2
R140 001 - R221 000	3
R221 001 - R305 000	4
R305 001 - R431 000	5
R431 001 - R552 000	6
R552 001 >	7

5a. **Insluitend uself, hoeveel persone is in u reisgeselskap?** / *Including yourself, how many people are travelling in your group?*

Aantal / *Number*

5b. **Insluitend uself, vir hoeveel persone betaal u tydens die Oesdag?** / *Including yourself, how many people are you paying for during the Harvest day?*

Aantal / *Number*

6a. **Hoeveel dae spandeer u by die NAMPO Oesdag?** */ How many days are you spending at the NAMPO Harvest Day?*

Aantal / *Number*

6b. **Hoeveel nagte bly u in die Bothaville omgewing?** */ How many nights do you stay over in Bothaville area?*

Aantal / *Number*

7. **Provinsie** / *Province?*

Vrystaat / *Free State*	1
Noordwes / *North West*	2
Gauteng	3
Mpumalanga	4
Wes-Kaap / *Western Cape*	5
Oos-Kaap / *Eastern Cape*	6
Noord-Kaap / *Northern Cape*	7
KwaZulu-Natal	8
Limpopo	9
Buite RSA, spesifiseer asb / *Outside RSA borders, please specify*	10

8. **Naastenby hoeveel Rand bestee u gedurende u besoek aan die Nampo Oesdag op die volgende items?** / *Estimate how much you are going to spend on the following items during your visit.*

Toegangsgeld / *Entrance fee*	R
Akkommodasie / *Accommodation*	R
Voedsel en restourante / *Food and restaurants*	R
Drinkgoed / *Beverages*	R
Inkopies by stalletjies (Voedsel & drank uitgesluit) *Shopping at stalls (Excluding food & drinks)*	R
Vervoer na Nampo Oesdag (Retoer) / *Transport to Nampo Harvest Day (Return)*	R
Parkering / *Parking*	R
Aankoop van masjienerie / *Purchasing machinery*	R
Aankoop van veë / *Purchasing of livestock*	R
Aankoop van sade en gewasse / *Purchasing seeds and crops*	R
Aankoop van implemente / *Purchasing farm implements*	R
Ander (Spesifiseer) / *Other (Specify)* :	R

9. **Watter een van die volgende beskryf u die beste?** / *Which of the following describes you the best?*

Produseerder / *Producer*	Ja/Yes	Nee/No
Prosseseerder / *Proccessor*	Ja/Yes	Nee/No
Inset verskaffer / *Input supplier*	Ja/Yes	Nee/No
Besoeker / *Visitor*	Ja/Yes	Nee/No
Ander, spesifiseer / *Other, specify*	Ja/Yes	Nee/No

AFDELING B / SECTION B

10. Dui aan tot watter mate u met die volgende aspekte van die Nampo Oesdag saam stem /
Indicate to what extent you agree with the following aspects pertaining to the Nampo Harvest Day

	Stem glad nie saam nie / Totally disagree	Stem nie saam nie / Do not agree	Neutraal / Neutral	Stem saam / Agree	Stem volkome saam / Completely agree
1. **NAMPO Oesdag is 'n goed georganiseerde gebeurtenis** / *The Nampo Harvest Day is a well organised event*	1	2	3	4	5
2. **NAMPO Oesdag bied 'n goeie verskeidenheid van implemente, produkte en demonstrasies** / *The Nampo Harvest Day offers an adequate variety of implements, products and demonstrations*	1	2	3	4	5
3. **Die personeel by die Oesdag is bereidwillig om besoekers te help** / *The staff at the Harvest day is willing to assist visitors*	1	2	3	4	5
4. **Die bekendstelling van nuwe produkte by NAMPO Oesdag is uitstekend** / *The introduction of new products at Nampo is excellent*	1	2	3	4	5
5. **Daar is genoegsame fasiliteite op die perseel** / *There are sufficient facilities on the premises*	1	2	3	4	5
6. **Die perseel is groot genoeg vir al die besoekers** / *The site is large enough to accommodate all the visitors*	1	2	3	4	5
7. **Die perseel is skoon en netjies** / *The site is neat and tidy*	1	2	3	4	5
8. **Die atmosfeer by die NAMPO Oesdag is opwindend** / *The atmosphere at the NAMPO Harvest Day is exciting*	1	2	3	4	5
9. **Die perseel by die NAMPO Oesdag is goed uitgelê** / *The layout of the premises at the Nampo Harvest Day is excellent*	1	2	3	4	5
10. **Die kwaliteit van die kos, drinkgoed en verversings is uitstekend** / *The quality of the food, drinks and refreshments is excellent*	1	2	3	4	5
11. **Die prys van die kos, drinkgoed en verversings is bekostigbaar** / *The prices of food, drinks and refreshments are affordable*	1	2	3	4	5
12. **Die verskeidenheid en beskikbaarheid van kos, drinkgoed en verversings is voldoende** / *The variety and availability of food, drinkgs and refreshments are sufficient*	1	2	3	4	5
13. **Die badkamers is higienies en gemaklik** / *The bathrooms are hygienic and comfortable*	1	2	3	4	5
14. **Daar is genoeg badkamergeriewe op die perseel** / *There is enough bathroom facilities on site*	1	2	3	4	5
15. **Die parkering naby aan die terrein is voldoende** / *The parking close to the site is adequate*	1	2	3	4	5
16. **Daar is genoegsame rus areas vir die besoekers op die perseel** / *There are enough rest areas for visitors on the site*	1	2	3	4	5
17. **Daar is genoegsame en korrekte aanwysings na en op die terrein** / *Adequate and correct signage to and on the premises*	1	2	3	4	5
18. **Daar is genoegsame bemarking voor en tydens die NAMPO Oesdag** / *Adequate marketing before and during the Nampo Harvest Day*	1	2	3	4	5
19. **Die Oesdag bied 'n goeie verskeidenheid en beskikbaarheid van implemente, masjienerie & veë** / *The Harvest Day offers a good variety and availability of implements, machinery & livestock*	1	2	3	4	5
20. **Die Oesdag bied bekostigbare pryse en goeie kwaliteit van implemente, masjienerie & veë** / *The Harvest day offers affordable prices and quality of implements, machinery & livestock*	1	2	3	4	5
21. **Die ligging van die Nampo Oesdag is ideaal** / *The location of the Harvest Day is ideal*	1	2	3	4	5
22. **Daar is goeie toeganklikheid tot die perseel** / *Good access to the site*	1	2	3	4	5

