

Festivalgoers' perception about the quality of products and services at Aardklop

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ABSTRACT

The Aardklop National Arts Festival (Aardklop) is an arts festival held in Potchefstroom during the September-October school holidays each year. Aardklop went through very turbulent times when it was announced that the Aardklop directorate wanted to terminate the festival. Various role-players within the arts festival community and the community of Potchefstroom made a huge effort to ensure that Aardklop will be hosted again. However, the value proposition of Aardklop should constantly be revised and tweaked where needed to ensure that the festival provides products and services which festival goers perceive as good quality and will generate sales in order to ensure the sustainability of Aardklop.

From the literature review, it became apparent that all festival goers, whether first time or repeating Aardklop festival goers, are prospective festival goers each year. Each year prospective festival goers will decide if they want to attend Aardklop, based on how well Aardklop's product offering can satisfy their need of belonging to a group and their culture. The Aardklop directorate needs to understand the intrinsic and extrinsic factors which play a role in the decision-making process of festival goers. This will ensure that Aardklop marketing initiatives can market Aardklop as a good quality and value for money arts festival. By doing this, the Aardklop directorate keeps reinforcing a positive perception among festival goers about the quality of the products and services provided by Aardklop.

The empirical research showed that the respondents are satisfied with the quality of products and services at Aardklop. However, one does not know if respondents are satisfied with Aardklop because Aardklop provides the same product offering each year, or if respondents are dissatisfied with Aardklop due to that fact that respondents might feel they are not satisfied with the product offering provided by Aardklop, the festival might be terminated.

Based on the information obtained from respondents, a market segment for Aardklop could be established. The market segment of Aardklop can be defined as 25–34 years old, from the North West and Gauteng provinces and attending Aardklop for two days. Interestingly, the age groups 35–44 years old and the 45–54 years old were among the lowest of the respondents, and perhaps these respondents feel that the value proposition of Aardklop is not necessarily something that drives them to attend Aardklop. The Aardklop directorate might need to look into the possibilities of attracting more festival goers from these age groups to ensure the sustainability of Aardklop.

The biggest limitation with regards to this study, is that most of the academic viewpoints available about Aardklop, focuses on the tourism aspect. Limited research is conducted on Aardklop from a business perspective. Aardklop, even though it's an arts festival, should be

managed as a business where certain key business principles should be applied. In the recommendations, based on the findings from the literature review and the empirical research, practical recommendations are made as to how Aardklop can adapt its value proposition and implement a Best-Cost provider strategy.

Keywords: Aardklop, festival goers, perception, products and services, quality, willingness to pay

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LIST OF ACRONYMS

ATKV	Afrikaanse Taal en Kultuur Vereniging
e.g.	for example
FOMO	Fear of missing out
KKNK	Klein-Karoo Nasionale Kunstefees
KMO	Kaiser-Meyer-Olkin test
KSFs	Key Success Factors
MARS	Motivation, ability, role perceptions and situational factors model
MOU	Memorandum of Understanding
NWU	North-West University
RSG	Radio Sonder Grense
SBG	School of Business and Governance
USP	Unique Selling Proposition
WTP	Willingness to Pay

CHAPTER 1: NATURE AND SCOPE OF THE STUDY

1.1 INTRODUCTION

According to Kruger and Saayman (2016:393) one of the fastest growing segments of event tourism in South Africa, is the hosting of arts festivals. This statement can be proven true, since previous research conducted by Labuschagne (2014:1) showed that the number of arts festival attendees are on the increase. This increase can be ascribed towards two key success factors (KSFs): Marketing and Accessibility. More South Africans are becoming aware of arts festivals because of adequate marketing of these events. With arts festivals happening almost every weekend in various parts of the country, arts festivals have become more accessible for the general public (Labuschagne, 2014:1). This trend is also more noticeable since Afrikaans newspapers, radio stations, social media platforms and TV programmes like Fiësta on the kykNET-channel on DStv, broadcasts from these various arts festivals. Each week, Fiësta presenters, Radio Sonder Grense (RSG) broadcasters and journalists, to only name some of the well-known media entities, are broadcasting from these various festivals – from the Kalfiefee in Hermanus through to Innibos in Nelspruit. Afrikaans-speaking South Africans see and hear of these arts festivals, making them curious to also attend some of these arts festivals.

Furthermore, Saayman, Kruger and Erasmus (2012:82) found that more than 500 arts festivals take place in South Africa each year. This means that an average of $9.6 \approx 10$ arts festivals is held each weekend throughout the year:

$$500 \text{ festivals} / 52 \text{ weekends} = 9.615 \approx 10 \text{ festivals}$$

It is important to state that not all festivals taking place in South Africa, are included in the above-mentioned figure. For the purposes of this research study, only South African arts festivals will be taken into consideration. This exponential growth within the arts festival industry, leads to economic growth within the community and the social upliftment of the community. On the other hand, it also increases the level of rivalry within this market segment. Since this research study primarily focuses on business management and business aspects, it is important to take note that there are various possibilities for financial gain in hosting an arts festival – for festival investors, personnel, artists, exhibitors, local businesses and the community as a whole.

There may be individuals stating that arts festivals are not a profitable business venture and in some cases, it might be true. However, with more than 500 arts festivals taking place each year and the high level of competition and rivalry in this industry, this does indicate that there is money to be made within this industry since there is a demand for arts festivals. There are two major aspects that are critical for the overall success of an arts festival. These aspects are

important when an arts festival directorate wants to gain or keep the competitive advantage within the industry. Firstly, successfully determining its market segment: knowing who the customers are, on what they spend money and what products and services will lure them to attend an arts festival. The research study will determine Aardklop's market segment based on the demographic information obtained from the respondents who completed the questionnaire. More information regarding the Aardklop market segment will be provided in [Chapter 3](#). Secondly, providing quality products and services that adhere to festival goers' perception of quality and developing a sense of value for money.

According to Labuschagne (2014:2) who developed a spending behaviour model for festival goers, this spending model will assist arts festival directorates to understand what factors motivate festival goers to spend money at an arts festival. This can ensure the sustainability of an arts festival and can lead to creating loyalty among festival goers who will attend the arts festival regularly. Together with the spending model, understanding consumer behaviour and festival goers' perception towards purchasing products and services will provide the insight needed to create and develop good quality products and services. Providing these types of products and services will lead to creating a demand among festival goers. Festival goers will spend money to obtain these products and services to satisfy their need for these products and services. This will lead to generating revenue for the arts festival, which ultimately contributes towards the arts festival's sustainability and the economic and social upliftment of the community where the arts festival is held.

The main objective of [Chapter 1](#) is to effectively describe the problem statement, specify the research objectives and explain the research methodology implemented in this research venture.

1.2 PROBLEM STATEMENT

During the 1990s, the theatre and arts industry in South Africa became threatened when provincial art councils started to disband and left the South African art industry on the verge of collapsing. As part of an initiative, to restore the arts industry and still provide job opportunities for South African actors and artists, the Klein-Karoo Nasionale Kunstefees (KKNK) were launched in April 1995 (Afrikaans.com, 2016). Based on the success of the KKNK, the people responsible for the KKNK decided in 1996 that a similar arts festival should be hosted in the northern part of the country. Two years later in September 1998, the Aardklop National Arts Festival were hosted in Potchefstroom for four days (Van Heerden, 2003:83).

Each year Aardklop grew from strength to strength and in various years reached more than 150,000 festival goers attending Aardklop. Almost a decade ago, Aardklop grew to become one

of the three largest arts festivals in South Africa (Botha, 2009: 2). In 2013 the Aardklop directorate decided to move Aardklop away from Die Bult, a public park closely situated next to the North-West University. For many festival goers, this change of location also led to them perceiving Aardklop as a “skou” and this might have fostered a negative connotation towards Aardklop. In that same year and for the next three years, Aardklop increased the ticket prices to gain access to the Aardklop grounds and prices ranged between R90 – R120 per adult and R50 – R70 per child (Beeld, 2015). This hike in prices could also have created the perception among festival goers that they will not receive good value for their money, since they need to spend so much money on entrance fees alone. All these examples of managerial decisions, had an impact on how festival goers perceive Aardklop as a brand and also the products and services that Aardklop provide. The biggest blow to Aardklop was in March 2016, when the Chairperson of Aardklop, advocate Louise Barretto, released a press release stating that the Aardklop National Arts Festival, as we grew to know the festival, will no longer take place and has prospects of a new venture (Books Live, 2016). However, various stakeholders of Aardklop and the community of Potchefstroom felt that Aardklop should not be terminated and decided to still host Aardklop in 2016 – led by a new directorate.

The success of Aardklop 2016, lies in the fact that various stakeholders, artists and the community of Potchefstroom showed a sense of sentiment towards Aardklop – when it was announced that Aardklop will no longer take place. This threat became one of the biggest strengths Aardklop 2016 had, because everybody worked together and decided to support Aardklop. But, future Aardklop festivals will not be able to ride the sentiment wave like they did in 2016 and therefore needs competitive and innovative plans to ensure the sustainability of Aardklop. Therefore, it is of utmost importance to understand how festival goers make decisions as to if they want to purchase products and services at Aardklop. This will ensure that Aardklop provides products and services the festival goers perceive as good value for money and of good quality.

Labuschagne (2014:6) states that festival goers are not homogeneous and high involvement decision making takes place when festival goers decide to attend an arts festival. It is very important to take into account that no organisation, not even an arts festival like Aardklop, will live up to each and every festival goer's expectations. Therefore, the middle ground should be established and Aardklop should ensure that these aspects are well implemented during the week of Aardklop. In order to ensure that the majority of festival goers are satisfied with the quality of Aardklop, the market segment should be well defined and determine what products and services should be kept as is, what other changes should be brought about and where room for improvement is. If improvements are made to aspects which festival goers feel can be enhanced, this will develop a sense that the Aardklop directorate adhere to the suggestions

made by festival goers to improve their Aardklop experience. This will positively influence festival goers' perception about the quality of Aardklop's products and services.

1.3 OBJECTIVES OF THE STUDY

The objectives of this research venture are to ensure that the literature and the empirical findings support the primary and secondary objectives of this research study:

1.3.1 Primary objective

The primary objective of this research venture is to determine if festival goers believe the products and services provided by Aardklop are of good quality.

1.3.2 Secondary objectives

The secondary objectives will assist in achieving the primary objective of the study:

- Examining unique characteristics associated with arts festivals.
- Verifying the questionnaire's reliability used in this research venture.
- Determine if festival goers have a negative perception about Aardklop due to previous years' difficulties and challenges.
- Do festival goers feel that Die Bult location is a unique selling proposition (USP) for Aardklop?
- Establish which products and services of Aardklop, festival goers perceive as good quality and value for money.
- Discover what aspects can be better addressed by Aardklop according to festival goers, in order to improve the quality of the experience of Aardklop.
- Determine if festival goers are overall satisfied with Aardklop.

1.4 SCOPE OF THE STUDY

In order to understand the scope of this study, the field of this study and the research setting will be discussed below.

1.4.1 Field of study

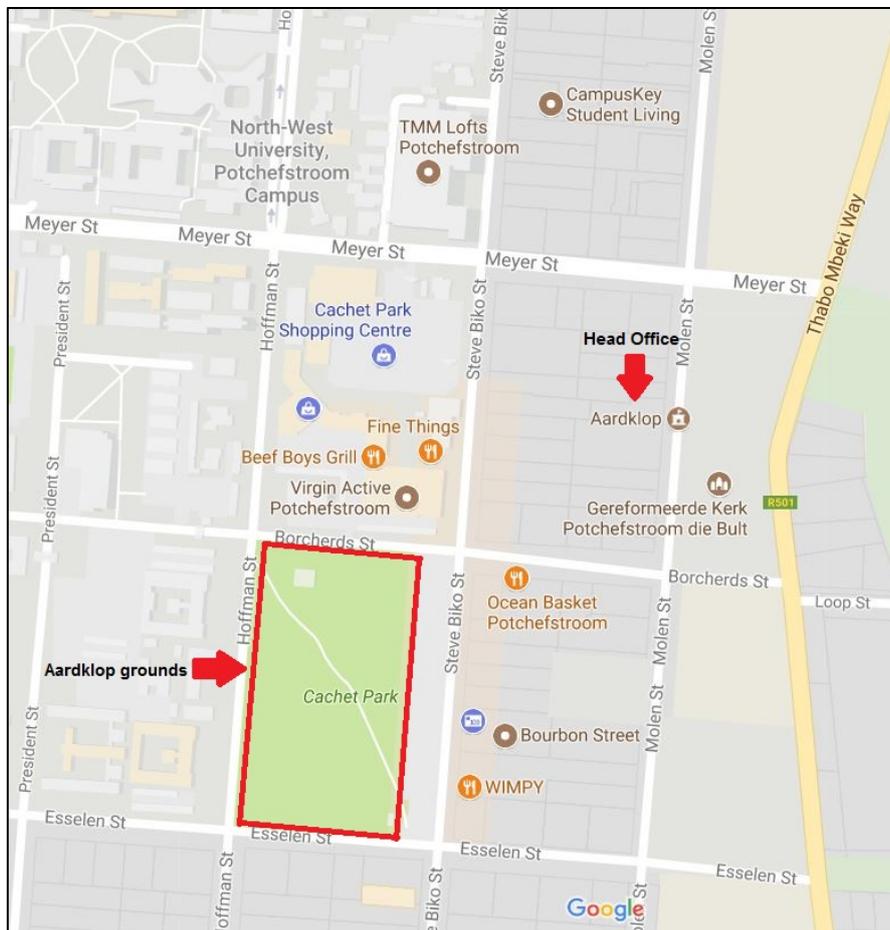
This study is classified as organisational behaviour with specific reference to individuals' behaviours and social, physical and psychological elements which influence individuals' perceptions and decisions. Furthermore, marketing management can also be highlighted since certain marketing elements influence individuals' perceptions and decisions. According to Scandura (2016:3) the social, physical and psychological elements which can be studied within

a society creates the opportunity to conduct multilevel and interdisciplinary research in this research field.

1.4.2 Research setting

This study was conducted at the Aardklop National Arts Festival, hosted annually in Potchefstroom in the North West province in October this year. Festival goers who attended Aardklop were asked to complete the quantitative questionnaire. This year Aardklop were held from 2-8 October on Die Bult – a public park in Potchefstroom close to the North-West University’s (NWU) Potchefstroom Campus premises. Figure 1 indicates Cachet Park, also known as Die Bult, the public park where Aardklop is held.

Figure 1: Map of Potchefstroom indicating where Aardklop is held



(Source: Google Maps)

1.5 RESEARCH METHODOLOGY

The literature and information used to acquire the problem statement provided above, was gathered from various information channels and sources. Research has been done on Aardklop in the past, but limited research was conducted about how festival goers perceive the quality of

products and services at Aardklop. This research study comprises a literature study, presented in [Chapter 2](#), and an empirical study, discussed in [Chapter 3](#).

1.5.1 Literature study

According to Galvan and Galvan (2017:6) conducting a literature study helps the researcher to identify similarities and differences in previous research ventures and the current research being conducted. This will enable the researcher to identify trends, recognise future research undertakings and represent valuable conclusions from this literature.

In [Chapter 2](#), the history of Aardklop is discussed since the turmoil that Aardklop experienced in 2013-2016, plays a role as to how festival goers perceived Aardklop. Other theoretical aspects of the arts festival industry in South Africa are also discussed. With regards to festival goers' perception about Aardklop, the literature study focussed on behavioural aspects which influence festival goers' decision-making process when deciding to purchase services or products at Aardklop. Attention was also drawn to defining quality and how the quality of services and products at Aardklop can lead to Aardklop having the competitive advantage within the arts festival industry. Research focussed on festival goers' willingness to pay (WTP) was also considered.

The objective of the literature study is to realise that festival goers' perception about Aardklop and the products and services provided by Aardklop, influence festival goers' decision-making process and WTP for products and services. The pivotal measurement in this research study is the quality of products and services. Festival goers' perception about quality was used as the dependent variable in the empirical study. The independent variables in the empirical study comprise the logistics, Aardklop grounds, stalls at Aardklop, Aardklop personnel and productions at Aardklop.

In order to obtain information for the literature study, the following channels were utilised:

- Newspaper articles
- Academic articles
- National surveys
- Aardklop related dissertations
- Aardklop related publications
- Academic journals
- Research methodology handbooks
- Interviews with the Aardklop directorate

These sources, academic articles, publications and national surveys specifically focussed on the arts festival industry in South Africa, the value proposition of Aardklop and how festival goers determine on what to spend their money, have been consulted to construct the literature study.

It is of utmost importance for the Aardklop directorate to correctly identify the festival's market segment and ensure that their value proposition is correctly identified and implemented so that festival goers attending Aardklop can feel that they receive good value for their money spend when attending Aardklop. Correctly determining the value proposition of Aardklop will also be discussed in [Chapter 2](#), [Chapter 3](#) and [Chapter 4](#).

1.5.2 Empirical study

The empirical study was conducted by means of a quantitative study. The empirical study consists of a pilot study, questionnaire, the respondents and also describe how the data were collected and the statistical analysis performed on the collected data. A convenient sample method was used since the researcher attended Aardklop and the respondents were selected due to the favourable proximity and accessibility. This empirical research was only conducted in Potchefstroom, in the North West province, since Aardklop is held here.

1.5.2.1 Construction of the questionnaire

Brannen (2017:248) defines a quantitative questionnaire as the quantification of answers by various respondents. In this study, there are two sets of data from two different sets of quantitative questionnaires. The researcher developed the questionnaire distributed at Aardklop in 2017 (Annexure B: Aardklop questionnaire).

It is crucial that the objectives of the research study are aligned with the research design and the contents of the questionnaire. To ensure that all these aspects align, a pilot study consisting of six respondents was conducted the week before Aardklop. According to Bitso (2012:104) a pilot study enables the researcher to review the questions in the questionnaire and make adjustments where needed. This also provided the researcher the opportunity to improve the questionnaire and ensure that the questionnaire aligned with the research objectives, before the data collection process started. During the data collection process 321 respondents completed the questionnaire.

The objective of the questionnaire was to determine the respondents' perception about the quality of the products and services at Aardklop. In order to determine if respondents are satisfied with Aardklop, a measuring questionnaire was used to quantify the data. A four-point

Likert scale, comprising four options (Almost not at all satisfied, Not satisfied, Satisfied and Very satisfied) were used to gather the categorical data of the questionnaires.

The questionnaire was divided into seven different categories:

Section 1 was used to determine the demographic information of the respondents and consists of 13 questions. These questions determined respondents' age, gender, population group, home language, academic qualification and employment status to name a few as example. Other questions in this section are more Aardklop related and comprises questions which can assist in determining Aardklop's market segment.

Section 2 consists only of one question, the research question. This research study will be evaluated by the information gathered from this question. By making use of data obtained from the frequency tables, one will be able to determine if the respondents are satisfied with the quality of products and services provided by Aardklop or not.

Section 3 focussed on logistic related aspects of Aardklop and contains five questions. Respondents were required to rate their level of satisfaction to how satisfied or dissatisfied they are with directions showing where the Aardklop grounds are, the parking areas at Aardklop, the security at Aardklop to name a few questions as example. The one question, testing how satisfied the respondents are with the fact that the Aardklop grounds are back on Die Bult, is a question which can be used to determine if Aardklop's location is a USP for the festival.

Section 4 was developed to determine respondents' perception about Aardklop personnel and the Aardklop grounds. This section consists out of six questions which respondents were required to rate their level of satisfaction to how satisfied or dissatisfied they are with the Aardklop personnel and the Aardklop grounds. Questions focused on the cleanliness of the Aardklop grounds, the cleanliness of the public restrooms, the friendliness and the professionalism of the Aardklop personnel and the security on the Aardklop grounds.

Section 5 consists of five questions which focussed on the stalls at the Aardklop grounds. Respondents' satisfaction about the food and the variety of food at Aardklop, the variety of exhibitors and the variety of free entertainment and shows at the Aardklop grounds were determined. The one question required respondents to indicate how satisfied or dissatisfied they are with the purchase price of products at Aardklop and more insight might be given into the respondents' WTP for products and services at Aardklop.

Section 6 determined respondents' satisfaction about the productions showcased at Aardklop. This section was divided into two sections: respondents who did attend productions at Aardklop and respondents who did not attend productions at Aardklop. This will enable the researcher to

establish if more respondents in the research population attended productions at Aardklop or not and this can give insight as to where Aardklop's actual value proposition lies. Respondents who did attend productions at Aardklop were required to rate their level of satisfaction with regards to the variety and ticket pricing of productions at Aardklop, the venues where productions were held and the friendliness and professionalism of the Aardklop personnel working at the venues. Aardklop also provided free shuttle services taking respondents to and from productions to the Aardklop grounds. Respondents' level of satisfaction with regards to this service was also asked.

Section 7 tested the respondents' consistency of answering the questionnaire, since the same question asked in section 2, was asked in this section. This will enable the researcher to determine if the respondents answered the questionnaire honestly.

It is important to take into account that the questionnaire consisted of a few questions so that the questionnaire can quickly be filled in. Festival goers attend Aardklop to relax, unwind and enjoy their time here – not to spend hours completing difficult questionnaires. Therefore, the aim of this questionnaire was to determine which questions will provide significant data and can be completed quickly.

1.5.2.2 Research population

This research study was conducted at the Aardklop National Arts Festival, this year, hosted annually in Potchefstroom in the North West province in October. This year Aardklop were held from 2-8 October Cachet Park – a public park in Potchefstroom close to the NWU Potchefstroom Campus premises, in the area also known as Die Bult. The researcher invited festival goers to participate in the research study and by doing this, developed the research population. This is an example of convenience sampling. The respondents can also be referred to as the unit of analysis and according to Welman, Kruger and Mitchell (2005:53), a unit of analysis can be defined as the elements that will make out the population for a specific research project.

This research study aspired to include as many as possible festival goers, whether Potchefstroom residents or individuals living elsewhere, stall owners, people just attending the theatre productions or individuals just browsing through the stalls. If a wide variety of respondents can participate in this research study, feedback from various respondents can provide exceptional data for this study. A total of 330 questionnaires were handed out and 321 questionnaires were completed. This indicates that the return rate of completed questionnaires is $97.27 \approx 97\%$. The researcher collected sufficient feedback and enough data to ensure that the research study is relevant.

1.5.2.3 Data collection

Data collection focuses on selecting methods and investigations which can be systematically used to collect data needed to perform research (Robson and McCartan, 2016:522). A cross-sectional survey was used in this research study since the data was collected at a specific point in time – during the week of Aardklop. The researcher attended Aardklop every day and identified and invited festival goers to partake in this research. Only a few festival goers were not willing to participate in the research, but most festival goers were enthusiastic about this research topic and wanted to make a contribution which will assist Aardklop to provide good quality products and services for the festival goers in the future.

Each questionnaire included a short introduction explaining what the questionnaire entails and a consent form where respondents gave consent that their information may be used for research purposes. The researcher also had documents explaining the research study in more detail if festival goers requested more information (Annexure A: Consent form for participation in a research study). It is important to state that the researcher did not make use of students to gather the information, but the researcher went out to gather the information. The researcher felt it is important to interact with the respondents. If respondents had a question or a suggestion, the researcher was able to respond to the question and use their suggestions in the research. It is important to state that the researcher has no association or connotation with Aardklop, the Aardklop directorate and no respondent was influenced to answer in a certain way. The respondents truthfully answered the questionnaires on their own.

1.5.2.4 Statistical analysis

As stated by Kothari (2004:2) research is a discovery of answers in order to determine the truth by making use of scientific processes. In order to ensure that the data are accurately analysed, the researcher made use of the NWU Statistical Consultation Services. The Statistical Consultation Services provides support and assistance for research projects with regards to statistics (North-West University, 2017).

For the purposes of this research study, frequency tables were used to determine the outcomes of the research question. If the respondents indicated that they are satisfied with Aardklop this means that the respondents do have positive perceptions about the quality of the products and services provided by Aardklop. Frequency tables were also used to determine the market segment of Aardklop by making use of the demographic data provided by the respondents. The researcher also made use of the Kaiser-Meyer-Olkin measurement (KMO) to measure the sampling adequacy. The Bartlett's test was also used to determine if the data is statistically significant. The KMO measurement could be conducted since the research population were

large enough to conduct a confirmatory factor analysis. The main objective of this factor analysis is to determine if the constructs, as grouped together by the researcher, should be grouped together. Both a factor matrix and pattern matrix were used to determine if the constructs are accurately grouped together. The Cronbach alpha (α) will be used to determine the constructs' reliability. If the α is higher than < 0.7 it indicates that there is internal consistency and that the statements grouped together, measures the same aspect (Field, 2009:675). Constructs can then be grouped together. Lastly, T-tests and ANOVA testing were done on each section of the questionnaire.