23. **Daar is genoegsame en bekostigbare akkommodasie beskikbaar** / *There is adequate and affordabe accommodation available*	1	2	3	4	5
24. **Bywoning van die NAMPO Oesdag is waarde vir geld** / *Attending the Harvest Day is value for money*	1	2	3	4	5
25. **Bywoning is 'n jaarlikse instelling** / *Attendance is an annual commitment*	1	2	3	4	5
26. **Die Oesdag is die ideale fees om nuwe produkte en landbou tendense op die mark te aanskou** / *The Harvest Day is the perfect festival to see new products and new agricultural trends*	1	2	3	4	5
27. **Die Oesdag is die ideale fees vir aankope van nuwe produkte byvoorbeeld sade en kunsmis** / *The Harvest Day is the perfect place for purchases of new products eg seeds and fertilizers*	1	2	3	4	5
28. **Die Oesdag is die ideale geleentheid om handel te dryf** / *The Harvest Day is the ideal opportunity to trade*	1	2	3	4	5
29. **Die Oesdag bied ideale geleenthede om netwerke te bou met ander boere en belangegroepe** / *The Harvest Day provides an ideal opportunity to build networks with other farmers and interest groups*	1	2	3	4	5
30. **Die Oesdag is die ideale fees om aankoopbesluite vir die toekoms te neem** / *The Harvest Day provides me with the opportunity to make purchasing decisions for the future*	1	2	3	4	5
31. **Die Oesdag is die ideale geleentheid vir ontspanning** / *The Harvest Day is the perfect opportunity for relaxation*	1	2	3	4	5
32. **Bywoning van hierdie tipe agri-gebeurtenis vorm deel van my leefstyl** / *Attending this type of agri-event is part of my lifestyle*	1	2	3	4	5
33. **Nuwe inligting rakende landbou wat beskikbaar is by die Oesdag help om my boerdery te verbeter** / *New knowledge about agriculture available at the festival can help me to improve my own farm*	1	2	3	4	5
34. **Bywoning van die fees is die ideale geleentheid om tyd saam met vriende en familie te spandeer** / *Attending the festival is the perfect opportunity to spend time with friends and family*	1	2	3	4	5
35. **Bywoning van die fees is die ideale geleentheid om nuwe mense te ontmoet** / *Attending the Harvest Day is the ideal opportunity to meet new people*	1	2	3	4	5
36. **Ek sal Nampo Oesdag aanbeveel aan familie en vriende** / *I will recommend Nampo Harvest Day to friends and family*	1	2	3	4	5
37. **Ek sal die Oesdag volgende jaar weer bywoon** / *I will attend the Harvest Day again next year*	1	2	3	4	5
38. **Ek sal positiewe aanbevelings rakende die Oesdag maak aan ander** / *I will make positive reccommendations regarding the Harvest Day to others*	1	2	3	4	5
39. **NAMPO Oesdag is 'n belangrike fees vir boere in Suid-Afrika** / *The NAMPO Harvest Day is an important event for farmers in South Africa*	1	2	3	4	5
40. **NAMPO Oesdag is 'n uitstekende opvoedkundige geleentheid rakende die landboubedryf** / *NAMPO Harvest Day is an excellent educational opportunity pertaining to agriculture*	1	2	3	4	5
41. **NAMPO Oesdag skep belangstelling in landbou** / *NAMPO Harvest day creates interest in agriculture*	1	2	3	4	5
42. **NAMPO Oesdag gee blootstelling aan die landboubedryf in Suid-Afrika** / *NAMPO Harvest gives exposure to the agriculture industry in South Africa*	1	2	3	4	5
43. **NAMPO Oesdag is die ideale geleentheid vir die uitruil van landbou kennis en ontwikkeling** / *NAMPO Harvest Day is the ideal opportunity for exchanging knowledge and innovations regarding agriculture*	1	2	3	4	5