A four-point Likert scale, comprising four options (Almost not at all satisfied, Not satisfied, Satisfied and Very satisfied) were used to gather the categorical data of the questionnaires. The Likert scale first was introduced in 1932 by Rensis Likert and up until now, the most widely used psychometric scale in quantitative questionnaires (Li, 2013:1609). The Likert scale was adapted to have a four-point scale in order to ensure that accurate data will be gathered and respondents not only choose "Not applicable" or "Neutral" due to it being perceived as the easiest option to choose. By making use of factor analysis, groups of variables or factors, underlying a set of measures can be identified. The Cronbach's alpha can assist in determining the reliability of the questionnaires (Cohen *et al.*, 2013:3).

1.6 LIMITATIONS OF THE STUDY

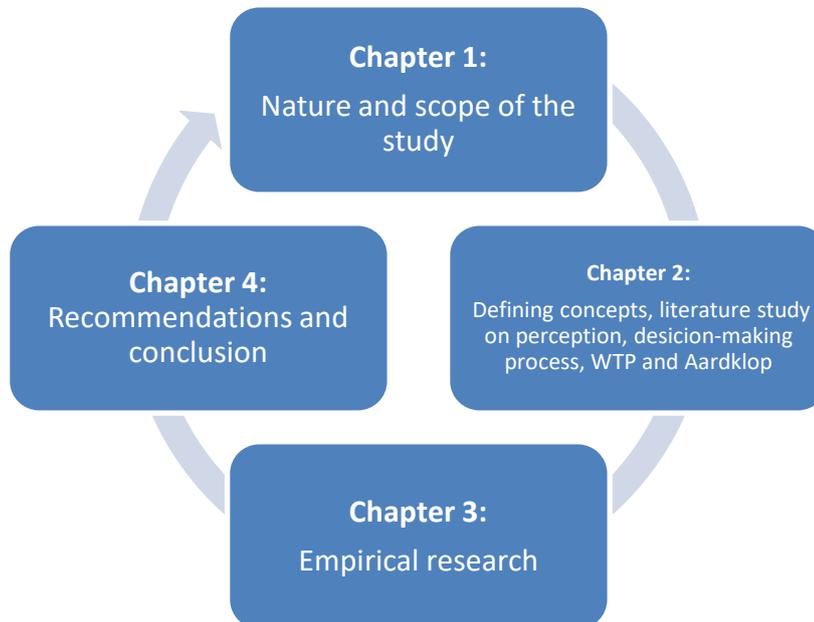
This is an exploratory study since the aim of this research is to determine what festival goers perceive as quality products and services at Aardklop. Since this is the first year that this research venture is conducted at Aardklop, there are certain limitations to this study, but this research venture also provides the opportunity for future research to be conducted on this topic.

- This is the first year that this research topic was investigated at Aardklop and limited literature is available for this topic.
- Numerous tourism related research is available on Aardklop, but limited business management related research was done on Aardklop.
- Some of the Aardklop directorate members were sceptical and not keen to partake in the research.
- This study concentrated only on Aardklop held in Potchefstroom, while similar arts festivals are hosted across South Africa.
- The recommendations made in this research study are only applicable to Aardklop, based on the data gathered from the research population.

1.7 LAYOUT OF THE STUDY

This study consists of four chapters as illustrated in Figure 2:

Figure 2: Research study layout



1.7.1 Chapter division

This study consists of four chapters. A brief outline of each chapter is presented below:

- **[Chapter 1](#): Introduction**

In Chapter 1 more information will be provided as to why the researcher has chosen this particular research topic. The problem statement will be described and the study's research objectives, methods and the limitation of this research study will be discussed.

- **[Chapter 2](#): Literature study on Aardklop**

This chapter will focus on the theoretical aspects of the arts festival industry in South Africa, festival goers' perception about the quality of products and services at Aardklop and which products and services at Aardklop are of good quality and which products and services should still be addressed. Other aspects include the decision-making process and festival goers' WTP for products and services at Aardklop.

- **[Chapter 3](#): Empirical research**

Chapter 3 will discuss the results obtained from the empirical research and will assist in determining if respondents perceive Aardklop's products and services as being of good

quality. The secondary objectives will also be discussed since the secondary objectives assist in discussing the primary objective.

- **Chapter 4: Conclusion and recommendations**

The last chapter will provide a conclusion of the research which have been conducted. Recommendations, based on the feedback received from the respondents, will be made as to how the quality of products and services at Aardklop can be improved and/or remain of good quality. Future research possibilities within this research field will also be proposed.

CHAPTER 2: LITERATURE STUDY ON AARDKLOP

2.1 INTRODUCTION

Arts festivals are one of the fastest growing industries in South Africa and most of the arts festivals compete for the same target market (Van Niekerk and Coetzee, 2011:348). According to Labuschagne (2014:25) this can have an impact on the sustainability and profitability of an arts festival. Therefore, it is important for an arts festival, like Aardklop, to retain repeating festival goers and to also change first time festival goers into repeating festival goers to ensure the sustainability and profitability of Aardklop. This can be done by ensuring that festival goers' have a positive perception about Aardklop and the quality of the products and services and that they receive good value for money when attending Aardklop.

Lau and McKercher (2004:279) define first time festival goers as persons who notice a destination for the first time by means of visiting the festival, while repeating festival goers know what the festival is all about and are satisfied with the products, services and the experiences offered by the arts festival. Labuschagne (2014:46) states that the importance of repeating festival goers is the following:

- Repeating festival goers know what the arts festival is about and know the destination.
- Repeating festival goers are satisfied with the products, services and their experiences.
- Marketing costs to attract repeating festival goers to attend the arts festival is lower than marketing aimed to attract first time festival goers.
- Repeating festival goers are some sort of stable income for the arts festival and these festival goers are willing to spend money within this industry.

For the purposes of this research study, this chapter will only focus on Aardklop. In [Chapter 2](#) the literature study forms the foundation of this research study, focussing on the aspects that are included in the empirical study. The literature study focuses on which aspects influence festival goers' perceptions and what does festival goers perceive as quality products and services at Aardklop. The dynamics of the decision-making process through which festival goers go through before purchasing products and services at Aardklop, are also examined in this chapter. This also influences festival goers' willingness to pay (WTP) for products and services at Aardklop and if festival goers perceive products and services at Aardklop not being of good quality, there can be challenges the Aardklop directorate will need to overcome. Lastly, the two key success factors (KSFs), Marketing and Accessibility of Aardklop will also be discussed, since Aardklop's value proposition and their competitive advantage within the arts festival industry can be unlocked through these two factors.

2.2 DEFINING CONCEPTS

The following terms and definitions were used during the study:

2.2.1 Arts festivals

According to the Oxford English Dictionary (2017) an arts festival can be defined as an organised event showcasing various art activities held each year at the same place.

Kruger and Petzer (2008:113) define arts festivals as an event held in a community with the purpose of displaying various forms of art and activities.

Therefore, an arts festival is an annual event, held at the same place to celebrate artistic endeavours.

2.2.2 Aardklop National Arts Festival

Aardklop could be referred to as a national arts festival because its programme includes theatre productions, children's theatre, dance theatre, debate, poetry and literature book discussions, visual arts, choir ensembles, contemporary and classical music and even cabaret.

2.2.3 Festival goers

The Oxford English Dictionary (2017) states that a festival goer is a person who attends various types of festivals. For the purposes of this study, the definition can be expanded to define festival goers as people spending time, money and making an effort to attend a social gathering which entails various art, culture, music, food and theatre productions.

2.2.4 Perception

According to the motivation, ability, role perceptions and situational factors (MARS) model developed by McShane and Von Glinow (2010:35) any individual's behaviour, including festival goers, is influenced by situational factors, ability, perception and motivation.

Another definition for perception states that it is the way in which an individual regard or understand something (Oxford English Dictionary, 2017).

These definitions can be adapted to define a perception as the way in which an individual interpret or perceive something.

2.2.5 Satisfaction

Satisfaction is the fulfilment of an individual's needs, wishes or expectations and pleasure are imitative from this (Oxford English Dictionary, 2017).

With regards to this research study, festival goers attend arts festivals to fulfil their need of experiencing pleasure to form part of a culture community who enjoy the same activities as them.

2.2.6 Consumer decision-making process

Loudon *et al.* (1993) states in early research studies that the consumer decision-making process has an economic perspective and mainly focus on the act of purchase. More recent research conducted by Bray (2008:2) and confirmed by Lamb *et al.* (2015: 84) indicates this definition to be accurate. For the purposes of this research study, there will be referred to the festival goers' decision-making process.

2.2.7 Willingness to pay (WTP)

Willingness to pay (WTP) is the highest amount a festival goer is willing to pay to obtain a certain product or service (Kruger and Saayman, 2016:394). Money is used as a medium of exchange and return the festival goer purchase goods, products, services or experiences which will satisfy the festival goers' need.

2.2.8 Unique selling proposition (USP)

According to Lamb *et al.* (2015: 23) the USP is the aspect which makes products or services better or different from the products or services provided by other competitors.

In this study, there will be determined if the location of Aardklop is a USP for the festival since the festival were held on Die Bult, then moved away from Die Bult and now being back on Die Bult.

2.2.9 Competitive advantage

The competitive advantage refers to an organisation's advantage over competition within the industry due to their ability to generate more revenue by selling more products Lamb *et al.* (2015: 23).

Aardklop can achieve the competitive advantage within the arts festival industry by ensuring that they provide good quality products and services which will generate more revenue.

2.2.10 Key success factors (KSFs)

The Company Project compiled by Barnes, Coetzee, Coetzee and Quinn (2017:71) for Aardklop explains that KSFs are factors that have the biggest effect on an arts festival to prosper within the arts festival industry. For the purposes of this study, only Marketing and Accessibility of Aardklop will be discussed.

2.2.11 Value proposition

A value proposition assists an organisation to specify what benefits the organisation can provide within a specific industry (Tukker & Tischner, 2017). According to Hauptfleisch (2007:41-42) the three value propositions that an arts festival focus on is:

- **The concept of market-days:** This provides entrepreneurs and small business owners a platform to sell their products and services to festival goers, e.g. the exhibitors selling products and services at the Aardklop grounds on Die Bult.
- **The concept of commemorative celebrations:** Arts festivals provide the opportunity for festival goers to be a part of a community of people celebrating their culture, language, food, and tradition, to name a few examples.
- **Touring theatre companies:** Various visual arts, theatre productions and music productions travelling from arts festival to arts festival across the country to host their production in the town or city where the arts festivals take place.

Even though these three aspects are the cornerstones of an arts festival, the value proposition of Aardklop should continuously be revisited, determined and adapted where needed. This will ensure that Aardklop as an arts festival provides products and services which adhere to the festival goers' wants and needs. This will also ensure that Aardklop are attended by festival goers for the right reasons – to satisfy their cultural needs and wants and not because of sentiment or not wanting Aardklop to be terminated.

2.3 LITERATURE STUDY

In order to put the literature study in more perspective, it is important to first do an overview about the history of Aardklop, what led to the apparent termination of Aardklop as festival goers learn to know and grew to love Aardklop, and what changes the new Aardklop (since 2016) has brought about.

2.3.1 History of Aardklop

Throughout the 1990s, the theatre and arts industry in South Africa remained in a state of flux as the various Provincial Arts councils disbanded. This left the South African arts industry on the

verge of collapsing. As part of an initiative to restore the arts industry and provide job opportunities for South African actors and artists, the Klein-Karoo Nasionale Kunstefees (KKNK) was launched in April 1995 (Afrikaans.com, 2016). Due in part to the success of the KKNK, the sponsors and organisers of the KKNK decided, in 1996, that a similar arts festival should be hosted in the northern part of the country. Two years later, in September 1998, the inaugural Aardklop National Arts Festival was hosted in Potchefstroom over a four-day period (Afrikaans.com, 2016). More than 25,000 tickets were sold in its first year and by 1999 the festival was extended to five days and boasted 60,000 tickets sales (Van Heerden, 2003:83).

In 2000 between 100,000 and 120,000 festival goers attended Aardklop (Van Heerden, 2003:83) and this growth continued into 2001 with more than 130,000 festival goers flooding into Potchefstroom to attend the festival (News24, 2001). According to research conducted in 2002 only 83,000 tickets were sold which indicated a 36% decrease in ticket sales when compared to the previous year (Van Heerden, 2003:83).

From 1998 until 2001 Aardklop showed steady growth in terms of the size of the festival, the quality of the festival and the inclusivity of the festival. In 2002, the Aardklop directorate elected to assign R1, 500,000 of the festival's budget to 75 productions. This budget was divided into three spending categories, a) 33% of the budget to develop and host new theatre productions, b) 33% to host "money making" productions and c) 33% to host theatre productions which showcased at other arts festivals in South Africa (Artlink, 2001).

By 2003 Aardklop's directorate had decided to give the festival an international flavour when they invited the French jazz group, ARFI, to perform at the festival. In the same year, Aardklop also invited Mandoza and Zef Sketse (popular music groups) to perform, which was in keeping with the festival's strategic aim of being an all-inclusive, multi-cultural and diverse festival (Brand South Africa, 2003). In the years that followed 2003, Aardklop continually endeavoured to give the festival an international feel with headline acts like the 70s Pop Rock band, Smokie, performing at Aardklop in 2013 (JN Media and Designs, 2013). Despite this attempt to diversify the product offering and differentiate the value proposition of the festival, the main objective which was to promote South African arts and culture and contribute to domestic tourism, was never discounted.

By 2008 the estimated number of people attending Aardklop burgeoned to 170,000 (Media Update, 2008). The festival's steady growth proved that, despite the difficulties facing the South African theatre and art industry, the opportunities brought about through diversifying the product offering were boundless. Moreover, Saayman *et al.* (2012:82) indicated that more than 500 festivals took place in South Africa each year. This resulted in the exponential growth in segment rivalry and is indicative of the growing trend amongst local/rural communities seeking

additional revenue generating events in order to stimulate their flagging economies or to support their social upliftment mandates.

In 2008, a Memorandum of Understanding (MOU) was signed between the Tlokwe Municipality, the North-West University (NWU) and Aardklop that ensured that the festival would remain an annual event in Potchefstroom (Media Update, 2008). Aardklop has promoted local art within the community and contributed financially to the economic well-being of Potchefstroom. Aardklop's Business Model continued to provide strong marketing linkages for companies whose target market emulates those attending Aardklop.

In 2009, Prof. Annette Combrink, the previous rector of the North-West University (NWU) Potchefstroom Campus was appointed as the chairperson of the Aardklop directorate (North-West University, 2009). This appointment served to strengthen and broaden the stakeholder base of Aardklop in addition to injecting much needed academic expertise into the strategic planning of the event. Professor Combrink noted that the worldwide economic downturn would have a major effect on the future number of people attending Aardklop, the production ticket purchases and the number of products sold by the exhibitors (North-West University, 2009).

Under Andries Vrey's tenure, Aardklop took on Clover as a key partner and the official name sponsor of the festival (Clover, 2011). This provided the organisers with a R30m cash injection (Fastmoving, 2011). By adding the Clover catchphrase 'Soveel beter' to Aardklop's slogan – 'die hart van die kunste' – the marketing mix of the festival focused on quality and value for money, in order to broaden its appeal and accommodate the ever-changing consumer preferences. In that year Clover Aardklop hosted 41 theatre productions and a total of 100 productions of varied genres (Channel 24, 2011). The success of 2011 led Clover to renew their sponsorship of Aardklop in 2012.

The decision, in 2013, to move the festival from Die Bult to the NWU sport grounds, marked a major inflection point on the history of Aardklop (Maroela Media, 2013). Speculation was rife that there were divergent views between the Aardklop directorate and the Tlokwe City Council regarding the future vision, strategic objectives and operational imperatives of the festival. The change in location may have increased the festival's hosting capacity, in line with the per capita growth rate of festival goers for the previous five years; however it proved to be a misstep.

This misstep damaged the brand image of Aardklop at a time when economic indicators showed a national downturn in consumer spending. Regaining consumer confidence would prove to be challenging, especially in light of research published by Botha *et al.* (2014:324) in the *Journal for Contemporary Management*, which concluded that South African consumers had become

extremely price sensitive and that the future trend of consumer behaviour would be one of 'selective purchasing'.

Aardklop had veered from its vision, changed the 'organisation culture and climate' of the festival and clearly did not tailor the value proposition to suffice the needs of their festival goers or stakeholders. This milieu of 'unhappiness' hung over the community of Potchefstroom, fuelled by a restructured ticket pricing policy. In 2013, tickets to gain access to the Aardklop grounds ranged between R90 and R120 per adult and R50 to R70 per child (Maroela Media, 2013). The implications on a family of two adults and two children attending Aardklop on the Saturday would result in entry fees alone costing R380. This excluded food, beverages, travelling expenses and the purchase of other products.

Despite these blunders, more than 90,000 people attended Aardklop in 2013 (ENCA, 2014). High attendance figures were in all likelihood driven by curiosity and prior expectations. Whilst festival goers were initially prepared to experience Aardklop on the NWU sport grounds, they quickly began to question whether the experience offered 'value for money'. Overriding customer perceptions indicated that the festival 'did not have the same atmosphere than on Die Bult', but rather that of a 'skou'. However, in an interview with ENCA, the festival manager, Andries Vrey explained that the 2014 ticket prices were more expensive because the festival had commissioned the best commercial Afrikaans artists, singers and bands to perform at Aardklop that year (ENCA, 2014). Coincidentally, various English artists were also included in the programme (Mail & Guardian, 2014).

Ironically and in spite of the blunders of 2013 and 2014, Aardklop was nominated and won the kykNET Fiesta award for most popular festival of 2014 (Maroela Media, 2015). The 2015 festival was not without its own controversy. In an attempt to strike a sentimental cord with his audience, singer-songwriter, Steve Hofmeyr (legend in Afrikaans music industry), decided to sing 'die Stem' (the South African national anthem before 1994) at one of his performances. The NWU, one of Aardklop's biggest sponsors, immediately took the decision to distance itself from this controversial performance (News24, 2015). Misguided attempts to stimulate a sense of cultural identity, such as this, only served to fragment a diverse Afrikaans speaking population. By perpetuating the stigma that Afrikaans is a 'white' only language, the festival's strategic objective of promoting 'inclusivity' was undermined – the consequences of which could have put into question the continued relevance of Aardklop as a cultural festival. According to Statistics SA's census 2011, Afrikaans is the third most common language spoken by 13.5% of the South African population – mainly coloured and white people (Brand South Africa, 2017).

In March 2016 the Chairperson of Aardklop, advocate Louise Barretto, gave a press statement that the Aardklop National Arts Festival would no longer take place (Books Live, 2016). The

Aardklop press release stated raised concerns and questions about the relevance of festival in the context of its current macro and micro environment. According to Alexa Strachan, the current festival manager of Aardklop, justification for the decision to terminate the festival was as a result of the negative connotations attached to Aardklop and the fact that Clover had withdrawn as a sponsor (Maroela Media, 2017).

Shortly after the announcement that Aardklop would be terminated, Japie Gouws, former managing director of the ATKV, acted as spokesman on behalf of various stakeholders, who felt that Aardklop should not be terminated. These stakeholders included the Potchefstroom Chamber of Commerce, the NWU, Tlokwe municipality, sponsors, the media, artists and the former Aardklop directorate (Huisgenoot, 2017). The unanimous view held by these stakeholders resulted in the decision that Aardklop should continue, in Potchefstroom and relocated back to Die Bult. The newly appointed Aardklop directorate and staff had only three months to plan and execute a successful arts festival (Maroela Media, 2017). The festival had to overcome time, budget and perceived product quality challenges in order to lure festival goers back to Aardklop.

The success of Aardklop 2016, laid in the fact that various stakeholders, artists and the community of Potchefstroom showed a sense of sentiment towards Aardklop, when it was announced that Aardklop will no longer take place. This threat became one of the biggest strengths Aardklop 2016 had because everybody worked together and decided to support Aardklop. But, future Aardklop festivals will not be able to ride the sentiment wave like they did in 2016 and therefore need competitive and innovative plans to ensure the sustainability of Aardklop.

The most significant intervention the new Aardklop directorate made, was to move the festival back to its original location on Die Bult in Potchefstroom. Ticket prices to gain access to the Aardklop-grounds, in 2016, were also very reasonable in comparison to the ticket prices of 2015, which cost R190 per person for Friday and Saturday (Beeld, 2015). According to Channel24, day tickets cost R20 per person for an entry ticket to the Aardklop-grounds (Channel 24, 2016). A week ticket, in 2015, cost R250 per person compared to R60 per person, in 2016 (Maroela Media, 2016). To circumvent the inconvenience of queuing, many locals purchased week tickets – even though they weren't attending Aardklop every day.

According to Wilmer Muller, media manager of Aardklop, a strategic pricing policy was followed so that reasonable ticket prices would translate into greater attendance figures, as well as making the festival more accessible to the entire community (Maroela Media, 2016). The marketing strategy also needed to ensure that cheaper tickets did not mean that the quality of the festival would be sacrificed (Maroela Media, 2016). The festival organisers delivered on their

promise, in that a wide variety of theatre productions, children's theatre, and music productions were showcased in 2016. In addition to this, Strachan and the Aardklop directorate, focussed on a musical programme which would offer various music genres for all music lovers and a new theatrical experience for festival goers, called 'intimate theatre' was introduced in which artists performed in front of smaller audiences (Maroela Media, 2016).

A few strategic imperatives which the new directorate were able to ascertain, were:

- That the festival would continue in Potchefstroom.
- That Aardklop would take place, as was the custom, during the September/October holidays.
- That the organisers and the festival could retain the brand name and image 'Aardklop'.
- That part of the directorate was made up of members from the Potchefstroom community.

According to the Potchefstroom Herald, the local community of Potchefstroom would be encouraged to participate in Aardklop and apply for temporary work on the Aardklop-grounds (Potchefstroom Herald, 2016). The head office of Aardklop was moved from Malherbe Street to Molen Street, which made it more accessible for festival goers, during the Aardklop week, to purchase tickets for productions. Molen Street is located on Die Bult, which allowed the organisers to be more in touch with the operations of the festival. This accessibility and desirable location of the production ticket office, also contributed to increased production ticket sales due to the fact that in some cases, festival goers may make impulsive purchases.

According to Statistics South Africa the number of day trips taken by South Africans decreased with 6.4 million from 2013 to 2014 and decreased from 2014 to 2015 with another 3.7 million (Statistics South-Africa, 2015:14). However, in contradiction to these findings, the increase in the number of arts festival goers, could be assigned to the fact that the South African public were becoming more aware of arts festivals and that more arts festivals were being held each year (Labuschagne, 2014: 1).

In 2017 more than 70,000 festival goers attended Aardklop (Maroela Media, 2017). This indicated a 15.78% decrease the number of festival goers, in comparison with the attendance figure of 2016 – despite the fact that entrance fee prices remained the same as 2016. This might be a sign of the ongoing economic pressure South Africans are currently experiencing due to various role-players. In order for Aardklop to remain financially sustainable, the festival will have to provide products and services of good quality at a price point that festival goers are willing to pay. This can be obtained by diversifying the products and services Aardklop has to offer and by implementing a Best-Cost Provider strategy.

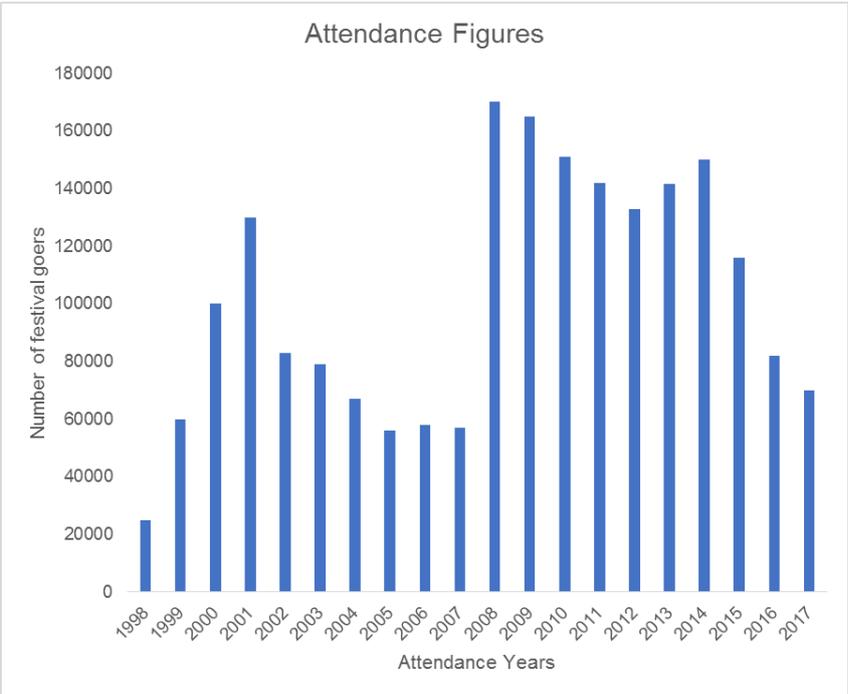
A Best-Cost Provider strategy can be defined as a hybrid between low-cost strategy and differentiation strategy which focus on developing quality products and services at a lower cost than that of the competitors, while giving festival goers the sense of getting value for their money (Thompson, Strickland, Gamble, Peteraf, Janes and Sutton, 2013:166).

According to Thompson *et al.* (2013:167) the main objectives of a Best-Cost Provider strategy is to:

- Exceed festival goers' expectations about the products and services.
- Exceed festival goers' expectations about the purchase price.
- Provide a good quality product and service at lower costs to make use of the underprice cost advantage.

Aardklop should gain and retain the competitive advantage within the arts festival industry by matching other arts festivals' key products and services, while providing these key attributes at lower prices. Thompson *et al.* (2013:167) explain that standard attributes will not meet the needs of diverse festival goers and festival goers are value and price sensitive. Making use of a Best-Cost Provider strategy, Aardklop's possibilities of having the competitive advantage within the industry is more likely than making use of just one strategy like the differentiation strategy or the low-cost strategy. Figure 3 shows the number of Aardklop festival goers who attended the festival from 1998-2017.

Figure 3: The number of Aardklop festival goers from 1998 – 2017



(Source: Coetzee, 2017)

2.3.2 Getting insight into festival goers' decision-making process

More than 300 years ago the foundation of consumer decision making intrigued economists like Oskar Morgenstern, Nicholas Bernoulli and John von Neumann (Richarme, 2005:1). According to Loudon *et al.* (1993) this methodology had an economic perspective and mainly focused on the act of purchase. Since change is the only constant in life, the environment, technology and human progress and development changed over time and therefore consumers' wants and needs also adapted to these changes. During the early 1990s the utility theory was followed since the consumer was viewed as a 'rational economic man'. This means that a consumer first project the expected outcomes before the consumer makes any decision (Zinkhan, 1992:2-3). The term 'consumer' and 'festival goer' should be seen as synonymous in this section.

Lamb *et al.* (2015: 82) state that based upon the economic buyer theory, consumers will purchase a product or service when:

- The consumer knows all the relevant facts with regards to the product or service they attend on purchasing.
- The consumer compares the product or service with other alternatives in terms of value of money and the purchase price.
- Consumers purchase products and/or services with the lowest purchase price which will provide optimal satisfaction.

Research conducted by Bray (2008:2) showed that there are various influences which play a role in consumer purchasing trends. These factors range from need recognition, searching for information, evaluating alternatives, buying the product and/or service and then the discarding of the product and/or service. Post-purchase behaviour is a factor which has been included in the decision-making process by Lamb *et al.* (2015: 84).

It is therefore of utmost importance for the Aardklop directorate to correctly identify, address and respond to consumer behaviour trends to ensure that Aardklop's products and services are appealing to the festival goers and that their money can be converted into revenue for Aardklop.

Over the last few decades various researchers conducted studies to assist in describing consumer behaviour. Oskar Morgenstern, Nicholas Bernoulli and John von Neumann started this research phenomenon and various researchers followed: Zinkhan (1992:2-3), Foxall (1993:113-152), Loudon *et al.* (1993), Persky (1995:221-231) and Bray (2008). This goes to show that consumer behaviour is of utmost importance, since being able to identify consumer behaviour accurately, the Aardklop directorate will experience less uncertainty as to how the target market will react towards the products and services (Lamb *et al.*, 2015:119).

According to Foxall (1993:113-152) there are five factors which can influence consumer behaviour:

- **Economic Man:** Consumers make decisions based upon minimum input (lowest price) maximum output (optimal satisfaction). The term 'economic man' was first introduced in 1995 by Persky (1995:221-231).
- **Psychodynamic:** According to Bray (2008:4) consumers' behaviour is not determined by environmental stimuli or individual cognition, but rather by biological drives.
- **Behaviourist:** Thoughts, actions and feelings can be elements which influence behaviours and behaviour can be depicted by external events (Bray, 2008:4).
- **Cognitive:** From a cognitive point of view, a consumer's behaviour is link to interpersonal cognition because the consumer is constantly searching for social and environmental stimuli to assist with the decision-making process. Information are continuously being processed by the consumer during decision making (Stewart, 1994).
- **Humanistic:** This approach does not explore the generic processes as described by the cognitive approach, but rather focusses on introspective concepts (Stewart, 1994). With this approach, researchers want to determine the following three aspects: firstly, that the consumer's emotional state also plays a vital role in decision making and therefore the assumption that all consumers are rational decision makers all the time, are not valid. Secondly, this approach wants to examine the change in volition between initial purchase intentions and final purchase behaviour. Lastly, focusing on the fact that making use of egoism in marketing are seen as the marketing norm nowadays (Bray, 2008:25).

Based on the above-mentioned literature study, the assumption can be made that Aardklop festival goers' behaviour will be influenced by the humanistic approach when the festival goers decide to attend Aardklop and spend money at Aardklop. Therefore, the three aspects which will be addressed in this research study will focus on:

- Individuals' emotional state is a role-player.
- Examining the change in volition between initial purchase intentions and final purchase behaviour.
- Making use of egoism in marketing ventures.

Therefore, the purpose of this research study is to provide theoretical and practical examples that, by identifying and knowing what festival goers perceive as good quality products and

services, the Aardklop directorate will be able to deliver these services as products and contribute to the revenues, profit and sustainability of Aardklop. The opportunities as well as the challenges what Aardklop might encounter when trying to deliver products and services which adheres to all the festival goers' perception of quality will also be addressed. The assumption can be made that not all festival goers' definition of quality products and services will be addressed and changed according to their suggestions. Aardklop should identify the common ground between all the feedback received and focus on implementing a plan which can address most of these aspects.

2.3.3 The consumer decision-making process

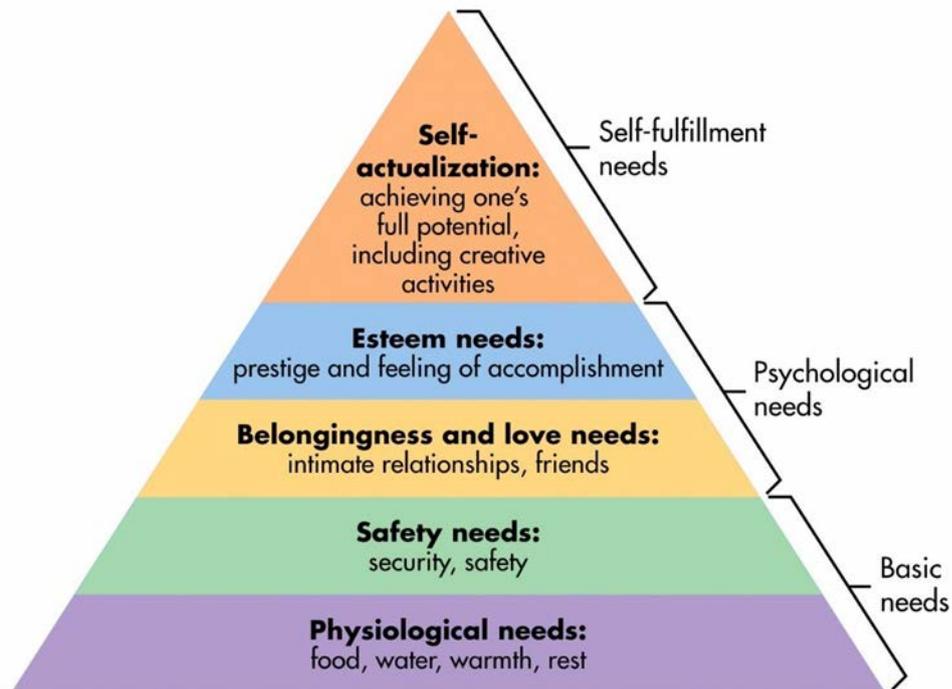
According to Lamb *et al.* (2015:84-92) the consumer decision-making process when a consumer wants to purchase any product or service, there are five steps to be followed. In order to make this literature study more applicable to Aardklop, the example of festival goers purchasing products and services at Aardklop will be used:

2.3.3.1 Problem recognition

When the consumer is exposed to either an internal or external stimulus, problem recognition occurs when the consumer is becoming aware of an unfulfilled need which will change the current state of the consumer to the desired state the consumer wishes to achieve. For example: An individual feels the need to attend an event close to his or her proximity, where the individual can purchase unique products at reasonable prices and have the opportunity to attend productions which in normal situations can be challenging to attend.

Pertaining to Lamb *et al.* (2015:99) the focus falls on understanding consumer behaviour and which driving forces motivated a consumer to take action in order to satisfy that unfulfilling need. Maslow's hierarchy of needs are used to explain these motivational forces ranging from physiological needs to self-actualisation needs (Maslow, 1943:370-396). This model, developed in 1943 and still relevant today, is explained in Figure 4 below:

Figure 4: Maslow's needs hierarchy theory



(Source: McLeod, 2017)

In the case of festival goers wanting to attend an arts festival like Aardklop, the assumption can be made that the festival goers' physiological and safety needs are satisfied. The next level on this hierarchy is belongingness and love which needs to be satisfied. This is a psychological need since the individual wants to feel a part of a group of people who has the same cultural background and interests. The potential festival goer might want to attend Aardklop, or other arts festivals, together with friends and family to share the experience with. By attending Aardklop, or other arts festivals, this need of the festival goer will be satisfied and the individual can move up in the hierarchy to satisfy the esteem and self-actualisation needs.

2.3.3.2 Information search

Information can either be gathered internally, externally or by making use of both. Mass media, social media and word of mouth marketing also plays a vital role in the information search process when festival goers gather information about arts festivals which ultimately influence the festival goers' choice of which arts festival to attend.

It is crucial for Aardklop to make use of the correct marketing mix to market the following attributes of Aardklop as an arts festival:

- Aardklop will satisfy the festival goers' need.
- Aardklop will satisfy the festival goers' expectation.

- Provide enough information for the festival goer to make an informed decision about Aardklop.
- Price Aardklop products and services at the level which festival goers will feel the quality of products and services are value for money.

The bigger the implications (financially, socially, time-consuming and more) brought about by purchasing a certain product or service, the more time the consumer will spend on gathering information in order to make an informative decision about the consequences before purchasing (Lamb *et al.*, 2015:86-87). For example: If the festival goer lives in Gauteng and wants to attend the KKNK in the Western Cape Province, the festival goer will spend more time gathering information about what value proposition the KKNK has to offer. Other information about travelling there, accommodation and a budget will also be considered. The more information the festival goer has, the more informed decisions can be made by the festival goer to determine if the time and financial implication is worth attending the KKNK. If the same festival goer wishes to attend Aardklop, little information gathering will place. This can be assigned to the fact that the financial, social and time-consuming implications are far less than wanting to attend the KKNK. The festival goers might know other people who attended Aardklop and based on their word of mouth marketing decide to attend Aardklop. Not a lot of information gathering had to take place to decide to attend Aardklop because the implications of visiting Aardklop is not that extensive.

2.3.3.3 Evaluation of alternatives

In 1985, Parasuraman and his colleagues developed the SERVQUAL-instrument which identified that there is a gap between consumer expectations and perceptions (Parasuraman *et al.*, 1988). This gap was identified as service quality by organisations which do not meet consumer expectations and perceptions. In 2003, five elements of quality, influencing the consumers' perception and behaviour were identified (Ham *et al.*, 2003). These five elements were: reliability, tangibility, professionalism, commitment and hospitality.

In 2011, researchers Shekarchizadeh, Rasli and Hon-Tat, used these five elements to determine international students' perception about universities (Shekarchizadeh *et al.*, 2011:75-76). Their research can be adapted and also be used as guidance to determine festival goers' perception about Aardklop, when making use of the SERVQUAL-instrument.

- **Reliability:** Festival goers' perception about Aardklop's reliability can be influenced by:
 - Do Aardklop personnel provide services as promised?
 - Did Aardklop personnel perform a service right the first time?

- **Tangibles:** Festival goers' perception about tangible products Aardklop make use of, can be influenced by:
 - Does Aardklop make use of the latest equipment and technology?
 - Are the physical facilities of Aardklop visually appealing?
 - Are the materials used by Aardklop visually appealing?

- **Professionalism:** Festival goers' perception about Aardklop's professionalism can be influenced by:
 - Are the Aardklop personnel well dressed?
 - Do Aardklop personnel give prompt service?
 - Were Aardklop personnel polite?
 - Do Aardklop personnel have the knowledge to answer questions adequately?

- **Commitment:** Festival goers' perception about Aardklop's commitment can be influenced by:
 - Did the festival goer feel safe in the Aardklop environment?
 - Are the operating hours of Aardklop convenient for the festival goer?
 - Did the Aardklop personnel show honest interest in solving the festival goers' problem or question?

- **Hospitality:** Festival goers' perception about Aardklop's hospitality can be influenced by:
 - Are Aardklop personnel willing to assist with a query?
 - Do Aardklop personnel give you individual attention?
 - Do you feel that Aardklop personnel have your best interest at heart?

Aardklop should place great emphasis on these elements in their marketing mix since these elements influences festival goers' perception about Aardklop, the quality of the products and services. This impacts festival goers' behaviour which leads to the possibility of purchasing products and services.

Festival goers will invest the information gathered in determining which attributes of the festival, the products and services are the most important. They will then start to exclude alternative options which does not have the specific attributes the festival goers are looking for until it's narrowed down to the best options to choose from. For example: The festival goer wants to attend an arts festival close to their proximity or just want to attend an arts festival for a day or over the weekend. Based on Aardklop's preferable proximity for festival goers in the northern part of the country, festival goers might have visited Aardklop in the past or as a spur of the

moment idea decide to attend Aardklop. Other arts festivals can be excluded as alternatives due to proximity, financial implications or the duration of the planned stay. Other arts festivals can also be excluded if these arts festivals provide the same products and service offerings, festival goers will find at Aardklop.

2.3.3.4 Purchase

One should also keep in mind that consumers purchase products and services which will provide optimal satisfaction for the lowest purchase price. Lamb *et al.* (2015:83 -84) however believes that there are three external factors playing a vital role in consumer behaviour and they are:

- **Individual factors:** consisting of the consumer's personality, lifestyle, values, beliefs, motivation, perceptions and learning experiences.
- **Social factors:** focussing on the consumers' social class, culture and reference groups like family and opinion leaders.
- **Prevailing purchase situation:** determining the consumers' purchase reason, time and physical surroundings.

Festival goers may choose not to attend Aardklop anymore or to purchase products and services at Aardklop due to various reasons. These reasons can include the festival goers' perception that has changed (individual factor) about Aardklop or the products and services provided by Aardklop. It can be due to economic and financial matters which postpone the attendance of Aardklop (prevailing purchase situation) or the festival goers' family or friends do not want to attend Aardklop (social factor). For example: This happened in the past with Aardklop, when the previous Aardklop directorate decided to move the Aardklop grounds from Die Bult to the NWU sport grounds and the intensive spike in entrance fee tickets. Festival goers might have decided not to attend Aardklop anymore when it was moved to the NWU sport grounds (individual factor) or due to the expensive entrance fee tickets (prevailing purchase situation). An example of a social factor which can influence festival goers' decision to attend Aardklop can be men and children feeling that there is not enough products and services at Aardklop which they find interesting.

It becomes quite apparent when looking at the various definitions, concepts and theories that the consumer decision-making process discussed above and consumer involvement goes hand in hand. When festival goers must pay entrance fees to attend an arts festival, festival goers might start to develop a perception about one arts festival being 'better' than another arts festival. This can also happen when another arts festival provide better quality products and services, in comparison to other arts festivals. This may lead to festival goers preferring another

arts festival over Aardklop and the reason for this is rather simple – festival goers want the best value for their money. Therefore, it is of utmost importance to successfully manage the perceptions and the image of Aardklop in order to differentiate themselves from other arts festivals and here the Best-Cost Provider strategy comes into action. Thompson *et al.* (2013:167) explain that the Best-Cost Provider strategy works best in markets where:

- Within the market product differentiation is common.
- Value conscious consumers are the norm.
- Customers prefer mid-range products and services over cheap or very expensive products and services.

Aardklop should make use of the guidelines provided by Thompson *et al.* (2013:167) to position Aardklop and its products and services as either medium quality products and services at a below average price or as high-quality products and services at a slightly higher price. It is important to take into account that the Best-Cost Provider strategy's objective is to provide the best value for differentiated quality products.

Furthermore, the “user-pay” model led to the fact that arts festivals in South Africa are now competing against each other for the attendance of festival goers. This means that Aardklop must market their value proposition as being the best value for money to gain and keep their competitive advantage. This statement is supported by Smith and Colgate (2007: 7-23) explaining that providing high-quality value are crucial to develop and sustain competitive advantage in the marketplace.

2.3.3.5 Post-purchase behaviour

When a consumer buys a certain product and service, the consumer has certain expectations which need to be met, in order to prevent consumer dissatisfaction (post-purchase doubt). Therefore, it is of utmost importance for the Aardklop directorate to prevent cognitive dissonance by effectively communicating with festival goers about what the objectives of Aardklop is and what products and services are available at Aardklop. For example: One initiative the Aardklop directorate implemented during this year's Aardklop to prevent cognitive dissonance, is if festival goers purchased a certain number of production tickets, they received a complementary gift. This will let the festival goer feel special, prevent dissatisfaction and may let the festival goers feel that they received value of their money.

A consumer's involvement will be relatively high during the decision-making process when it comes to purchasing a product and service of high costs and this leads to the possibility of consumers experiencing cognitive dissonance when the certain outcomes or benefits, associated with that specific product and service, has not been met according to the consumer's

beliefs or standards (Lamb *et al.*, 2015:91). Flowing from the essential fundamentals discussed above, festival goers' behaviour can be defined as:

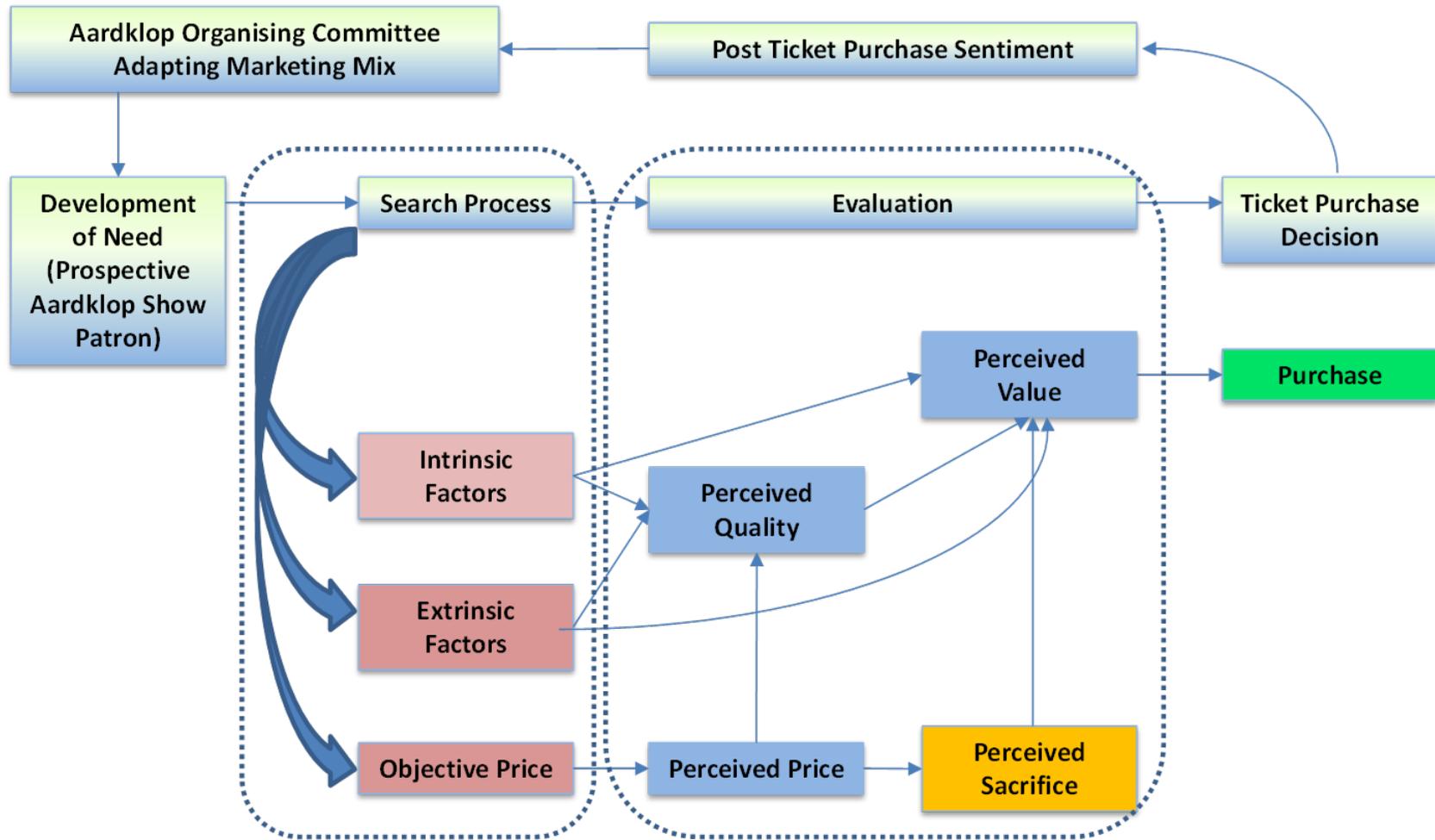
“Festival goers’ behaviour strives to define how festival goers use information to assist when deciding which arts festival to attend and which specific product(s) and/or service(s) will be purchased to effectively satisfy the festival goers’ unfulfilled social need.”

The aim of the Aardklop directorate must be to get potential festival goers aware of that unfulfilled social need to attend Aardklop, ensure that their products and services have the key attributes a festival goer wants and try to manage cognitive dissonance after the festival goer attended Aardklop or a purchase has been made. The above-mentioned definitions, concepts and theories are all key elements in striving to define ‘festival goers’ behaviour’ and to determine the extent to which festival goers’ perception influences festival goers’ buyer behaviour at an arts festival.

2.4 UNDERSTANDING THE CORRELATION BETWEEN CONSUMERS’ PERCEPTIONS TOWARDS PURCHASING ARTS FESTIVAL TICKETS

A model was developed making use of the literature reviewed, in order to gain a better understanding of consumer behaviour and perception towards the purchase of Aardklop tickets – whether to gain access towards the Aardklop grounds or theatre productions. This model is presented in Figure 5 below:

Figure 5: Understanding the correlation between festival goers' perceptions and behaviour towards purchasing Aardklop tickets



(Source: Coetzee, 2017)

2.4.1 Interpreting the developed model

The following information can be retrieved from the model:

- The model starts with a need which develops, in this case the need to attend an arts festival where the individual can satisfy their need to belong, as discussed in the Maslow hierarchy of needs model.
- A search process starts during which intrinsic factors (wanting to attend an Afrikaans arts festival in the northern part of the country), extrinsic factors (hearing that other people are going to attend Aardklop and developing FOMO, live in Potchefstroom and see how the community are getting into gear to host Aardklop, seeing and hearing of Aardklop via various marketing channels) and objective price (the real expenditure of attending Aardklop), all forming part of information retrieval, is undertaken by the prospective festival goer.
- This is followed by a process of evaluation. The intrinsic and extrinsic factors influence the perception of prospective festival goers about the quality of products and services Aardklop has to offer. The prospective festival goer also develops a perceived price based on the objective price. The perceived price then carries on to also influence the perceived quality. Along with the perceived quality and additional extrinsic and intrinsic factors, the prospective festival goer develops a perceived value for attending Aardklop. This perceived value is further influenced by the perceived sacrifice which is dependent on non-monetary issues like value of the festival goer's time. When the prospective festival goer has developed a perceived value, a decision is made regarding a possible purchase of tickets to Aardklop.
- A purchase decision is then made based on the evaluation phase.
- This is followed by post-purchase sentiment during which the festival goer is either satisfied or dissatisfied by the purchase decision based on the feeling of value elicited from the product or service bought.
- The post purchase sentiment can be used by the Aardklop directorate to adapt its marketing in order to furnish specific intrinsic and extrinsic cues which could create a positive perception about the quality from a new prospective festival goer.

2.5 CONCLUSION

The findings of the literature study are practically discussed in the model developed to understand the festival goers' decision-making process. This forms part of the conclusion. The most important aspect to take into consideration is that even repeating festival goers, are prospective festival goers. Each year festival goers will decide if they want to attend Aardklop or not. Each year Aardklop will need to market the festival to ensure that festival goers attend.

Specific focus in the marketing campaign will have to be on which productions, shows, products and exhibitions are showcased at Aardklop to lure festival goers to attend the festival. Good value for money is also an aspect which has to be promoted among festival goers and the perception that Aardklop provides quality products and services, should be established. This will ensure that festival goers will be more willing to attend Aardklop and spend money at Aardklop which will ensure the sustainability of the festival.