AFDELING C / SECTION C

11a. **2014 is my eerste besoek aan NAMPO** / *2014 is the first year that I am attending the Harvest Day*

Ja / *Yes*	1
Nee / *No*	2

11b. **Indien Nee in vraag 11a, insluitend 2014, hoeveel keer het u al van te vore NAMPO bygewoon?** / *If No in question 11a, including 2014, how many years have you previously attended Nampo?*

Aantal / *Number* ☐

AFDELING D / SECTION D

12. **Watter tipe verblyf gebruik u?** / *What type of accommodation do you use during your stay?*

Woon in Bothaville / *Local resident*	1
Familie of Vriende/ *Family or Friends*	2
Gastehuis & B&B/ *Guesthouse or B&B*	3
Hotel	4
Kampeer / *Camping*	5
Huur volle huis / *Rent full house*	6
Dagbesoeker / *Day visitor*	7
Koshuis / *Hostel*	8
Ander (Spesifiseer) / *Other (Specify)*	9

13.**Is die Oesdag die hoof/enigste rede vir u besoek aan Bothaville?** / *Is the Harvest Day the only/main reason for your visit to Bothaville?*

Ja / *Yes*	1
Nee / *No*	2
Inwoner / *Local*	3

14**. Wat is die kern van u boerdery/ belangstelling?** / *What is the main interest and function of your farm?*

Melk / *Milk*	J/Y	N
Wild / *Game*	J/Y	N
Varke / *Pigs*	J/Y	N
Pluimvee / *Poultry*	J/Y	N
Wyn / *Wine*	J/Y	N
Graan / *Grain*	J/Y	N
Gemengde boer / *Mixed farming*	J/Y	N
Vrugte / *Fruit*	J/Y	N
Beeste / *Cattle*	J/Y	N
Groente / *Vegetables*	J/Y	N
Skape / *Sheep*	J/Y	N
Ander (spesifiseer) / *Other (specify)*	J/Y	N

15. **Hoe het u van die NAMPO gehoor?** / *How did you hear about NAMPO?*

Televisie / *Television*	Ja/Yes	Nee/No
Radio	Ja/Yes	Nee/No
GrainSA-webwerf / *Website*	Ja/Yes	Nee/No
Tydskrifte / *Magazines*	Ja/Yes	Nee/No
Koerante / *Newspapers*	Ja/Yes	Nee/No
Hoorsê / *Word-of-mouth*	Ja/Yes	Nee/No
Internetkletsgroepe / *Blogs*	Ja/Yes	Nee/No
Facebook	Ja/Yes	Nee/No
Twitter	Ja/Yes	Nee/No
Ander (Spesifiseer) / *Other (Specify)*	Ja/Yes	Nee/No

16. **Wie het u besoek aan die Oesdag geïnisieer?** / *Who initiated your visit to the Nampo Harvest Day ?*

Self	Ja/Yes	Nee/No
Huweliksmaat / *Spouse*	Ja/Yes	Nee/No
Vriende / *Friends*	Ja/Yes	Nee/No
Kinders / *Children*	Ja/Yes	Nee/No
Familie / *Family*	Ja/Yes	Nee/No
Ander, spesifiseer / *Other, specify*	Ja/Yes	Nee/No

17. **Watter van die volgende beplan u om by te woon tydens Nampo?** / *Which of the following are you planning to attend during the Harvest Day?*

Stalletjies / *Stalls*	Ja/Yes	Nee/No
Veiling / *Auction*	Ja/Yes	Nee/No
Demonstrasies / *Demonstrations*	Ja/Yes	Nee/No
Vee programme / *Livestock programmes*	Ja/Yes	Nee/No
Kompetisies / *Competitions*	Ja/Yes	Nee/No
Patente / *Patents*	Ja/Yes	Nee/No
Dames program / *Womens programme*	Ja/Yes	Nee/No
Interaktiewe demonstrasies / *Interactive demonstrations*	Ja/Yes	Nee/No
Ander (spesifiseer) / *Other (specify)*	Ja/Yes	Nee/No

18. **Enige aanbevelings of voorstelle?** / *Any recommendations or suggestions?*

Dankie vir u samewerking, geniet dit! / ***Thank you for your co-operation, enjoy the festival!***

Navorsing gedoen deur TREES, Noordwes Universiteit in samewerking met NAMPO Oesdag. / ***Research done by TREES, North-West University, Potchefstroom Campus in collaboration with NAMPO Harvest Day.***

Appendix B: Proof of Language Editing

2 November 2014

I, **Ms Cecilia van der Walt,** hereby confirm that I took care of the **editing** of the **dissertation** of **Ms Monique Fourie** titled ***Factors influencing visitor loyalty at an agri-festival in South Africa.***

C. Van der Walt

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