CHAPTER 3: EMPIRICAL RESEARCH AND RESULTS

3.1 INTRODUCTION

Various statistical analyses and procedures will be discussed in this chapter. Frequency tables will be used to determine the research question, stated in Section 2. The frequency table of Section 7 will also be used as supporting data to discuss the findings of the research question. In order to determine the market segment of Aardklop, frequency tables were also used. Section 1 of the questionnaire focussed on the demographic data obtained from the respondents. With regards to descriptive statistics, the mean and the standard deviation were determined to measure how widespread or close together the data are when comparing it with the mean.

Since the research population consisted of 321 respondents, the research population were large enough to conduct a confirmatory factor analysis. The main objective of this factor analysis, is to determine if the constructs, as grouped together by the researcher, should be grouped together. The factor analysis also includes the KMO measurement to measure the sampling adequacy. The Bartlett's test was also used to determine if the data is statistically significant, which shows that there is a relationship between the variables that are included in the sections. In order to determine the constructs' reliability, the Cronbach alpha (α) will be calculated. A Cronbach $\alpha < 0.7$, will show that the statements are accurately grouped together and internal consistency in present (Field, 2009:675). Lastly, T-tests and ANOVA testing were done on each section of the questionnaire to determine if there are statistically significant differences between the means of various independent groups.

The results obtained during this empirical research venture will be followed by an analytical discussion focussing on the findings. The statistical software which were used in this research study is SPSS Version 22, assisting with data screening, sampling adequacy and assumption testing. In this chapter, the constructs and sections are synonyms. More information with regards to the factor and pattern matrix is available in Annexure D: Factor analysis. More information with regards to the Cronbach's Alpha is available in Annexure E: Cronbach's Alpha.

Chapter 3 will focus on the development of the questionnaire, the pilot study conducted, the research population acquired by means of convenient sampling, data gathering and the statistical procedures used in the study. The researcher distributed hard copies of the questionnaire during the week of Aardklop on the Aardklop grounds and some of the production venues in Potchefstroom. Aardklop took place during the first week of October this year in Potchefstroom in the North-West Province.

The researcher believes that information obtained from this research study will enable the Aardklop directorate to ensure the sustainability of Aardklop, the necessary economic benefits for the community of Potchefstroom and the overall well-being of the arts festival industry in South Africa. If the results obtained in this research study are well received, other arts festivals teams, might consider to conduct the same research at their festivals.

3.2 GATHERING OF DATA

In this section the development of the questionnaire will be discussed as well as the questionnaire design process, the research population and the data collection methods will be explained.

3.2.1.1 Development of the questionnaire

When looking at the market segment of arts festivals in South Africa, in 2011, research conducted by Saayman, Saayman and Slabbert (2011), determined that festival goers' demographics should be based on age, occupation, income bracket, number of people paid for to attend Aardklop (like dependants), number of tickets purchased and festival goers' attendance of other arts festivals. These determinants would influence how much money festival goers are willing to spend at Aardklop. Researcher conducted by Shekarchizadeh *et al.* (2011:75-76) with regards to the SERVQUAL-instrument, were also used during the development of the questionnaire.

The self-developed questionnaire (Annexure B: Aardklop questionnaire) was found statistically reliable by the NWU Statistical Consultation Services to measure respondents' perception about Aardklop's products and services. According to Zikmund *et al.* (2013:362) accuracy and relevancy are the two key-factors of a well-designed questionnaire which will assist the researcher to obtain accurate results. Self-developed questionnaires were given to the respondents to complete.

This quantitative questionnaire was developed to determine respondents', whether first time or repeating respondents, perception about the quality of products and services at Aardklop. This information is vital for the Aardklop directorate to know which products and services respondents are satisfied with and where there is room for improvement according to the respondents. This will ensure that Aardklop provide products and services which will satisfy respondents' needs, meet respondents' expectations and ultimately lead to the economic viability and sustainability of Aardklop.

For the purpose of this research venture, four independent variables were used to measure respondents' perception about Aardklop (dependent variable). The independent variables are:

logistics, Aardklop grounds and the personnel on the Aardklop grounds, stalls on the Aardklop grounds and productions at Aardklop. The questionnaire posed 23 statements which assessed the independent variables. These statements were answered by choosing the most relevant option from a four-point Likert scale. This Likert scale included four options ranging from: Almost not at all satisfied, Not satisfied, Satisfied and Very satisfied.

3.2.1.2 Questionnaire design process

The purpose of this quantitative questionnaire is to determine what influence the independent variables have on the dependent variable. In other words, what influence does the logistics, Aardklop grounds and personnel, stalls at Aardklop and productions showcased at Aardklop, have on how respondents perceive the quality of products and services at Aardklop. According to Melin *et al.* (2014:464) questionnaire surveys, of which this questionnaire in this research study is an example, provides the researcher the opportunity to promptly gather information. This information can be used to establish similarities, contrasts and correlations which can be used in the statistical analysis (Melin *et al.*, 2014:464).

A four-point Likert scale was used in the questionnaire and an example of the format is provided below:

1. How satisfied are you with the....?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
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The respondent could answer the question by making a cross, tick or circle the relevant option. The researcher did not include a key selection, because there are only four options to choose from.

3.2.1.3 The pilot study

In order to ensure that the independent variables will accurately quantify the influence it has on the dependent variable, a pilot study was conducted. This pilot study consisted of six respondents and was conducted the week before Aardklop (Annexure C: Pilot study example). By doing a pilot study, the researcher was able to make changes to the questionnaire where needed. This also provided the researcher the opportunity to improve the questionnaire and ensure that the questionnaire aligned with the research objectives, before the data collection process started.

3.2.1.4 Questionnaire layout

The objective of the questionnaire was to determine respondents' perception about the quality of the products and services at Aardklop. In order to evaluate the research question, a measuring questionnaire was used to quantify the data. A four-point Likert scale, comprising four options (Almost not at all satisfied, Not satisfied, Satisfied and Very satisfied) were used to gather the categorical data of the questionnaires.

The questionnaire was divided into seven different categories:

Section 1 was used to determine the demographic information of the respondents and consists of 13 questions. These questions determined respondents' age, gender, population group, home language, academic qualification and employment status to name a few as example. Other questions in this section are more Aardklop related and comprises questions which can assist in determining Aardklop's market segment.

Section 1: Demographics

- 1.1 What is your age?
- 1.2 Gender?
- 1.3 Where do you live?
- 1.4 From which province are you from?
- 1.5 What is your population group?
- 1.6 What is your home language?
- 1.7 What is your highest academic qualification?
- 1.8 What is your employment status?
- 1.9 How many years work experience do you have?
- 1.10 Did you have to take leave to attend Aardklop?
- 1.11 How many days have you attended Aardklop?
- 1.12 Select the days you attended Aardklop?
- 1.13 How much money do you spend at Aardklop (an estimation)?
- 1.14 How many times have you attended Aardklop since 1998?

Section 2 consists only of one question, the research question. This research study will be evaluated by the information gathered from this question. By making use of data obtained from the frequency tables, one will be able to determine if the respondents are satisfied with the quality of products and services provided by Aardklop or not.

2. Overall, are you satisfied with your experience of Aardklop?

Section 3 focussed on logistic related aspects of Aardklop and contains five questions. Respondents were required to rate their level of satisfaction to how satisfied or dissatisfied they are with directions showing where the Aardklop grounds are, the parking areas at Aardklop, the security at Aardklop to name a few questions as example. The one question, testing how satisfied respondents are with the fact that the Aardklop grounds are back on Die Bult, is a question which can be used to determine if Aardklop's location is USP for the festival.

3.1 How satisfied are you with the directions showing where the Aardklop grounds are, when driving to and around in Potchefstroom?

3.2 How satisfied are you with the parking areas allocated around the Aardklop grounds (not the production venues)?

3.3 How satisfied are you with the security of your vehicle in the parking areas (not the production venues)?

3.4 How satisfied are you with the location of Aardklop (being back on Die Bult)?

3.5 How satisfied are you with the entrances at the Aardklop grounds?

Section 4 was developed to determine respondents' perception about Aardklop personnel and the Aardklop grounds. This section consists of six questions which respondents were required to rate their level of satisfaction to how satisfied or dissatisfied they are with the Aardklop personnel and the Aardklop grounds. Questions focused on the cleanliness of the Aardklop grounds, the cleanliness of the public restrooms, the friendliness and the professionalism of the Aardklop personnel and the security on the Aardklop grounds.

4.1 How satisfied are you with the friendliness of Aardklop personnel?

4.2 How satisfied are you with the professionalism of Aardklop personnel?

4.3 How satisfied are you with the information provided by Aardklop personnel when assisting you with a query?

4.4 How satisfied are you with the cleanliness of the Aardklop grounds?

4.5 How satisfied are you with the security on the Aardklop grounds?

4.6 How satisfied are you with the cleanliness of the public restrooms on the Aardklop grounds?

Section 5 consists of five questions which focussed on the stalls on the Aardklop grounds. Respondents' satisfaction about the food and the variety of food at Aardklop, the variety of

exhibitors and the variety of free entertainment and shows on the Aardklop grounds were determined. The one question required respondents to indicate how satisfied or dissatisfied they are with the purchase price of products at Aardklop and more insight might be given into the respondents' WTP for products and services at Aardklop.

5.1 How satisfied are you with the food at Aardklop?

5.2 How satisfied are you with the variety of food at Aardklop?

5.3 How satisfied are you with the variety of exhibitors at Aardklop?

5.4 How satisfied are you with the purchase price of products at the stalls?

5.5 How satisfied are you with the variety of free entertainment and shows on the Aardklop grounds?

Section 6 determined respondents' satisfaction about the productions showcased at Aardklop. This section was divided into two sections: respondents who did attend productions at Aardklop and respondents who did not attend productions at Aardklop. This will enable the researcher to establish if more respondents in the research population attended productions at Aardklop or not and this can give insight as to where Aardklop's actual value proposition lies. Respondents who did attend productions at Aardklop were required to rate their level of satisfaction with regards to the variety and ticket pricing of productions at Aardklop, the venues where productions were held and the friendliness and professionalism of the Aardklop personnel working at the venues. Aardklop also provided free shuttle services taking the respondents to and from productions to the Aardklop grounds. Respondents' level of satisfaction with regards to this service was also asked.

6.1 I did not attend any productions at Aardklop.

6.2 I did attend productions at Aardklop.

6.2.1 How satisfied are you with the variety of productions at Aardklop?

6.2.2 How satisfied are you with the venues where the productions are held?

6.2.3 How satisfied are you with the Aardklop personnel working at the production venues?

6.2.4 How satisfied are you with the ticket pricing of productions?

6.2.5 How satisfied are you with the shuttle services of Aardklop, taking you to and from productions?

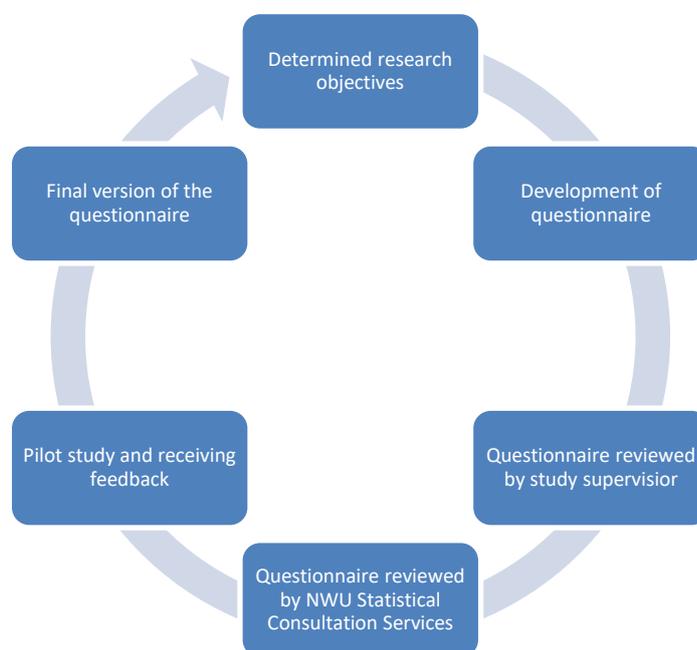
Section 7 tested the respondent's consistency of answering the questionnaire, since the same question asked in section 2, was asked in this section. This will enable the researcher to determine if respondents answered the questionnaire honestly.

7. Overall, how satisfied are you with Aardklop?

The above layout of the questionnaire will determine what respondents' perception about the quality of the products and services at Aardklop are and will assist the researcher in answering the primary and secondary objectives of this research study.

3.2.1.5 Illustration explaining the questionnaire design process

Figure 6: Questionnaire design process



3.2.1.6 Research population

This research study was conducted at the annual Aardklop National Arts Festival, hosted in Potchefstroom in the North-West province. This year Aardklop were held from 2-8 October on Die Bult – a public park in Potchefstroom close to the NWU Potchefstroom Campus premises. The sampling of the research population is an example of convenience sampling. The researcher lives in Potchefstroom and attends Aardklop each year. The researcher attended Aardklop each day and asked festival goers to partake in the research study.

3.2.1.7 Data collection

The researcher attended Aardklop every day and handed out hard copy questionnaires for festival goers willing to participate in this research study – this is how the research population

were created. The researcher included festival goers walking through the Aardklop grounds, exhibitors at Aardklop and festival goers attending productions at Aardklop. An introduction of what the research study entails and a consent form, giving the researcher permission to use this information, were included on each questionnaire. The researcher also had the chance to communicate with the respondents and get their opinions and perspectives about Aardklop, and if respondents had any queries, the researcher were there and able to answer questions. A total of 321 questionnaires were completed during the week of Aardklop. No respondent was influenced by the researcher to answer in a certain way. Therefore, the assumption can be made that the respondents truthfully answered the questionnaires on their own.

3.2.1.8 Statistical analyses of the questionnaire

The researcher made use of the NWU Statistical Consultation Services to process the questionnaires and analyse the statistics. The following statistical analyses were conducted on the data obtained from the respondents:

- Frequency tables
- Descriptive statistics determining the mean
- Spearman's correlation coefficient
- KMO measurement and Bartlett's test
- Factor matrix and Pattern matrix
- Cronbach's alpha
- ANOVA tests
- T-tests

3.3 RESPONSE TO THE SURVEY

The research population consisted of festival goers who attended Aardklop in Potchefstroom. Their perception about the quality of products and services at Aardklop were obtained by the completion of the quantitative questionnaire by festival goers willing to participate in this research study. Firstly, the demographic data of the respondents will be discussed, after which, the findings, based on the feedback of the 321 respondents, will be discussed by means of the seven above-mentioned statistical analyses conducted.

3.3.1 Demographic data of the respondents

The main objective of section A of the questionnaire (Annexure B: Aardklop questionnaire) is to determine the demographic information of the respondents. These questions determined respondents' age, gender, population group, home language, academic qualification and employment status to just name a few as example.

3.3.1.1 Age of the respondents

Before proceeding to analyse the age of the respondents, one would inherently expect a large presence of respondents between the ages of 18-24 years. Interestingly enough, the most representative age group was between 25-34 years of age with a total number of 93 respondents. The second largest group, was respondents 55 years and older. Respondents between the ages of 18-24 years are the third most representative age group, representing 60 respondents.

The first question to pose though is why the age group between 25-34 years old are the most represented. This first possible reason for this could be that these are young people who are now employed versus a couple of years ago when they were still students or in school. The second point is, these are respondents who might not have the big financial responsibilities which other individuals might have with children or extended families. The third reason might be because this age group is still in a phase of their lives where attending arts festivals is something they enjoy doing.

The reason why the second group, the 55 years and older respondents, are the second best represented could be potentially be because these respondents have developed an appreciation for the arts and that they are now in a financial position where they could spend their money on social activities like attending an arts festival.

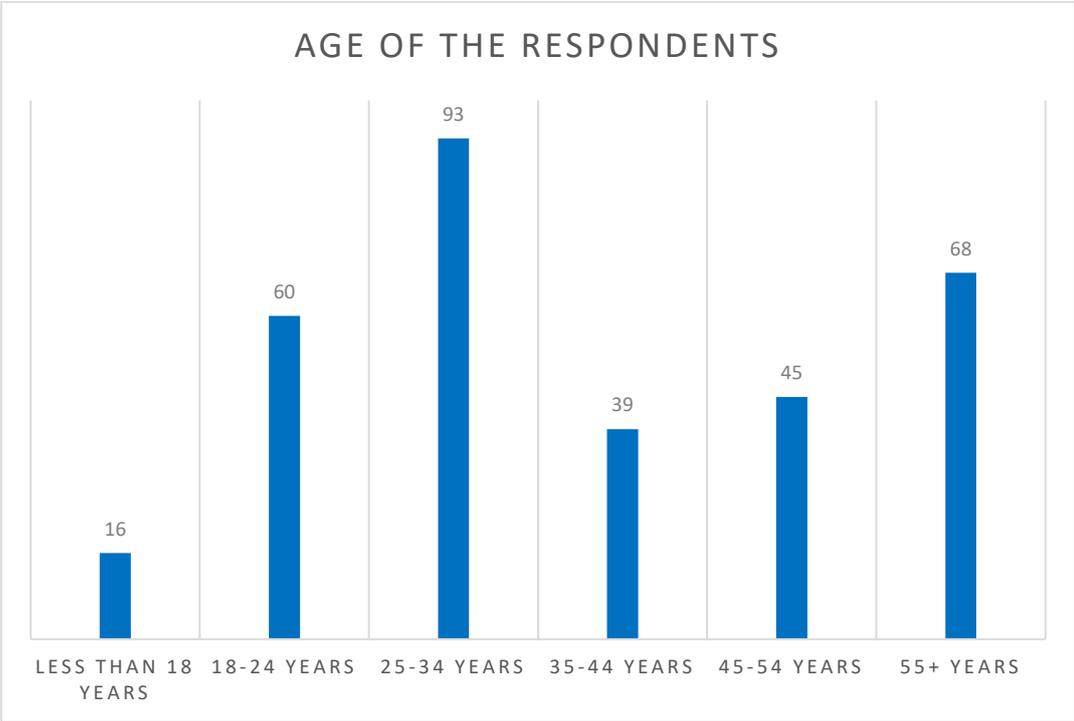
A possible reason why the 18-24 year-old group is not as well represented, as the other two groups mentioned, might be because Potchefstroom as a student town, has university holidays at that period and the students might have returned to their homes.

From the perspective regarding the quality of products and services at Aardklop, the age group which might have the biggest opinion on the quality of products and services, could potentially be from the age groups of 34-44 years, 45-54 years and 55 years and older. This could also potentially be seen when analysing the frequencies of the different age groups. The age group 35-44 years which is the second lowest frequency of the age groups, might possible be in a phase of their lives where they have big financial commitments like paying a home loan, vehicles as well as raising a family. Therefore, this age group might have the most constrained income of all of the age groups. As a result, their perception on the quality of products and services at Aardklop might be acutely sensitive, making this an interesting research topic for future studies.

The age group 55 years and older, might be in the financial position to attend arts festivals like Aardklop, more easily than the 35-44 year age group. Their perception about the quality of products and services at Aardklop might be skewed in the sense that they would be more

accommodating with shortcomings from Aardklop's side as opposed to the 35-44- year age group respondents.

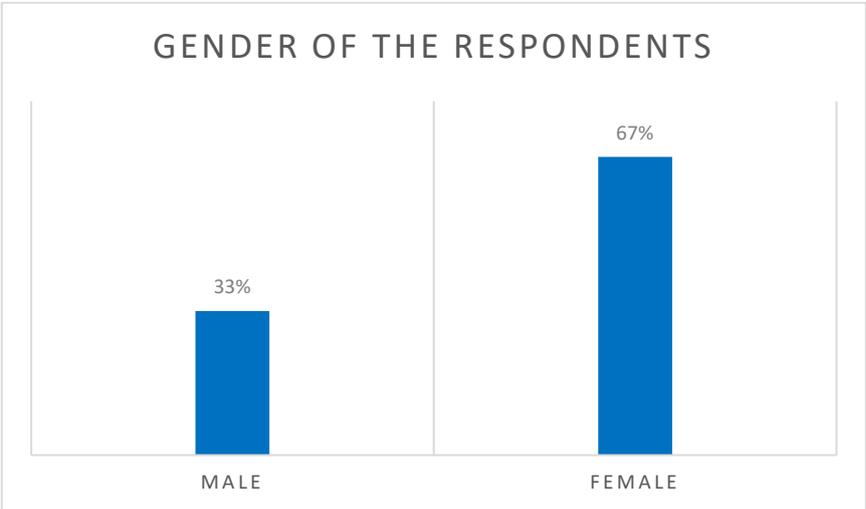
Figure 7: Age of the respondents



3.3.1.2 Gender of the respondents

Analysing the gender of the respondents indicated that two thirds of the respondents are female. Only one third of the respondents were male. This has a substantial impact on the opinion of the respondents' perception of the quality of products and services of Aardklop. This can be ascribed to the fact that women in general are more sensitive when rating the quality of products and services.

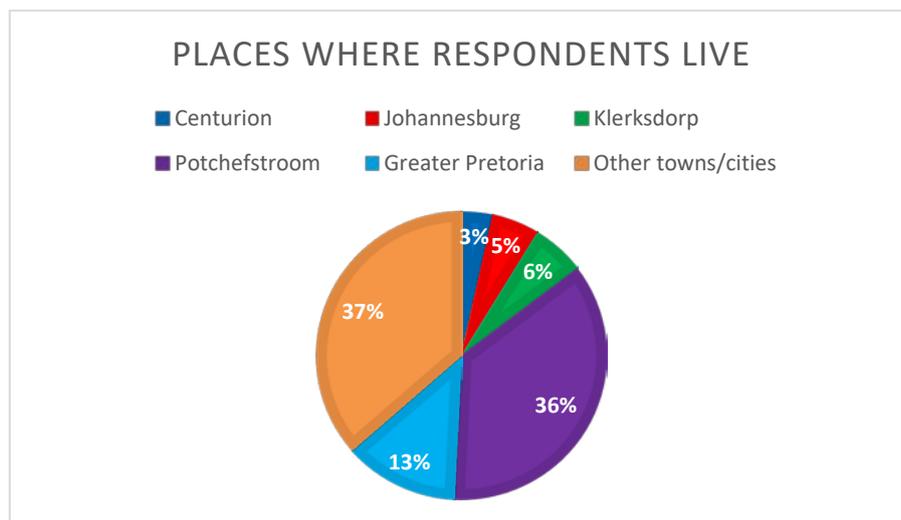
Figure 8: Gender of the respondents



3.3.1.3 Places where respondents live

Nearly two-thirds of the respondents are from towns and cities close to Potchefstroom. The majority of respondents are from Potchefstroom and this can be ascribed to the Potchefstroom community wanting to make a success of Aardklop due to the fact that Aardklop were cancelled in March 2016. The community of Potchefstroom might understand the positive financial impact Aardklop has on the economy of the town. The second largest frequency is the Greater Pretoria area, and this might explain why the previous Aardklop directorate looked into the possibility of moving Aardklop to Pretoria. Since Aardklop are mostly visited by respondents in and close to Potchefstroom, the assumption can be made, that the respondents attend Aardklop because of its favourable proximity. This will also be confirmed with Figure 9 below, indicating from which provinces the respondents are. Day trips of trips over the weekend are much more doable and cost effective for these respondents than wanting to attend an arts festival in another province.

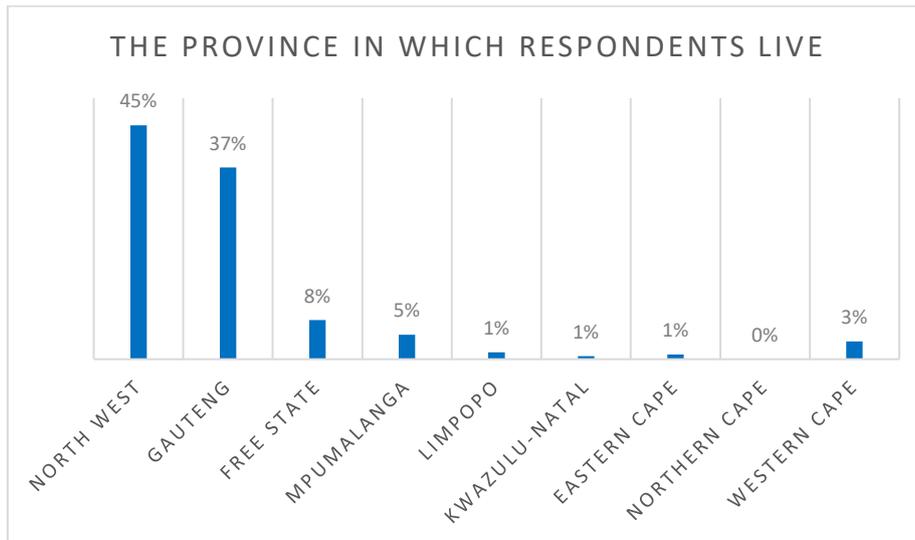
Figure 9: Places where respondents live



3.3.1.4 The provinces in which respondents live

As stated above, most respondents are from the North West and Gauteng provinces. One should take into consideration that Aardklop is the only arts festival held in the North West province. The Free State province, representing 8% of the research population has the Vrystaat Kunstefees and Mpumalanga, representing 5% of the research population, has the Innibos arts festival. Individuals living in the Free State and Mpumalanga may attend the festivals in their own provinces because the expenses and proximity are more favourable, than attending Aardklop in another province. Attending arts festivals in the Free State and Mpumalanga, might be too far for Gauteng residents to attend or make a day trip of and therefore decide to attend Aardklop.

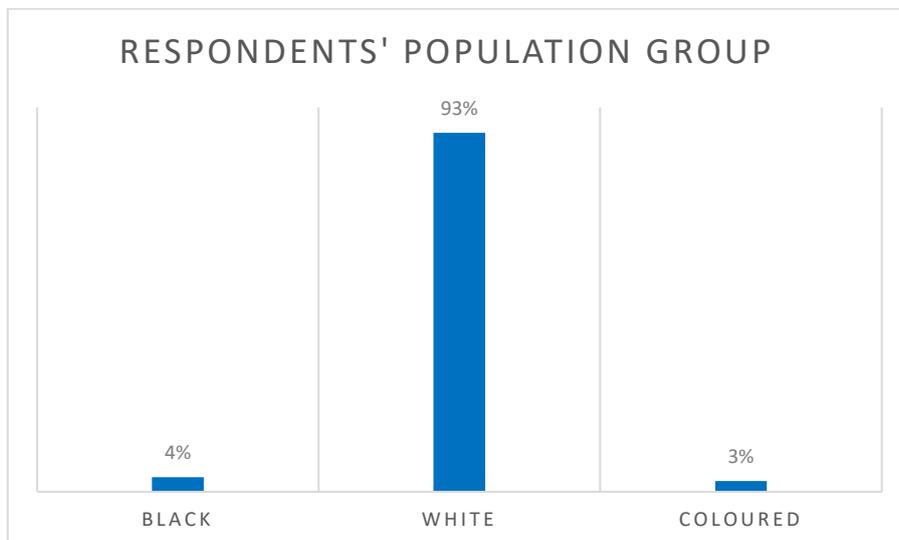
Figure 10: The province in which respondents live



3.3.1.5 Respondents' population group

Considering the fact that Aardklop is primarily an Afrikaans arts festival, 93% of the respondents are from the white population group.

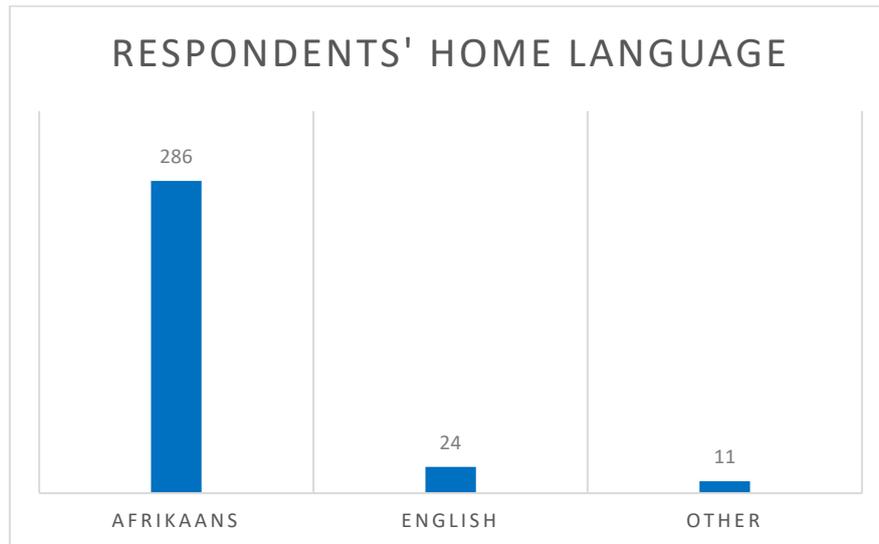
Figure 11: Respondents' population group



3.3.1.6 Respondents' home language

Since the largest population group of respondents attending Aardklop are white, it is not surprising that 286 of the respondents' home language is Afrikaans. The fact the Aardklop is primarily also an Afrikaans arts festival, even though productions of other languages are also presented at Aardklop, also contribute towards the high frequency group of Afrikaans speaking respondents.

Figure 12: Respondents' home language

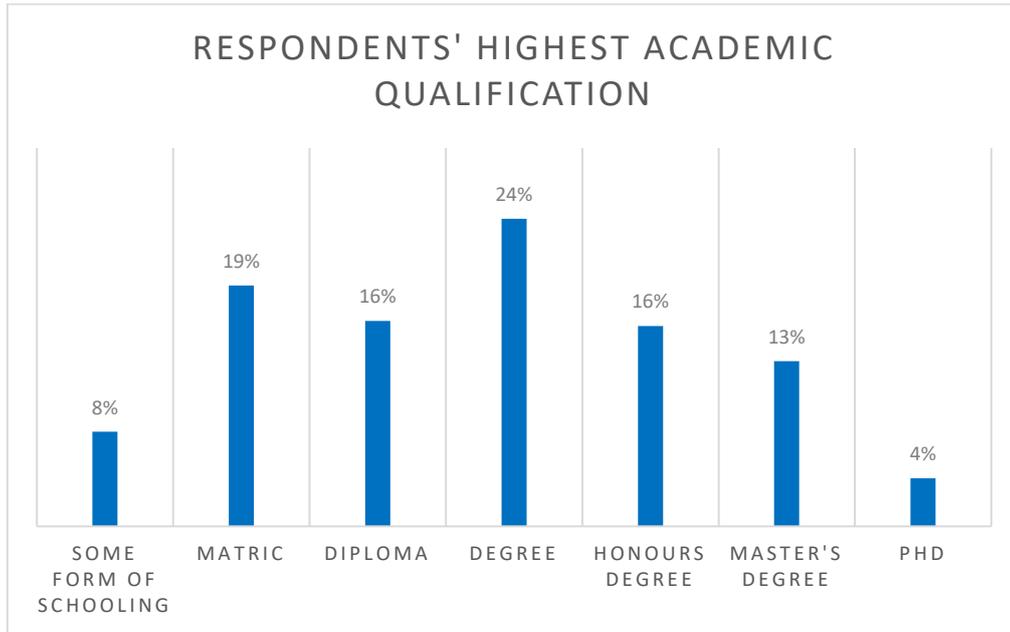


3.3.1.7 Respondents' highest level of academic qualification

Studying the respondents' highest level of academic qualification, 24% nearly a quarter of the respondents, had a degree. Additionally, more than 30% of the respondents had postgraduate qualifications. Only 19% of the respondents had a matric qualification. This is an important percentage to consider, especially in relation with the next figure in which the respondents' employment status are discussed and 19% of the respondents indicated that they are students.

This means that all respondents, who are not students, at least have a diploma or a higher academic qualification apart from the fact that 8% of the respondents indicated that they have some form of schooling. This very high percentage of respondents with tertiary qualifications could point to the fact that many of the respondents return to Potchefstroom to attend Aardklop because they are alumni of the NWU or other tertiary institutions. With regards to respondents' perception about the quality of products and services, the assumption can be made that these respondents, based on their age group, demographics and qualifications, are used to quality since they live in cities and are highly qualified. Therefore, the assumption can be made that these respondents are not your average individuals, but rather individuals who strive towards quality and excellence. The value proposition of Aardklop should take this into account and ensure good quality products and services to ensure the sustainability of Aardklop.

Figure 13: Respondents' highest academic qualification

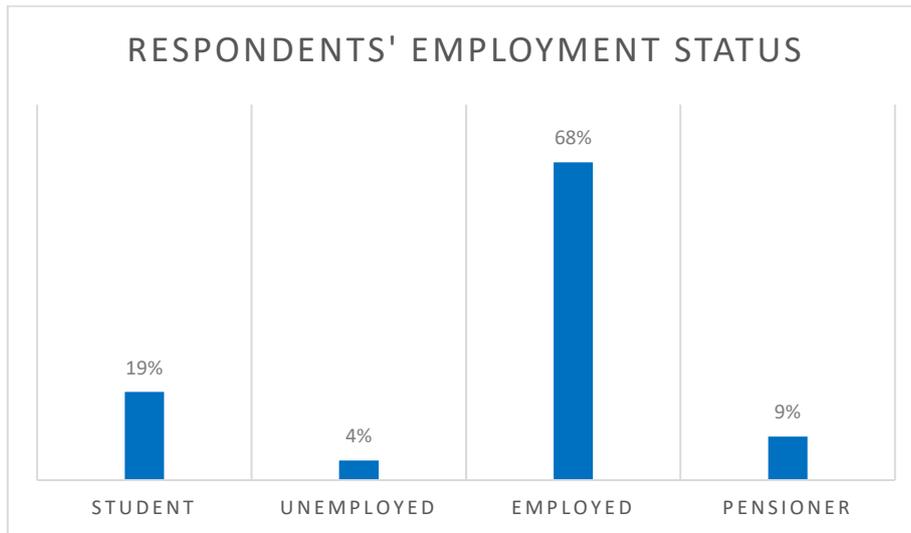


3.3.1.8 Respondents' employment status

Close to a quarter of the respondents do not have an income, this is 19% students and 4% unemployed respondents. The 19% students will still be reliable on pocket money, bursaries or funds from their parent(s). This portrays a large group of the respondents who do not necessarily have a substantial amount of money to pay for products and services at Aardklop. With regards to pensioners, 9% of the respondents, these respondents can be attributed with individuals who have successfully retired with money available for them to spend at Aardklop or individuals who have limited money available to spend at Aardklop.

The data indicates that 68% of the respondents are employed, but this does not necessarily mean these respondents have a substantial amount of money to spend at Aardklop. This data simply point out that these respondents are employed. There should also be a correlation stating that a higher number of employed respondents will be able to spend a specific amount of money compared to the other frequency groups.

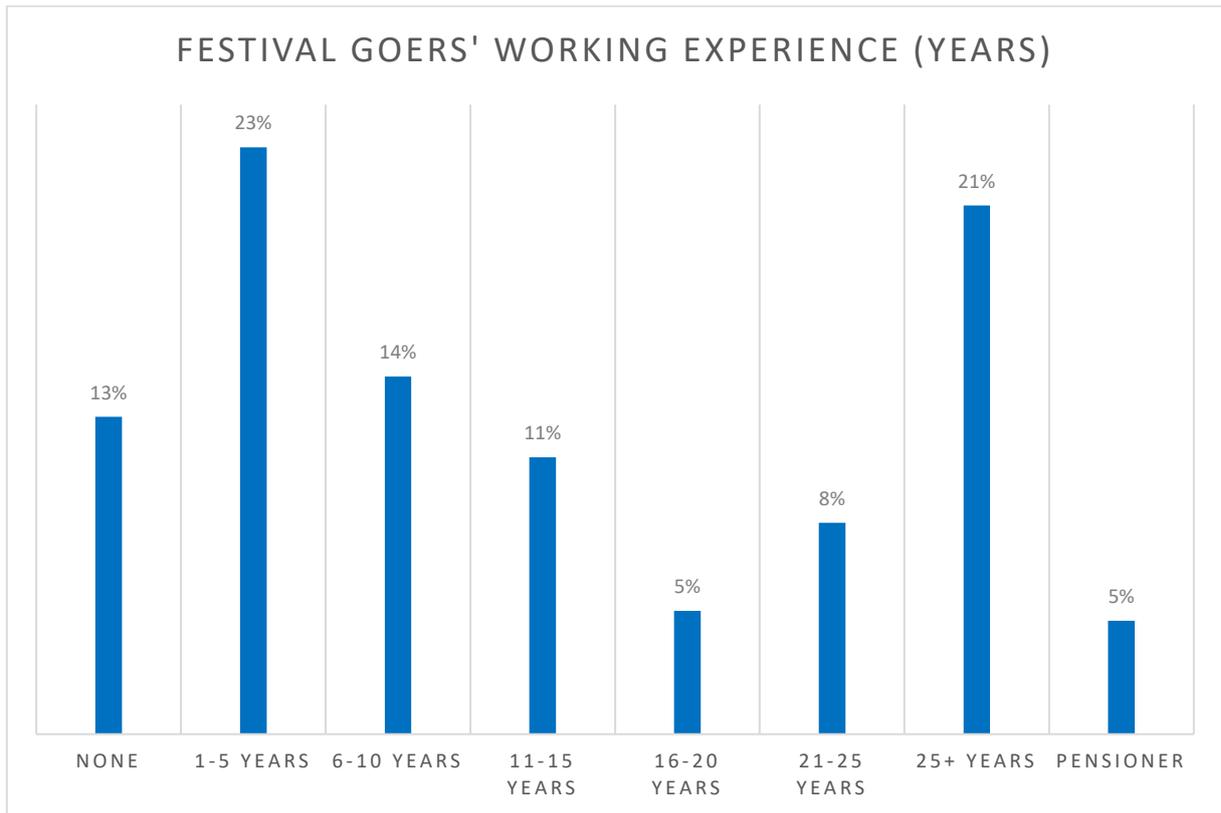
Figure 14: Respondents' employment status



3.3.1.9 Respondents' working experience in years

The years of working experience the respondents have, are in correlation to the age groups who completed the questionnaire. A total of 93 respondents are between the age of 25-34 years and one third of the respondents indicated that they have between 1-5 years working experience (23%) and the other part (14%) has between 6-10 working experience. Therefore, the assumption can be made that more respondents, closer to the age of 25 years completed the questionnaire than respondents closer to the age of 34 years, since the working experience are still low. Another reason why the working experience can be low, is due to the fact that 33% of the respondents indicated that they have postgraduate qualifications, and the respondents might have entered the labour market at a later stage.

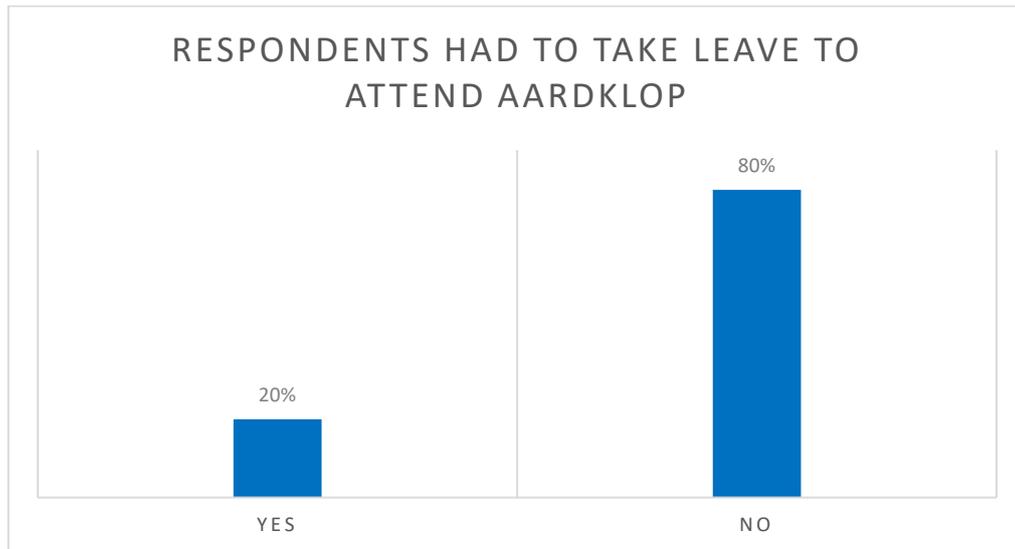
Figure 15: Respondents' working experience in years



3.3.1.10 Respondents taking leave to attend Aardklop

A substantial number of respondents, 80%, indicated that they did not have to put in leave to attend Aardklop. The 20% of respondents, who had to put in leave to attend Aardklop, could refer to respondents who decided to attend Aardklop during the week. Since 68% of the respondents are employed, and 80% of the respondents indicated that they did not have to take leave to attend Aardklop, these respondents either attended Aardklop in the evenings or over the weekend.

Figure 16: Respondents taking leave to attend Aardklop



3.3.1.11 How long and on which days did respondents attend Aardklop

More than half of the respondents only attend Aardklop for one or two days. The main objective of the Aardklop directorate should be to grow this 1/2 day respondents into respondents who want to stay longer or for the entire week at Aardklop. Various factors can play a role in respondents only attending one or two days. Firstly, the financial implications of attending Aardklop which include entrance fees, beverages, food, fuel and accommodation. The longer the trip, the more expensive attending Aardklop gets. The second aspect can be the fact that respondents are more likely to attend Aardklop the Friday and or the Saturday. Thirdly, the fact that two thirds of the respondents are female, can indicate that they only attend Aardklop for one or two days because their husbands do not attend Aardklop with them. These respondents may feel if they walked through the stalls at Aardklop, who most of the time has the same products every year or like the other arts festivals, and attended one or two productions, Aardklop does not have more to offer for them to want to stay longer. This can also influence respondents' perception about the quality of products and services at Aardklop and can indicate that the value proposition of Aardklop should be revisited.

With regards to on which days the respondents attend Aardklop, Monday (5%) and Sunday (3%), indicates low frequencies. On these two days limited activities take place at Aardklop and one might wonder about the feasibility of having activities on these days. The Aardklop directorate can rather keep to the festival taking place from Tuesday to Saturday, since the attendance on these days are rather evenly spread. Limiting the number of days that Aardklop take place, can also create the sense of exclusivity which can be one of Aardklop's main marketing aspects when deciding to implement a Best-Cost provider strategy and adapting the value proposition of Aardklop.

Figure 17: How long respondents attend Aardklop

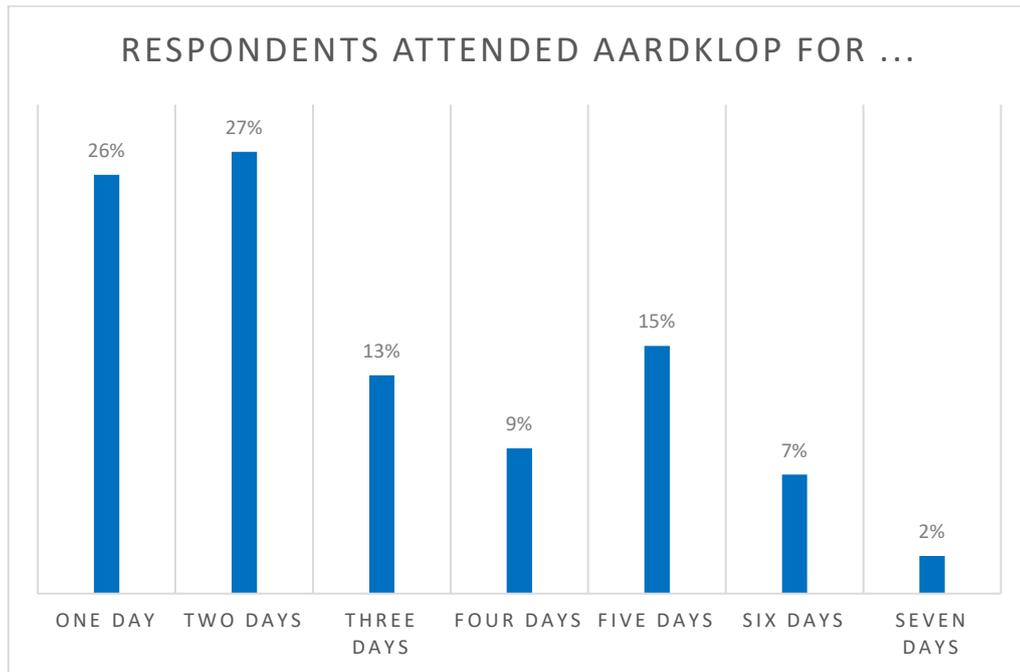
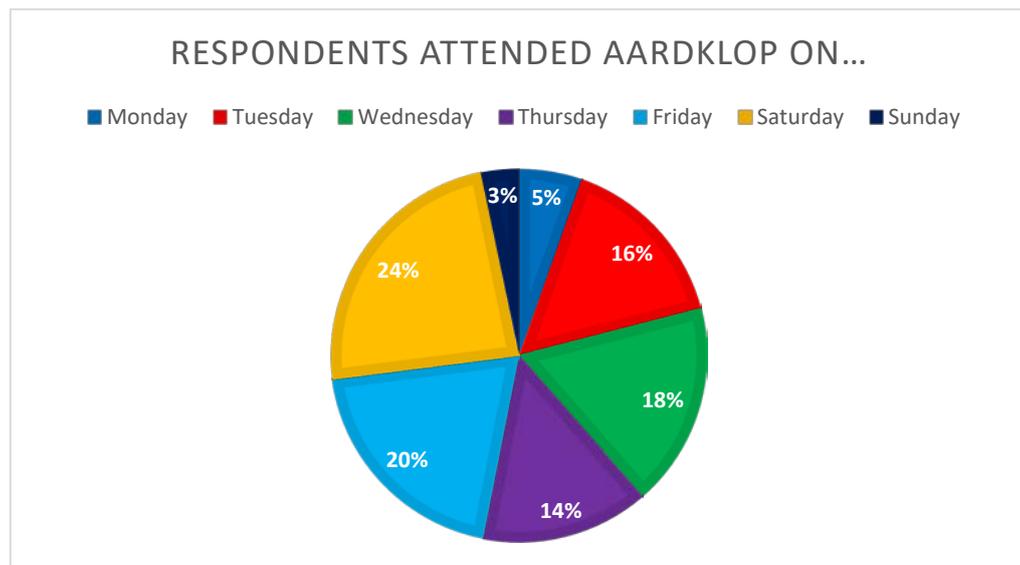


Figure 18: Which days did respondents attend Aardklop

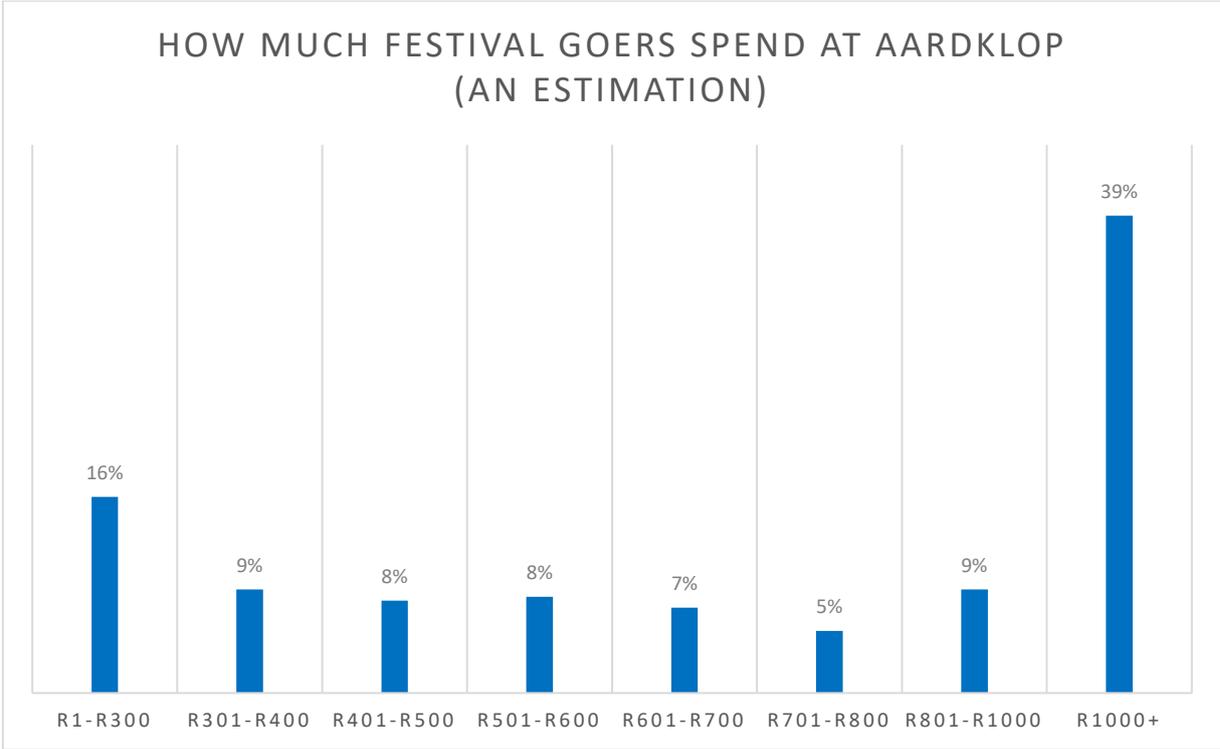


3.3.1.12 How much money the respondents spent at Aardklop

Out of the 321 respondents, 39% indicated that they spend more than R1000 at Aardklop. It is important to state again that the researcher gathered respondents on the Aardklop grounds at the stalls and at the production venues. Respondents could have felt that they include the production purchase prices, since they spend money on seeing the shows. Interestingly, the second highest frequency group was respondents who spend R300 or less. This spending bracket is just covering the entrance fees and the purchasing of food and beverages on the

Aardklop grounds. Respondents might be willing to spend more than R300, but the products and services on the Aardklop grounds are the same as the previous year and this did not create a WTP feeling among the respondents. If Aardklop’s value proposition was adapted and more diversification of products and services were available, this 16% might have been less, since respondents felt a WTP for exclusive products and services. This is an aspect which can be researched further and be taken into consideration by the Aardklop directorate.

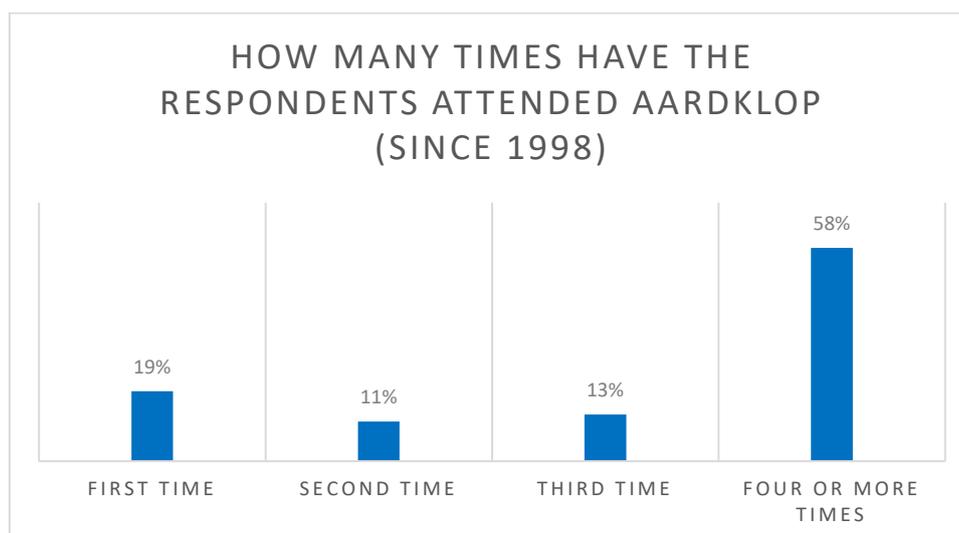
Figure 19: How much money the respondents spend at Aardklop



3.3.1.13 How many times have the respondents attended Aardklop

Nearly 60% of the 321 respondents attended Aardklop four or more times. Aardklop has a large number of repeating respondents, but almost a quarter of the respondents are first time respondents. It is important to determine why respondents attend Aardklop so regularly, is it due to preferable proximity, the quality of products and services or the festival experience respondents have when attending Aardklop. This can assist in determining the value proposition of Aardklop. However, if respondents attend Aardklop out of sentiment or because they are NWU alumni, this can be seen as wrong reasons to attend Aardklop, from a business point of view. In order to change first time respondents into repeating respondents, the quality of products and services at Aardklop must exceed their expectations, making respondents wanting to attend Aardklop again. This can also be accomplished by ensuring that the value proposition of Aardklop is spot-on with satisfying the wants and needs of the market segment.

Figure 20: How many times have the respondents attended Aardklop



Based on the above data obtained from the respondents, the market segment of Aardklop can be summarised as:

Table 1: Determining the market segment of Aardklop

Question	Answer
Age	25-34 years old
Gender	Female
From towns/cities	Potchefstroom, Greater Pretoria, Klerksdorp, Johannesburg, Centurion
From province	North-West, Gauteng
Population group	White
Home language	Afrikaans
Academic qualification	Degree
Employment status	Employed
Working experience (years)	1 - 5 years
Took leave to attend Aardklop	No
How many days attended Aardklop	Two days
On which days attended Aardklop	Friday, Saturday
Spending (an estimation)	R1000+
How many times attended Aardklop	Four or more times

3.3.2 Descriptive statistics

By determining the mean and standard deviation, one can determine how many respondents agree to a statement made in the questionnaire. Where the respondent stated that they are satisfied or very satisfied with the statement provided, the statement can be perceived as being true. In this section the arithmetic mean will be used which measures the most common tendency as to how the respondent related to the statement made. According to Field (2009:38)

the smaller the standard deviation is, compared to the mean, the smaller fluctuation. This means that the mean is an accurate representation of how respondents rated their level of satisfaction with regards to the quality of products and services at Aardklop. Each statement was measured by making use of a four-point Likert scale.

3.3.2.1 Logistics

Section 3 of the questionnaire (Annexure B: Aardklop questionnaire) gathered data from the respondents which measured the respondents' level of satisfaction with regards to the logistics at Aardklop.

Table 2: Respondent's level of satisfaction with regards to the logistics at Aardklop

Logistics	N	Mean	Std. Deviation
Directions showing where the Aardklop grounds are?	317	2.97	0.739
Parking areas allocated around the Aardklop grounds?	319	2.92	0.671
Security of your vehicle in the parking areas?	319	3.09	0.571
Location of Aardklop (being back on Die Bult)?	319	3.63	0.514
Entrances at the Aardklop grounds?	318	3.31	0.578

Overall, the respondents are satisfied with the logistics at Aardklop. The only aspect respondents are very satisfied with is the fact that the location of Aardklop is on the Bult. The respondents are also satisfied with the parking areas around the Aardklop grounds and the entrances at the Aardklop grounds.

3.3.2.2 Aardklop personnel and the Aardklop grounds

Section 4 of the questionnaire collected data from the respondents which measured the respondents' level of satisfaction with two aspects: the Aardklop personnel and the Aardklop grounds.

Table 3: Respondent's level of satisfaction with regards to the Aardklop personnel and Aardklop grounds

Aardklop personnel and the Aardklop grounds	N	Mean	Std. Deviation
Friendliness of Aardklop personnel?	318	3.42	0.543
Professionalism of Aardklop personnel?	319	3.38	0.553
Information provided by Aardklop personnel?	320	3.19	0.613
Cleanliness of Aardklop grounds?	318	3.20	0.611
Security on the Aardklop grounds?	314	3.22	0.552
Cleanliness of the public restrooms?	304	2.94	0.652

Overall, the respondents are satisfied with the Aardklop personnel and the Aardklop grounds. The first three statements focussed on the Aardklop personnel and respondents felt satisfied

with the services they received from the Aardklop personnel. The next three statements focussed on the Aardklop grounds. Even though respondents indicated that they are satisfied with the cleanliness of the public restrooms, here is room for improvement.

3.3.2.3 Stalls on the Aardklop grounds

Section 5 of the questionnaire gathered data from respondents' satisfaction with regards to the stalls on the Aardklop grounds. This section included the food, products, entertainment and shows on the Aardklop grounds.

Table 4: Respondent's level of satisfaction with regards to the stalls on the Aardklop grounds

Stalls on the Aardklop grounds	N	Mean	Std. Deviation
Food at Aardklop?	312	3.33	0.576
Variety of food at Aardklop?	315	3.33	0.643
Variety of exhibitors at Aardklop?	313	3.13	0.653
Purchase price of products at the stalls?	307	2.85	0.584
Variety of free entertainment and shows on the Aardklop grounds?	310	3.17	0.611

Overall, the respondents indicated that they are satisfied with stalls on the Aardklop grounds. Interestingly enough, the mean for two statements were both 3.33. The first statement, "How satisfied are you with the food at Aardklop?" focussed on the quality of the food at Aardklop. The second statement, "How satisfied are you with the variety of food at Aardklop?" focussed on the variation in the form of product offering, in this case food. This can indicate three possibilities as to how respondents answered. The first possibility can be that respondents are satisfied with the quality of food and therefore indicated that they are also satisfied with the variety of food sold at Aardklop. The other possibility can be that the Aardklop directorate really had a wide variety of food at Aardklop and the respondents were satisfied with this variety. The third possibility can be that respondents interpreted these two statements as the same concept and therefore answered these two statements in the same way.

Even though respondents indicated that they are satisfied with the purchase price of products at the stalls, Aardklop can look into the possibility of lowering the stall hire fees and request stall owners to lower their purchase prices. The other possibility can be for Aardklop to diversify the product offering by having stall owners who sell exclusive products at Aardklop. This will enable Aardklop directorate to implement the Best-Cost provider strategy and ensure that the correct value proposition is used for Aardklop's market segment. Anyone of the two suggestions provided above can increase respondents' satisfaction levels with regards to the purchase prices of products on the Aardklop grounds.

3.3.2.4 Productions at Aardklop

Section 6 obtained data from respondents with regards to their level of satisfaction with the productions at Aardklop. This section only focussed on respondents who attended productions at Aardklop.

Table 5: Respondents' level of satisfaction with regards to the productions at Aardklop

Productions at Aardklop	N	Mean	Std. Deviation
Variety of productions at Aardklop?	249	3.49	0.540
Venues where productions are held?	248	3.42	0.549
Aardklop personnel working at the production venues?	249	3.44	0.544
Ticket pricing of productions?	246	3.24	0.545

Overall, the respondents who attended productions at Aardklop, are satisfied with the productions. Fewer respondents, the total number of 321 respondents, completed this section of the questionnaire, since not all respondents who took part in this research study, attended productions.

Based on the above means, the respondents' level of satisfaction with Aardklop can be summarised as:

Table 6: Determining the respondents' level of satisfaction

Section	Level of satisfaction
Logistics	Satisfied, very satisfied with location
Aardklop personnel and the Aardklop grounds	Satisfied, can improve on cleanliness of public restrooms
Stalls on the Aardklop grounds	Satisfied, can improve on purchase price of products
Productions at Aardklop	Satisfied

3.3.3 Frequency tables

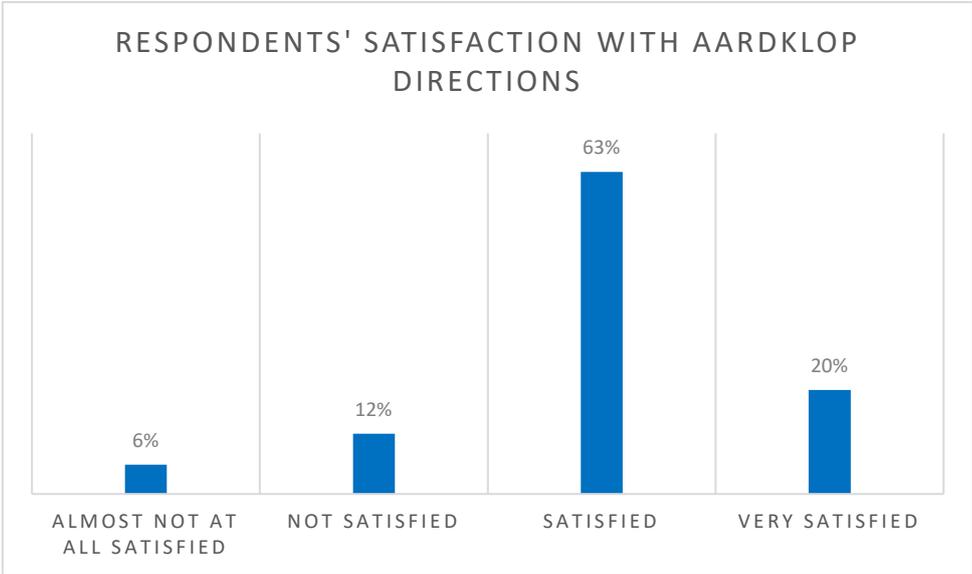
The descriptive statistics indicated that respondents are satisfied with the quality of products and services at Aardklop. However, by making use of frequency tables, more in-depth data can be obtained as to which aspects respondents were not satisfied with. The frequency tables in this section will only focus on statements where respondents indicated that they are not satisfied with the logistics, Aardklop personnel, Aardklop grounds and stalls on the Aardklop grounds.

3.3.3.1 Logistics

18% percent of the respondents indicated that they were not satisfied with the directions of Aardklop driving to and around in Potchefstroom. This can negatively impact respondents'

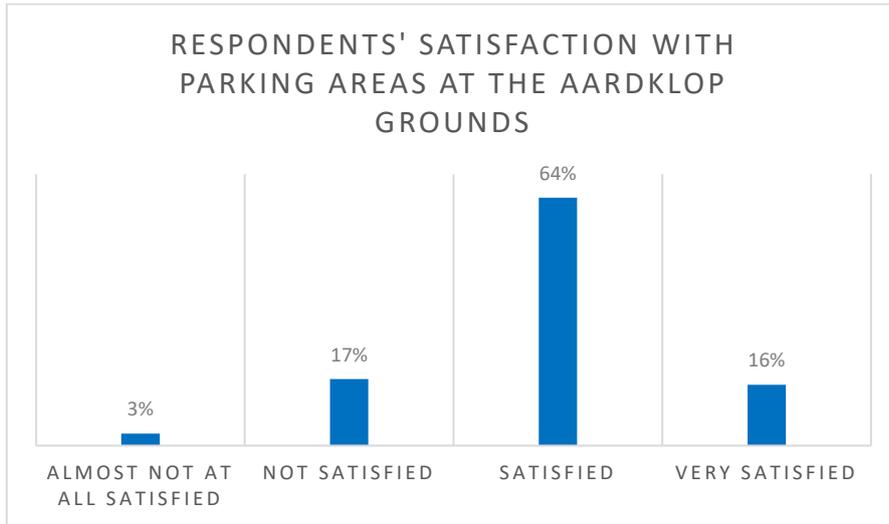
Aardklop experience if they find it difficult to attend activities they wanted to attend. It can also lead to respondents being late for productions at venues, if the respondents do not know where all the venues in Potchefstroom are. This can lead to unsatisfied respondents – especially if they purchased tickets for productions, only to arrive late and not be allowed to enter the show. This logistic problem can easily be overcome by providing maps of the town to respondents. For the more technology advanced respondents, a QR-code can be shared on Aardklop’s webpage and social media platforms when marketing a production at Aardklop. This QR-code can be scanned by any smartphone device and the location of venue will appear in the respondents Google Maps app or any other navigation app on their phones.

Table 7: Respondents’ satisfaction with Aardklop directions



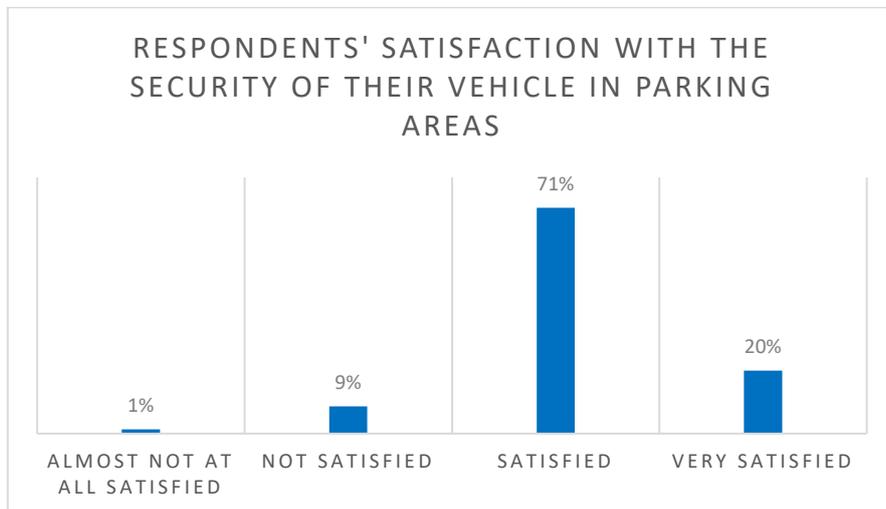
20% of the respondents pointed out that they were not satisfied with the parking areas around the Aardklop grounds. This might be due to high levels of traffic at certain times during the day and since some streets are closed down around the Aardklop grounds and alternative routes should be taken. Another reason for this dissatisfaction can be due to the fact that closest parking areas around the Aardklop grounds are occupied most of the time. Respondents will then have to park far away from the Aardklop grounds and walk towards Die Bult. Aardklop can minimise the dissatisfaction respondents experience when they have to park far away by having golf cars taking them from the parking areas to the Aardklop grounds.

Table 8: Respondents' satisfaction with parking areas at the Aardklop grounds



Only 10% of the respondents indicated that they were not satisfied with the security of their vehicles in the parking areas. It is important to note that the assumption can be made that South Africans may subconsciously be nervous about leaving their vehicle at a place which can be seen as not safe. Aardklop can give the official car guards during the week of Aardklop, bibs with the Aardklop logo on. This will send out the message that respondents can be at ease, since these car guards are associated with Aardklop and will take good care of the vehicles.

Table 9: Respondents' satisfaction with the security of their vehicle in parking areas



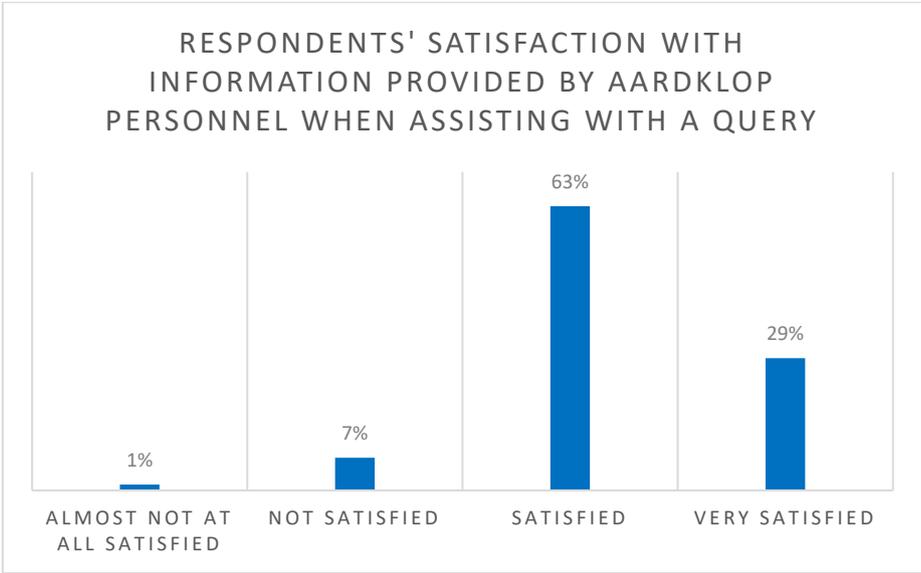
3.3.3.2 Aardklop personnel and the Aardklop grounds

Even though the respondents were satisfied with the friendliness and professionalism of the Aardklop personnel, 8% indicated that they were not satisfied with the information provided by Aardklop personnel when assisting with a query. When the researcher had a query about where a certain production venue is, the personnel working at the Information stall could not explain where the venue is. The personnel also admitted that they did not receive proper training to

assist with all the queries festival goers might have. The fact that Aardklop personnel working at the Information stall of Aardklop cannot assist with a query, can lead to respondents feeling dissatisfied and this can influence respondents' experience at Aardklop.

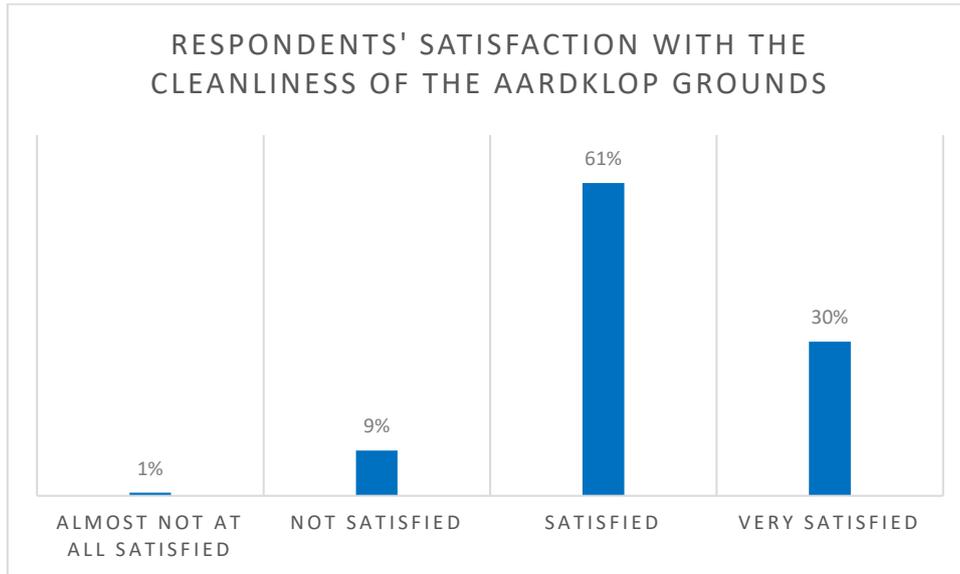
The Aardklop directorate should therefore ensure that all their personnel, but especially the personnel working at the Information stall, have adequate training and knowledge to assist with queries. Another suggestion which can be implemented is to appoint an individual whose main responsibility is to assist the Aardklop personnel when they need it. Therefore, the Aardklop personnel can phone this individual who knows all the locations and logistics of Aardklop, to assist with a query when needed. This will also provide real-time training, because if the Aardklop personnel now knows the answer to that question, if the same question is asked again, they already know the answer.

Table 10: Respondents' satisfaction with the information provided by Aardklop personnel when assisting with a query



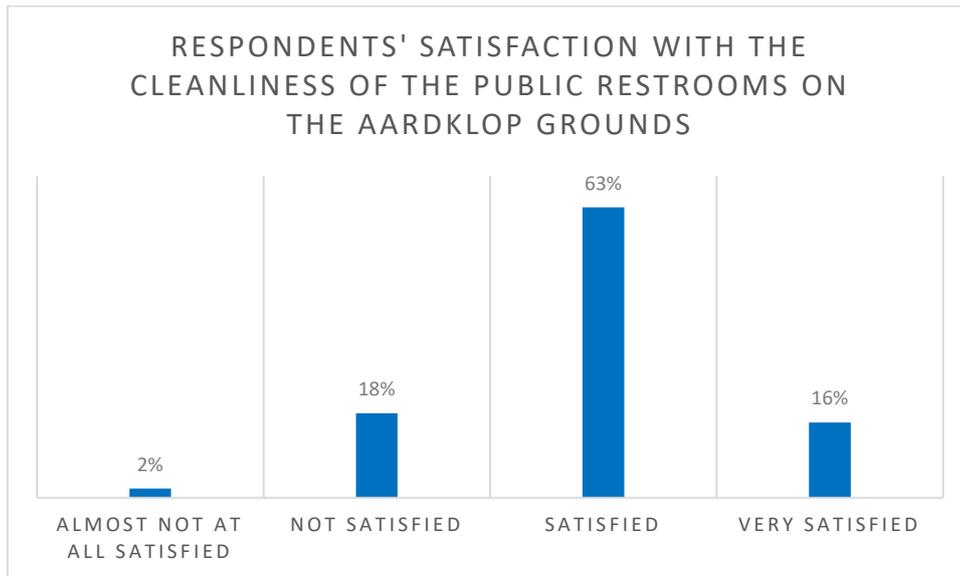
10% of the respondents disclosed that they were not satisfied with the cleanliness of the Aardklop grounds. The Aardklop directorate can continue to have Aardklop personnel constantly cleaning the Aardklop grounds. They can also consider hiring more Aardklop personnel to assist in cleaning the Aardklop grounds. This will also provide job opportunities and can contribute towards to economic upliftment of the community.

Table 11: Respondents' satisfaction with the cleanliness of the Aardklop grounds



20% of the respondents indicated that they were not satisfied with the cleanliness of the public restrooms. Since two thirds of the respondents are female, this dissatisfaction can be expected. Females do have other restroom needs than males. For one, not having to stand in too long ques and wait for the next available toilet cubicle. Proper sanitary bins need to be provided in each toilet cubicle. These bins should be regularly thrown out and air freshener should be provided. Hygienic wipes can be handed out by Aardklop personnel working at the public restrooms for festival goers who want to make use of this. The reason why the hygienic wipes will be handed out by Aardklop personnel is to prevent these wipes to get stolen. The Aardklop directorate can create job opportunities and alleviate problems by permanently having Aardklop personnel working at the public restrooms. By doing this, any unpleasant experience can be intercepted before the next festival goer make use of the toilet cubicle. Most of these suggestions can also be implemented at the male restrooms.

Table 12: Respondents' satisfaction with the cleanliness of the public restrooms on the Aardklop grounds

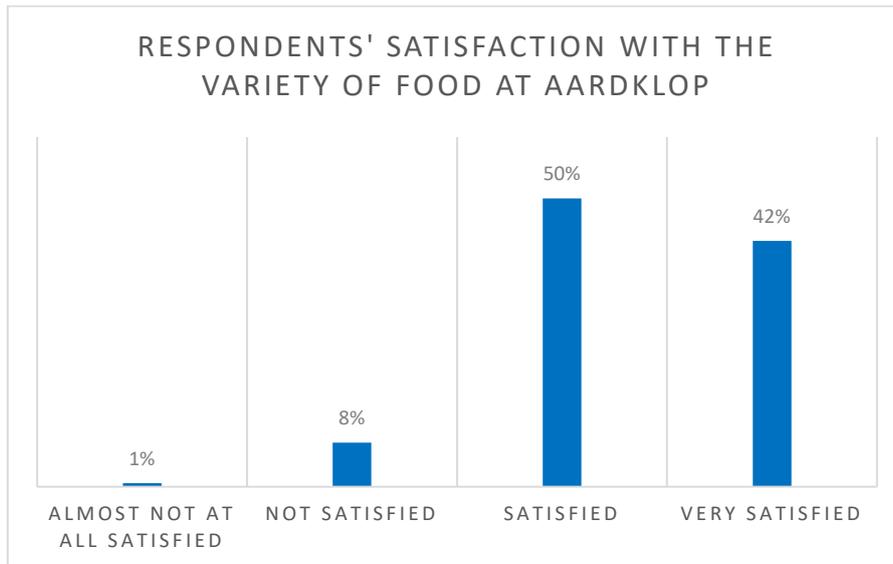


3.3.3.3 Stalls on the Aardklop grounds

Almost 10% of the respondents indicated that they were not satisfied with the variety of the food at Aardklop. One of the assumptions made in the section, [Stalls on the Aardklop grounds](#), were that the mean of 3.33 for two statements, “How satisfied are you with the food at Aardklop?” and “How satisfied are you with the variety of food at Aardklop?” might have been perceived by respondents as the same concepts. However, this frequency table indicates that 9% of the festival goers interpreted the statement correctly, since they indicated that they were not satisfied with the variety of food at Aardklop.

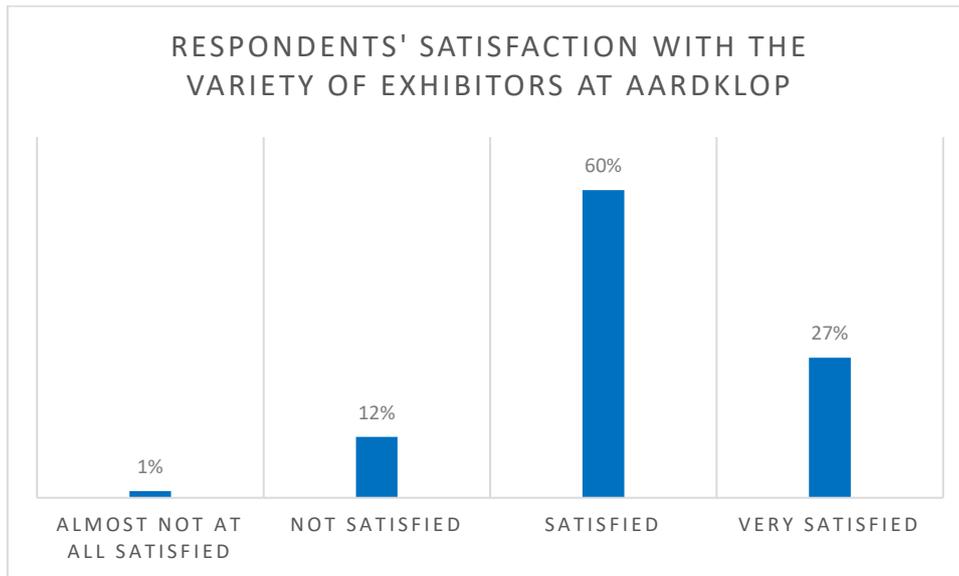
It is rather challenging to make certain foods and cuisine at an arts festival where food should be prepared in a short time and the kitchens are not as fully equipped like the industrial kitchens of restaurants. There are various restaurants on Die Bult where festival goers can buy food. If the Aardklop directorate wants to diversify its product offering in terms of food, as part of adapting Aardklop's value proposition, this can be done by providing more exclusive and culinary foods at Aardklop.

Table 13: Respondents' satisfaction with the variety of food at Aardklop



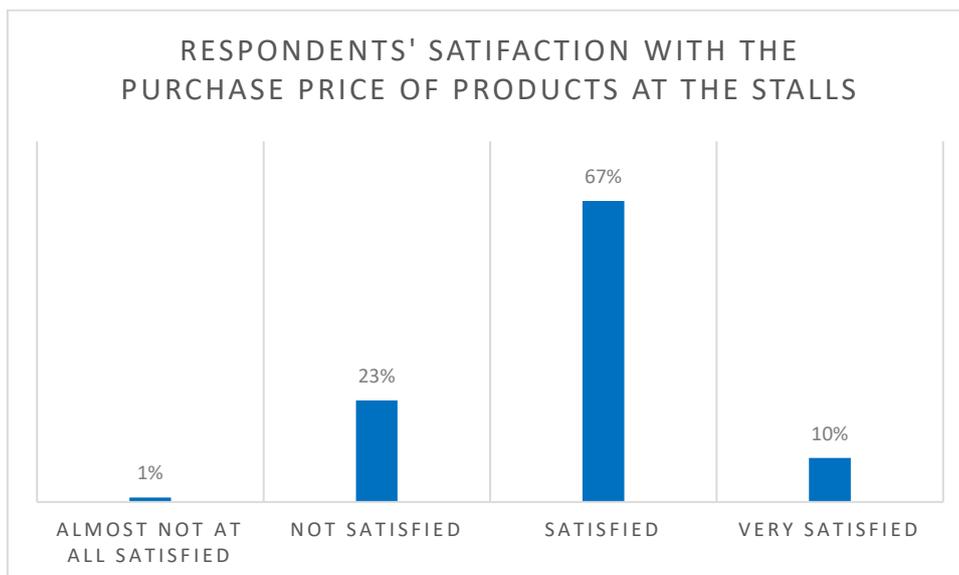
13% of the respondents were not satisfied with the variety of exhibitors at Aardklop. The possible reason for this might be because most of the exhibitors at Aardklop also have stalls at KKNK, Innibos and Vrystaat Kunstefees and sell the same products at these festivals. Respondents might feel that there is no product differentiation when comparing the different arts festivals' stalls with one another. This can also lead to the possibility that respondents will not be willing to pay (WTP) for certain products since its common and well-known products. Once again, this provides the Aardklop directorate with the opportunity to diversify its product offering in terms of what exhibitors sell at Aardklop. This will assist Aardklop with adapting its value proposition. Providing more exclusive, upmarket products, that is not commonly found at all the arts festivals, might increase respondents' WTP for certain products and services. It is important to remember that individuals subconsciously think that if products and services are not well-known and not easily obtainable, this instantly increases the value and worth of the products and services.

Table 14: Respondents' satisfaction with the variety of exhibitors at Aardklop



In the section, [Stalls on the Aardklop grounds](#), the mean for the purchase price of products were 2.85. Even though respondents indicated that they are satisfied with the purchase price of products at the stalls, 24% of the respondents indicated that they are not satisfied with the purchase price. If almost a quarter of the respondents are not satisfied with the purchase price of products, this can indicate that the Aardklop directorate should diversify its product offering. The value proposition should be adjusted to adhere to the market segments' wants and needs in order to create a WTP among the respondents. This will lead to the percentage of respondents not satisfied with the purchase price of products to decrease.

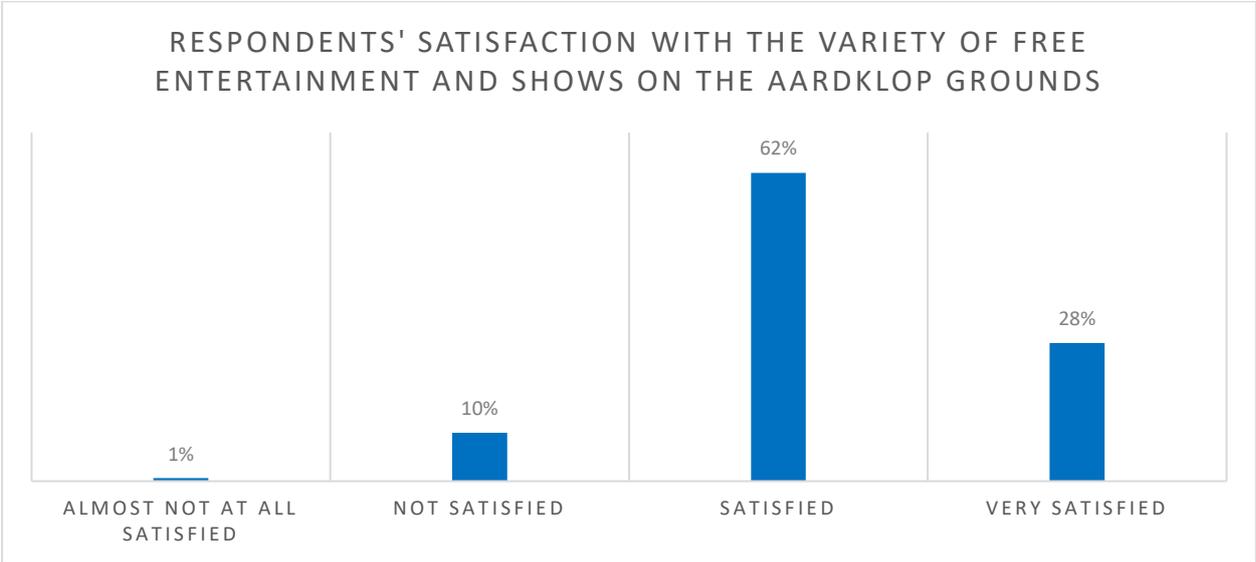
Table 15: Respondents' satisfaction with the purchase price of products at the stalls



11% of the respondents are not satisfied with the variety of free entertainment and shows on the Aardklop grounds. The Aardklop directorate can look into the possibility of having more local

artists, musicians and community theatre projects from Potchefstroom, Ikageng and Mohadin to perform at Aardklop. This will create the feeling among local residents that Aardklop is a festival where they can showcase their talents in front of festival goers.

Table 16: Respondents' satisfaction with the variety of free entertainment and shows on the Aardklop grounds



Based on the data provided in the frequency tables, the following areas were identified where improvements can be made in the future:

Table 17: Determining the areas where improvement can be made

Section	Room for improvement
Logistics	Aardklop directions when driving to and around in Potchefstroom
	Parking areas allocated around the Aardklop grounds
	Security of respondents' vehicles in the parking areas
Aardklop personnel and the Aardklop grounds	Information provided by Aardklop personnel when assisting with a query
	Cleanliness of the Aardklop grounds
	Cleanliness of the public restrooms on the Aardklop grounds
Stalls on the Aardklop grounds	Variety of food at Aardklop
	Variety of exhibitors at Aardklop
	Purchase price of the products at the stalls
	Variety of free entertainment and shows on the Aardklop grounds

3.3.4 Spearman's correlation coefficient

The Spearman's correlation coefficient indicates the linear relationship between all the variables and the one-tailed probability for each correlation coefficient (Field, 2009:228). In this section, Spearman's correlation coefficient for Section 3, Section 4, Section 5 and Section 6 will be

discussed. The following indicators will be used to interpret the Spearman's correlation coefficient:

- **0.1:** Small
- **0.3:** Medium
- **0.5:** Large

Table 18: Spearman's correlation coefficient between Section 3-Section 6

		Logistics	Aardklop personnel and the Aardklop grounds	Stalls on the Aardklop grounds	Productions at Aardklop
Logistics	Correlation Coefficient	1.000	.645**	.376**	.479**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	320	320	315	250
Aardklop personnel and the Aardklop grounds	Correlation Coefficient	.645**	1.000	.453**	.598**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	320	321	316	251
Stalls on the Aardklop grounds	Correlation Coefficient	.376**	.453**	1.000	.469**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	315	316	316	247
Productions at Aardklop	Correlation Coefficient	.479**	.598**	.469**	1.000
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	250	251	247	251

The Spearman's correlation coefficient indicated large correlations between Logistics and the Aardklop personnel and the Aardklop grounds (0.645). This indicates a strong positive linear relationship between the two constructs. With regards to the correlation between the Aardklop personnel and the Aardklop grounds and the Productions at Aardklop, this correlation is also large (0.598). This also shows a strong positive linear relationship between the two constructs. This means that if the respondents positively answered statements about the logistics at Aardklop, they would probably also positively have answered the statements about the Aardklop personnel and the Aardklop grounds. Interestingly, the correlation between Logistics and the Stalls on the Aardklop grounds indicate a medium linear relationship between the constructs (0.376). This can be due to the fact that the statements focussing on the stalls at Aardklop have limited correlation with the logistics of Aardklop. The section about the stalls at Aardklop focused more on the variety of food and products and purchase prices than logistical aspects of the stalls. The correlation between the Stalls at Aardklop construct and the Productions at Aardklop also showed a medium linear relationship. The reason can be since the one construct focuses on the variety, purchase prices and the products at the stalls of Aardklop, while the other construct focuses on the variety, purchase prices and productions hosted at Aardklop.

3.3.5 KMO measurement and Bartlett's test

The KMO measurement of adequacy measures the ratio of the squared correlation between variables to the squared partial correlation between variables. This means that the KMO measures if the constructs, as grouped together by the researcher, are accurately grouped together. This is an example of confirmatory factor analysis. A KMO measurement was conducted on Section 3, Section 4, Section 5 and Section 6. The following indicators will be used to interpret the KMO:

- **< 0.5:** Not acceptable
- **0.5 – 0.7:** Medium
- **0.7 – 0.8:** Good
- **0.8 – 0.9:** Very good

Together with the KMO measurement, the Bartlett's test was done for Section 3, Section 4, Section 5 and Section 6. If the p-value is <0.001 the correlations are sufficiently high and this research study can then be classified as statistically significant.

Table 3-9: KMO measurement and Bartlett's test on Section 3-Section 6

Section	KMO measurement and Bartlett's test	Interpretation
Logistics	KMO = 0.677 ; p-value < 0.001	Medium sampling adequacy ; p-value = significant
Aardklop personnel and the Aardklop grounds	KMO = 0.791 ; p-value < 0.001	Good sampling adequacy ; p-value = significant
Stalls on the Aardklop grounds	KMO = 0.699 ; p-value < 0.001	Medium sampling adequacy ; p-value = significant
Productions at Aardklop	KMO = 0.754 ; p-value < 0.001	Good sampling adequacy ; p-value = significant

The KMO measured for the six statements made in Section 4 (Aardklop personnel and the Aardklop grounds), indicated that the sampling adequacy is good, since it is 0.791. This means that the constructs were accurately grouped together since the statements in the constructs measures the same aspect. The KMO measured for the five statements made in Section 6 (Production at Aardklop), indicated that the sampling adequacy is good, since it is 0.754. This also means that the statements in the construct are accurately grouped together. Even though the other two sections, Logistics (0.677) and stalls on the Aardklop grounds (0.699) indicate medium sampling adequacy, their KMO measures were high enough to use as a construct.

3.3.6 Factor matrix and Pattern matrix

The Factor matrix and Pattern matrix is used to investigate and determine if the grouping of the questions in each section makes sense. As stated by Field (2009:667) the pattern matrix is the preferable method for interpretation since, it contains information about a unique contribution of a variable to a factor. The Pattern matrix could be used since this research study has a sufficient sample size of 321 respondents. The factor matrix was used on Section 3, Section 5

and Section 6, while the pattern matrix will be conducted on Section 4. More information is, with regards to the factor and pattern matrix is available in Annexure D: Factor analysis.

With regards to the factor matrix, one factor in each construct, made a large contribution towards explaining the variance in each construct. With regards to the pattern matrix, two factors made large contributions towards explaining the variance of the construct. This indicates that the statements, in each construct, are accurately grouped together by the researcher.

3.3.7 Cronbach's alpha

The Cronbach alpha (α) is used to determine the reliability of the constructs. In order for the study to be statistically significant, the $\alpha < 0.7$. If this is the case, it will be confirmed that the statements in each construct, measures the same aspect. Internal consistency is then present and constructs can be grouped together. The Cronbach α is determined for Section 3, Section 4, Section 5 and Section 6:

Table 19: Cronbach's Alpha

Section	Cronbach's Alpha
Logistics	0.691
Aardklop personnel and the Aardklop grounds	0.785
Stalls on the Aardklop grounds	0.769
Productions at Aardklop	0.754

Three of the four α -values are < 0.7 which means that it is statistically significant. The logistics $\alpha = 0.691$, almost being < 0.7 , is also statistically significant. This means that each construct measures the same underlying variance. This variance is the quality of the products and services provided by Aardklop. Internal consistency is present since all the statements in each different section, measures the aspect, for example, the logistics at Aardklop, the Aardklop personnel, the Aardklop grounds, the stalls at Aardklop and the Productions at Aardklop. More information is, with regards to the Cronbach's Alphas are available in Annexure E: Cronbach's Alpha.

3.3.8 ANOVA testing

ANOVA testing indicates whether all the constructs are a significantly good degree of prediction of the outcome variable (Field, 2009:207). The sigma value will be used and should be $p < 0.05$ for it to be statistically significant. One can also determine if there is a statistical practical significant difference as to how the different groups in the research population answered a construct. The practical significance factor must be larger than 0.8 to indicate that different groups answered the constructs differently.

When looking at how the different age groups answered the constructs, there is a statistical significant difference between groups as to how they answered the Logistics construct (0.002) and the Stalls on the Aardklop grounds construct (0.010).

Table 20: ANOVA testing between the different age groups

ANOVA						
Age groups		Sum of Squares	df	Mean Square	F	Sig.
Logistics	Between Groups	3.132	5	0.626	3.788	0.002
	Within Groups	51.924	314	0.165		
	Total	55.056	319			
Aardklop personnel and the Aardklop grounds	Between Groups	1.623	5	0.325	1.975	0.082
	Within Groups	51.785	315	0.164		
	Total	53.409	320			
Stalls on the Aardklop grounds	Between Groups	2.923	5	0.585	3.058	0.010
	Within Groups	59.254	310	0.191		
	Total	62.177	315			
Productions at Aardklop	Between Groups	1.560	5	0.312	1.780	0.117
	Within Groups	42.944	245	0.175		
	Total	44.505	250			

When describing the ANOVA descriptives, there is a practical significant difference between how 55 years and older and the less than 18 years old, answered the Logistics construct. The practical significant difference is almost large enough (0.77) to indicate a large practical significant difference between the two age groups. This can be confirmed when looking at the highest and lowest mean differences. For the sake of completeness, this p-value was included. A possible reason for this can be that 55 years and older respondents might be more accommodating with logistical shortcomings than respondents 18 years or younger.

With regards to the stalls on the Aardklop grounds, the 35-44 year old group and the less than 18 year old group's answers showed a practical significant difference (0.96). The less than 18 year old group, have the highest mean for this construct, while the 35-44 year old group shows the lowest mean for this construct. A possible reason for this can be because the 35-44 year olds might not have the financial freedom 18 year olds have to spend money as freely at stalls. Another reason can also be that their perception of quality differs and the 35-44 years old feel that the products and services at the stalls are not good value for money.

Table 21: ANOVA descriptives of the different age groups

Descriptives														
Age groups		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Less than 18 years	18-24 year olds	25-34 year olds	35-44 year olds	45-54 year olds
						Lower Bound	Upper Bound							
Logistics	Less than 18 years	16	2.9750	0.43742	0.10935	2.7419	3.2081	2.20	3.80					
	18-24 year olds	60	3.0800	0.39178	0.05058	2.9788	3.1812	2.20	4.00	0.24				
	25-34 year olds	92	3.1609	0.46715	0.04870	3.0641	3.2576	2.00	4.00	0.40	0.17			
	35-44 year olds	39	3.1436	0.36113	0.05783	3.0265	3.2607	2.40	4.00	0.39	0.16	0.04		
	45-54 year olds	45	3.2944	0.36310	0.05413	3.1854	3.4035	2.80	4.00	0.73	0.55	0.29	0.42	
	55+ years olds	68	3.3125	0.37420	0.04538	3.2219	3.4031	2.60	4.00	0.77	0.59	0.32	0.45	0.05
	Total	320	3.1853	0.41544	0.02322	3.1396	3.2310	2.00	4.00					
Aardklop personnel and the Aardklop grounds	Less than 18 years	16	3.1354	0.29325	0.07331	2.9792	3.2917	2.67	3.67					
	18-24 year olds	60	3.2139	0.43838	0.05659	3.1006	3.3271	2.50	4.00	0.18				
	25-34 year olds	93	3.1656	0.44960	0.04662	3.0730	3.2582	2.00	4.00	0.07	0.11			
	35-44 year olds	39	3.1932	0.38904	0.06230	3.0670	3.3193	2.67	4.00	0.15	0.05	0.06		
	45-54 year olds	45	3.2511	0.38209	0.05696	3.1363	3.3659	2.67	4.00	0.30	0.08	0.19	0.15	
	55+ years olds	68	3.3517	0.35377	0.04290	3.2661	3.4373	2.75	4.00	0.61	0.31	0.41	0.41	0.26
	Total	321	3.2279	0.40854	0.02280	3.1830	3.2727	2.00	4.00					
Stalls on the Aardklop grounds	Less than 18 years	16	3.3750	0.27203	0.06801	3.2300	3.5200	3.00	3.80					
	18-24 year olds	59	3.2153	0.44171	0.05751	3.1001	3.3304	2.00	4.00	0.36				
	25-34 year olds	90	3.1161	0.46118	0.04861	3.0195	3.2127	1.80	4.00	0.56	0.21			
	35-44 year olds	39	2.9679	0.42248	0.06765	2.8310	3.1049	1.80	4.00	0.96	0.56	0.32		
	45-54 year olds	45	3.1785	0.47499	0.07081	3.0358	3.3212	2.00	4.00	0.41	0.08	0.13	0.44	
	55+ years olds	67	3.2353	0.41174	0.05030	3.1349	3.3358	1.80	4.00	0.34	0.05	0.26	0.63	0.12
	Total	316	3.1636	0.44428	0.02499	3.1144	3.2128	1.80	4.00					
Productions at Aardklop	Less than 18 years	14	3.3750	0.35014	0.09358	3.1728	3.5772	3.00	4.00					
	18-24 year olds	45	3.5389	0.38419	0.05727	3.4235	3.6543	3.00	4.00	0.43				
	25-34 year olds	73	3.3390	0.46467	0.05439	3.2306	3.4475	2.25	4.00	0.08	0.43			
	35-44 year olds	24	3.2708	0.47156	0.09626	3.0717	3.4700	2.00	4.00	0.22	0.57	0.14		
	45-54 year olds	35	3.3929	0.41251	0.06973	3.2512	3.5346	2.75	4.00	0.04	0.35	0.12	0.26	
	55+ years olds	60	3.4153	0.37754	0.04874	3.3177	3.5128	2.75	4.00	0.11	0.32	0.16	0.31	0.05
	Total	251	3.3961	0.42192	0.02663	3.3436	3.4485	2.00	4.00					

When comparing how the different academic qualification groups answered the constructs, there is no statistical significant difference between groups as to how they answered the different constructs.

Table 22: ANOVA testing between the different academic qualification groups

ANOVA						
Highest academic qualification		Sum of Squares	df	Mean Square	F	Sig.
Logistics	Between Groups	1.786	6	0.298	1.745	0.110
	Within Groups	53.223	312	0.171		
	Total	55.010	318			
Aardklop personnel and the Aardklop grounds	Between Groups	0.742	6	0.124	0.737	0.620
	Within Groups	52.528	313	0.168		
	Total	53.270	319			
Stalls on the Aardklop grounds	Between Groups	1.908	6	0.318	1.634	0.137
	Within Groups	59.950	308	0.195		
	Total	61.858	314			
Productions at Aardklop	Between Groups	0.560	6	0.093	0.516	0.796
	Within Groups	43.934	243	0.181		
	Total	44.494	249			

When perusing the ANOVA descriptives, there is a practical significant difference between how respondents with some form of schooling and respondents with honours degrees answered the Stalls on the Aardklop grounds construct. The practical significant difference is large enough (0.81) to indicate a large practical significant difference between the two age groups. This can be confirmed when looking at the mean differences between the two groups. A possible reason for this can be that honours degree respondents perceive quality and value of money otherwise than respondents with some form of schooling. This indicates that respondents are quality conscience and will not purchase something, if they do not think that it is good value for money. Aardklop should look into the possibility of diversifying the product offering at the Aardklop stalls. By selling more exclusive products, it can attract Aardklop’s main market segment to purchase products and services at Aardklop.

Table 23: ANOVA descriptives of the different academic qualification groups

Highest academic qualification		Descriptives													
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Some form of schooling	Matric	Diploma	Degree	Honours degree	Master's degree
						Lower Bound	Upper Bound								
Logistics	Some form of schooling	24	3.0250	0.45036	0.09193	2.8348	3.2152	2.20	4.00						
	Matric	61	3.1934	0.38638	0.04947	3.0945	3.2924	2.40	4.00	0.37					
	Diploma	52	3.2885	0.37030	0.05135	3.1854	3.3916	2.80	4.00	0.58	0.25				
	Degree	77	3.2182	0.41698	0.04752	3.1235	3.3128	2.40	4.00	0.43	0.06	0.17			
	Honours degree	51	3.1941	0.35336	0.04948	3.0947	3.2935	2.20	4.00	0.38	0.00	0.25	0.06		
	Master's degree	42	3.1000	0.53420	0.08243	2.9335	3.2665	2.00	4.00	0.14	0.17	0.35	0.22	0.18	
	PhD	12	3.0500	0.36307	0.10481	2.8193	3.2807	2.40	3.80	0.06	0.37	0.64	0.40	0.40	0.09
	Total	319	3.1846	0.41592	0.02329	3.1388	3.2305	2.00	4.00						
Aardklop personnel and the Aardklop grounds	Some form of schooling	24	3.1875	0.40323	0.08231	3.0172	3.3578	2.50	4.00						
	Matric	61	3.2656	0.40198	0.05147	3.1626	3.3685	2.50	4.00	0.19					
	Diploma	52	3.2962	0.40738	0.05649	3.1827	3.4096	2.67	4.00	0.27	0.08				
	Degree	78	3.2071	0.37104	0.04201	3.1234	3.2907	2.50	4.00	0.05	0.15	0.22			
	Honours degree	51	3.1791	0.42174	0.05906	3.0605	3.2977	2.00	4.00	0.02	0.21	0.28	0.07		
	Master's degree	42	3.2389	0.48534	0.07489	3.0876	3.3901	2.50	4.00	0.11	0.05	0.12	0.07	0.12	
	PhD	12	3.0944	0.36648	0.10579	2.8616	3.3273	2.67	3.83	0.23	0.43	0.50	0.30	0.20	0.30
	Total	320	3.2267	0.40864	0.02284	3.1818	3.2717	2.00	4.00						
Stalls on the Aardklop grounds	Some form of schooling	24	3.3750	0.30253	0.06175	3.2473	3.5027	3.00	4.00						
	Matric	60	3.2250	0.35827	0.04625	3.1324	3.3176	2.40	4.00	0.42					
	Diploma	51	3.1853	0.42992	0.06020	3.0644	3.3062	2.00	4.00	0.44	0.09				
	Degree	76	3.1355	0.51035	0.05854	3.0189	3.2521	1.80	4.00	0.47	0.18	0.10			
	Honours degree	51	3.1000	0.33882	0.04744	3.0047	3.1953	2.20	4.00	0.81	0.35	0.20	0.07		
	Master's degree	42	3.0774	0.57744	0.08910	2.8974	3.2573	1.80	4.00	0.52	0.26	0.19	0.10	0.04	
	PhD	11	3.1364	0.45667	0.13769	2.8296	3.4432	2.20	3.80	0.52	0.19	0.11	0.00	0.08	0.10
	Total	315	3.1654	0.44385	0.02501	3.1162	3.2146	1.80	4.00						
Productions at Aardklop	Some form of schooling	19	3.4605	0.38427	0.08816	3.2753	3.6457	3.00	4.00						
	Matric	48	3.3646	0.37174	0.05366	3.2566	3.4725	2.75	4.00	0.25					
	Diploma	38	3.3794	0.45135	0.07322	3.2310	3.5277	2.00	4.00	0.18	0.03				
	Degree	58	3.4655	0.40945	0.05376	3.3579	3.5732	2.75	4.00	0.01	0.25	0.19			
	Honours degree	43	3.3430	0.48496	0.07396	3.1938	3.4923	2.25	4.00	0.24	0.04	0.07	0.25		
	Master's degree	35	3.3786	0.43034	0.07274	3.2307	3.5264	2.75	4.00	0.19	0.03	0.00	0.20	0.07	
	PhD	9	3.3611	0.43501	0.14500	3.0267	3.6955	2.75	4.00	0.23	0.01	0.04	0.24	0.04	0.04
	Total	250	3.3957	0.42272	0.02674	3.3430	3.4483	2.00	4.00						

When comparing how the different employment status groups answered the constructs, there is a statistical significant difference between groups as to how they answered the Logistics construct (0.019) and the Stalls on the Aardklop grounds construct (0.049).

Table 24: ANOVA testing between the different employment status groups

ANOVA						
Employment status		Sum of Squares	df	Mean Square	F	Sig.
Logistics	Between Groups	1.716	3	0.572	3.379	0.019
	Within Groups	52.305	309	0.169		
	Total	54.021	312			
Aardklop personnel and the Aardklop grounds	Between Groups	0.481	3	0.160	0.973	0.406
	Within Groups	50.946	309	0.165		
	Total	51.427	312			
Stalls on the Aardklop grounds	Between Groups	1.542	3	0.514	2.657	0.049
	Within Groups	59.029	305	0.194		
	Total	60.571	308			
Productions at Aardklop	Between Groups	0.402	3	0.134	0.744	0.527
	Within Groups	43.150	240	0.180		
	Total	43.552	243			

When looking at the ANOVA descriptives, there is a practical significant difference between how students and unemployed respondents, answered the Stalls on the Aardklop grounds construct. The practical significant difference is large enough (0.82) to indicate a large practical significant difference between the two different employment groups. This can be confirmed when comparing the highest and lowest mean differences. A possible reason for this can be because the unemployed respondents do not have the financial freedom students have to spend money they received, from bursaries or their parents, at Aardklop. Students might also not yet know how to work with their finances responsibly. Another reason can also be that unemployed respondents do in-depth evaluation before purchasing a product or service to determine if they really need to purchase it. If the unemployed respondents do not feel that the products or services are worth the price, they will not buy it.

Table 25: ANOVA descriptives of the different employment status groups

Descriptives												
Employment status		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Student	Unemployed	Employed
						Lower Bound	Upper Bound					
Logistics	Student	59	3.0542	0.42804	0.05573	2.9427	3.1658	2.20	4.00			
	Unemployed	13	3.0154	0.34119	0.09463	2.8092	3.2216	2.40	3.60	0.09		
	Employed	212	3.2200	0.41051	0.02819	3.1645	3.2756	2.00	4.00	0.39	0.50	
	Pensioner	29	3.2362	0.41077	0.07628	3.0800	3.3925	2.60	4.00	0.43	0.54	0.04
	Total	313	3.1818	0.41611	0.02352	3.1355	3.2281	2.00	4.00			
Aardklop personnel and the Aardklop grounds	Student	59	3.2090	0.42163	0.05489	3.0992	3.3189	2.50	4.00			
	Unemployed	13	3.1923	0.37321	0.10351	2.9668	3.4178	2.67	3.80	0.04		
	Employed	212	3.2153	0.40998	0.02816	3.1598	3.2708	2.00	4.00	0.01	0.06	
	Pensioner	29	3.3471	0.35350	0.06564	3.2127	3.4816	3.00	4.00	0.33	0.41	0.32
	Total	313	3.2254	0.40599	0.02295	3.1802	3.2706	2.00	4.00			
Stalls on the Aardklop grounds	Student	59	3.2695	0.43002	0.05598	3.1574	3.3816	2.00	4.00			
	Unemployed	13	2.9154	0.41603	0.11538	2.6640	3.1668	2.20	3.50	0.82		
	Employed	208	3.1642	0.44994	0.03120	3.1027	3.2257	1.80	4.00	0.23	0.55	
	Pensioner	29	3.1086	0.39281	0.07294	2.9592	3.2580	1.80	4.00	0.37	0.46	0.12
	Total	309	3.1686	0.44346	0.02523	3.1190	3.2182	1.80	4.00			
Productions at Aardklop	Student	49	3.4694	0.37022	0.05289	3.3630	3.5757	2.75	4.00			
	Unemployed	6	3.2917	0.36799	0.15023	2.9055	3.6778	3.00	4.00	0.48		
	Employed	164	3.3780	0.44436	0.03470	3.3095	3.4466	2.00	4.00	0.21	0.19	
	Pensioner	25	3.3667	0.39308	0.07862	3.2044	3.5289	2.75	4.00	0.26	0.19	0.03
	Total	244	3.3931	0.42335	0.02710	3.3397	3.4465	2.00	4.00			

When looking at how the different working experience groups answered the constructs, there is a statistical significant difference between groups as to how they answered the Logistics construct (0.011) and the Stalls on the Aardklop grounds construct (0.016).

Table 26: ANOVA testing between the different working experience groups

ANOVA						
Working experience (in years)		Sum of Squares	df	Mean Square	F	Sig.
Logistics	Between Groups	3.106	7	0.444	2.662	0.011
	Within Groups	50.171	301	0.167		
	Total	53.277	308			
Aardklop personnel and the Aardklop grounds	Between Groups	2.087	7	0.298	1.796	0.088
	Within Groups	49.962	301	0.166		
	Total	52.049	308			
Stalls on the Aardklop grounds	Between Groups	3.437	7	0.491	2.515	0.016
	Within Groups	57.980	297	0.195		
	Total	61.417	304			
Productions at Aardklop	Between Groups	1.206	7	0.172	0.962	0.460
	Within Groups	41.938	234	0.179		
	Total	43.145	241			

When looking at the ANOVA descriptives, there is a practical significant difference between how respondents with no working experience and respondents who are pensioners, answered the Stalls on the Aardklop grounds construct. The practical significant difference is large enough (0.93) to indicate a large practical significant difference between the two different working experience groups. This can be confirmed when looking at the highest and lowest mean differences. A possible reason for this can be these respondents' perception about quality, when it comes to products and services, might differ.

Table 27: ANOVA descriptives of the different working experience groups

Working experience (in years)		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	None	1-5 years	6-10 years	11-15 years	16-20 years	21-25 years	25+ years		
						Lower Bound	Upper Bound											
Logistics	None	39	3.1333	0.49489	0.07925	2.9729	3.2938	2.20	4.00									
	1-5 years	72	3.0750	0.43951	0.05180	2.9717	3.1783	2.00	4.00	0.12								
	6-10 years	44	3.1955	0.42588	0.06420	3.0660	3.3249	2.00	4.00	0.13	0.27							
	11-15 years	34	3.0941	0.36923	0.06332	2.9653	3.2229	2.40	3.80	0.08	0.04	0.24						
	16-20 years	15	3.2667	0.39036	0.10079	3.0505	3.4828	2.80	4.00	0.27	0.44	0.17	0.44					
	21-25 years	26	3.2404	0.36661	0.07190	3.0923	3.3885	2.60	4.00	0.22	0.38	0.11	0.40	0.07				
	25+ years	65	3.3446	0.34912	0.04330	3.2581	3.4311	2.80	4.00	0.43	0.61	0.35	0.68	0.20	0.28			
	Pensioner	14	3.2143	0.34609	0.09250	3.0145	3.4141	2.60	3.80	0.16	0.32	0.04	0.33	0.13	0.07	0.37		
	Total	309	3.1879	0.41591	0.02366	3.1413	3.2344	2.00	4.00									
Aardklop personnel and the Aardklop grounds	None	39	3.2641	0.43605	0.06982	3.1228	3.4055	2.50	4.00									
	1-5 years	72	3.1574	0.42802	0.05044	3.0568	3.2580	2.00	4.00	0.24								
	6-10 years	44	3.1727	0.44352	0.06686	3.0379	3.3076	2.00	4.00	0.21	0.03							
	11-15 years	34	3.1225	0.39846	0.06834	2.9835	3.2616	2.50	4.00	0.32	0.08	0.11						
	16-20 years	15	3.2156	0.38232	0.09871	3.0038	3.4273	2.67	4.00	0.11	0.14	0.10	0.23					
	21-25 years	26	3.2436	0.39223	0.07692	3.0852	3.4020	2.67	4.00	0.05	0.20	0.16	0.30	0.07				
	25+ years	65	3.3582	0.37602	0.04664	3.2650	3.4514	2.75	4.00	0.22	0.47	0.42	0.59	0.37	0.29			
	Pensioner	14	3.2905	0.28954	0.07738	3.1233	3.4577	3.00	3.83	0.06	0.31	0.27	0.42	0.20	0.12	0.18		
	Total	309	3.2276	0.41108	0.02339	3.1815	3.2736	2.00	4.00									
Stalls on the Aardklop grounds	None	39	3.3410	0.41149	0.06589	3.2076	3.4744	2.20	4.00									
	1-5 years	71	3.1176	0.44257	0.05252	3.0129	3.2224	2.00	4.00	0.50								
	6-10 years	43	3.0942	0.50806	0.07748	2.9378	3.2505	1.80	4.00	0.49	0.05							
	11-15 years	33	3.0636	0.47025	0.08186	2.8969	3.2304	2.20	4.00	0.59	0.11	0.06						
	16-20 years	15	3.1033	0.32319	0.08345	2.9244	3.2823	2.40	3.80	0.58	0.03	0.02	0.08					
	21-25 years	26	3.1231	0.32038	0.06283	2.9937	3.2525	2.40	4.00	0.53	0.01	0.06	0.13	0.06				
	25+ years	64	3.2773	0.46930	0.05866	3.1601	3.3946	2.00	4.00	0.14	0.34	0.36	0.45	0.37	0.33			
	Pensioner	14	2.9571	0.39363	0.10520	2.7299	3.1844	1.80	3.60	0.93	0.36	0.27	0.23	0.37	0.42	0.68		
	Total	305	3.1630	0.44948	0.02574	3.1123	3.2136	1.80	4.00									
Productions at Aardklop	None	34	3.5074	0.39160	0.06716	3.3707	3.6440	2.75	4.00									
	1-5 years	56	3.4063	0.42790	0.05718	3.2917	3.5208	2.75	4.00	0.24								
	6-10 years	35	3.2643	0.51070	0.08632	3.0889	3.4397	2.00	4.00	0.48	0.28							
	11-15 years	21	3.3571	0.40752	0.08893	3.1716	3.5426	2.75	4.00	0.37	0.11	0.18						
	16-20 years	11	3.4773	0.41010	0.12365	3.2018	3.7528	3.00	4.00	0.07	0.17	0.42	0.29					
	21-25 years	17	3.3971	0.44246	0.10731	3.1696	3.6246	2.75	4.00	0.25	0.02	0.26	0.09	0.18				
	25+ years	57	3.4211	0.38428	0.05090	3.3191	3.5230	2.75	4.00	0.22	0.03	0.31	0.16	0.14	0.05			
	Pensioner	11	3.3409	0.39167	0.11809	3.0778	3.6040	3.00	4.00	0.42	0.15	0.15	0.04	0.33	0.13	0.20		
	Total	242	3.3988	0.42311	0.02720	3.3452	3.4523	2.00	4.00									

When looking at how the different spending groups answered the constructs, there is a statistical significant difference between groups as to how they answered the Aardklop personnel and the Aardklop grounds construct (0.032) and the Productions at Aardklop construct (0.003).

Table 28: ANOVA testing between the different spending groups

ANOVA						
Spending at Aardklop (an estimation)		Sum of Squares	df	Mean Square	F	Sig.
Logistics	Between Groups	2.377	7	0.340	2.000	0.055
	Within Groups	52.290	308	0.170		
	Total	54.666	315			
Aardklop personnel and the Aardklop grounds	Between Groups	2.555	7	0.365	2.225	0.032
	Within Groups	50.534	308	0.164		
	Total	53.089	315			
Stalls on the Aardklop grounds	Between Groups	2.175	7	0.311	1.584	0.139
	Within Groups	59.626	304	0.196		
	Total	61.801	311			
Productions at Aardklop	Between Groups	3.742	7	0.535	3.202	0.003
	Within Groups	39.902	239	0.167		
	Total	43.644	246			

When looking at the ANOVA descriptives, there is a practical significant difference between how respondents answered the Productions at Aardklop construct. The first practical significant difference (1.37) is between respondents spending R801-R1000 at Aardklop, compared to respondents who spent R301-R400 at Aardklop. The second practical significant difference (1.01) is between respondents who spent R801-R1000 at Aardklop, compared to respondents who spent R401-R500 at Aardklop. The third practical significant difference (0.81) is between respondents who spent R1000+ at Aardklop, compared to respondents who spent R301-R400 at Aardklop.

The reason why these respondents answered the construct differently can be due to the fact that some respondents attended productions at Aardklop, while the other respondents only went to the stalls on the Aardklop grounds. Their opinions will differ from one another since their festival experience differs. The respondents who spent between R801-R1000 are more likely the respondents who also bought tickets to attend productions. Respondent who spent R301-R500 are more likely to be respondents who went to the stalls and enjoyed the free entertainment on the Aardklop grounds. Respondent who did not attend productions at Aardklop were not asked to complete the section in the questionnaire which focused on the productions, since these respondents will not be able to provide accurate data.

Table 29: ANOVA descriptives of the different spending groups

Spending at Aardklop (an estimation)		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	R1-R300	R301-R400	R401-R500	R501-R600	R601-R700	R701-R800	R801-R1000	
						Lower Bound	Upper Bound										
						Logistics	R1-R300										51
	R301-R400	27	3.0963	0.34805	0.06698	2.9586	3.2340	2.60	4.00	0.13							
	R401-R500	24	3.0667	0.32123	0.06557	2.9310	3.2023	2.40	4.00	0.06	0.09						
	R501-R600	25	3.2400	0.48648	0.09730	3.0392	3.4408	2.40	4.00	0.40	0.30	0.36					
	R601-R700	22	3.2364	0.33029	0.07042	3.0899	3.3828	2.60	4.00	0.48	0.40	0.51	0.01				
	R701-R800	16	3.2250	0.41873	0.10468	3.0019	3.4481	2.40	4.00	0.43	0.31	0.38	0.03	0.03			
	R801-R1000	27	3.2685	0.48021	0.09242	3.0786	3.4585	2.00	4.00	0.47	0.36	0.42	0.06	0.07	0.09		
	R1000+	124	3.2456	0.42201	0.03790	3.1705	3.3206	2.20	4.00	0.48	0.35	0.42	0.01	0.02	0.05	0.05	
	Total	316	3.1864	0.41659	0.02343	3.1403	3.2325	2.00	4.00								
Aardklop personnel and the Aardklop grounds	R1-R300	51	3.1157	0.44549	0.06238	2.9904	3.2410	2.00	4.00								
	R301-R400	27	3.1049	0.33059	0.06362	2.9742	3.2357	2.67	4.00	0.02							
	R401-R500	24	3.0847	0.35139	0.07173	2.9363	3.2331	2.50	4.00	0.07	0.06						
	R501-R600	25	3.3000	0.47258	0.09452	3.1049	3.4951	2.50	4.00	0.39	0.41	0.46					
	R601-R700	22	3.2530	0.33565	0.07156	3.1042	3.4019	2.67	4.00	0.31	0.44	0.48	0.10				
	R701-R800	16	3.2188	0.47030	0.11757	2.9681	3.4694	2.67	4.00	0.22	0.24	0.28	0.17	0.07			
	R801-R1000	27	3.3210	0.46208	0.08893	3.1382	3.5038	2.67	4.00	0.44	0.47	0.51	0.04	0.15	0.22		
	R1000+	124	3.2996	0.38609	0.03467	3.2310	3.3682	2.50	4.00	0.41	0.50	0.56	0.00	0.12	0.17	0.05	
	Total	316	3.2315	0.41053	0.02309	3.1860	3.2769	2.00	4.00								
Stalls on the Aardklop grounds	R1-R300	50	3.0460	0.40467	0.05723	2.9310	3.1610	1.80	3.80								
	R301-R400	27	3.1148	0.42127	0.08107	2.9482	3.2815	2.50	4.00	0.16							
	R401-R500	24	3.0000	0.37648	0.07685	2.8410	3.1590	2.40	3.60	0.11	0.27						
	R501-R600	24	3.1604	0.58162	0.11872	2.9148	3.4060	1.80	4.00	0.20	0.08	0.28					
	R601-R700	22	3.1705	0.50819	0.10835	2.9451	3.3958	2.00	4.00	0.24	0.11	0.34	0.02				
	R701-R800	16	3.2250	0.47819	0.11955	2.9702	3.4798	2.20	3.80	0.37	0.23	0.47	0.11	0.11			
	R801-R1000	26	3.2308	0.46542	0.09128	3.0428	3.4188	2.40	4.00	0.40	0.25	0.50	0.12	0.12	0.01		
	R1000+	123	3.2333	0.42153	0.03801	3.1581	3.3086	1.80	4.00	0.44	0.28	0.55	0.13	0.12	0.02	0.01	
	Total	312	3.1644	0.44578	0.02524	3.1148	3.2141	1.80	4.00								
Productions at Aardklop	R1-R300	30	3.3083	0.47199	0.08617	3.1321	3.4846	2.00	4.00								
	R301-R400	16	3.1250	0.31623	0.07906	2.9565	3.2935	2.75	4.00	0.39							
	R401-R500	19	3.2193	0.42692	0.09794	3.0135	3.4251	2.75	4.00	0.19	0.22						
	R501-R600	19	3.4868	0.47488	0.10895	3.2580	3.7157	2.75	4.00	0.38	0.76	0.56					
	R601-R700	19	3.3553	0.40239	0.09231	3.1613	3.5492	2.75	4.00	0.10	0.57	0.32	0.28				
	R701-R800	14	3.3929	0.37614	0.10053	3.1757	3.6100	2.75	4.00	0.18	0.71	0.41	0.20	0.09			
	R801-R1000	20	3.6500	0.38389	0.08584	3.4703	3.8297	3.00	4.00	0.72	1.37	1.01	0.34	0.73	0.67		
	R1000+	110	3.4455	0.39548	0.03771	3.3707	3.5202	2.25	4.00	0.29	0.81	0.53	0.09	0.22	0.13	0.52	
	Total	247	3.4005	0.42120	0.02680	3.3477	3.4533	2.00	4.00								

Concerning the different attendance groups who answered the constructs, there is no statistical significant difference between groups as to how they answered the different constructs.

Table 30: ANOVA testing between the different attendance groups

ANOVA						
How many times attended Aardklop (since 1998)		Sum of Squares	df	Mean Square	F	Sig.
Logistics	Between Groups	1.126	3	0.375	2.182	0.090
	Within Groups	53.816	313	0.172		
	Total	54.941	316			
Aardklop personnel and the Aardklop grounds	Between Groups	0.106	3	0.035	0.209	0.890
	Within Groups	52.904	313	0.169		
	Total	53.010	316			
Stalls on the Aardklop grounds	Between Groups	0.683	3	0.228	1.154	0.328
	Within Groups	61.013	309	0.197		
	Total	61.697	312			
Productions at Aardklop	Between Groups	0.192	3	0.064	0.354	0.786
	Within Groups	44.020	244	0.180		
	Total	44.212	247			

When looking at how the different attendance groups answered the constructs, there is no practical significant difference between groups as to how they answered the different constructs.

Table 31: ANOVA descriptives of the different attendance groups

Descriptives												
How many times attended Aardklop (since 1998)		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	First time	Second time	Third time
						Lower Bound	Upper Bound					
Logistics	First time	60	3.0742	0.41686	0.05382	2.9665	3.1819	2.20	4.00			
	Second time	34	3.2000	0.45126	0.07739	3.0425	3.3575	2.20	4.00	0.28		
	Third time	40	3.1500	0.40446	0.06395	3.0206	3.2794	2.00	4.00	0.18	0.11	
	Four or more times	183	3.2276	0.40912	0.03024	3.1679	3.2873	2.00	4.00	0.37	0.06	0.19
	Total	317	3.1858	0.41697	0.02342	3.1397	3.2319	2.00	4.00			
Aardklop personnel and the Aardklop grounds	First time	60	3.2608	0.37025	0.04780	3.1652	3.3565	2.50	4.00			
	Second time	34	3.2500	0.43471	0.07455	3.0983	3.4017	2.50	4.00	0.02		
	Third time	40	3.2108	0.33963	0.05370	3.1022	3.3195	2.67	3.83	0.14	0.09	
	Four or more times	183	3.2193	0.43273	0.03199	3.1562	3.2824	2.00	4.00	0.10	0.07	0.02
	Total	317	3.2294	0.40958	0.02300	3.1841	3.2747	2.00	4.00			
Stalls on the Aardklop grounds	First time	58	3.2233	0.39827	0.05229	3.1186	3.3280	2.25	4.00			
	Second time	34	3.2147	0.38779	0.06651	3.0794	3.3500	2.50	4.00	0.02		
	Third time	40	3.2254	0.37191	0.05880	3.1065	3.3444	2.40	3.80	0.01	0.03	
	Four or more times	181	3.1273	0.48083	0.03574	3.0567	3.1978	1.80	4.00	0.20	0.18	0.20
	Total	313	3.1671	0.44469	0.02514	3.1176	3.2165	1.80	4.00			
Productions at Aardklop	First time	50	3.3900	0.42905	0.06068	3.2681	3.5119	2.25	4.00			
	Second time	28	3.4554	0.43596	0.08239	3.2863	3.6244	2.75	4.00	0.15		
	Third time	33	3.4318	0.48118	0.08376	3.2612	3.6024	2.00	4.00	0.09	0.05	
	Four or more times	137	3.3771	0.40638	0.03472	3.3085	3.4458	2.75	4.00	0.03	0.18	0.11
	Total	248	3.3958	0.42308	0.02687	3.3429	3.4487	2.00	4.00			

3.3.9 T-test

A T-test was conducted between the male and female respondents who attended Aardklop. The mean indicated whether respondents tended to choose option 1, 2, 3 or 4 on the Likert scale, while the effect size will determine if there is any practical significant difference as to how the males and the females answered the question.

Table 32: T-test between male and female respondents

Group Statistics						
		N	Mean	Std. Deviation	Sig. (2-tailed)	Effect size
Logistics	Male	104	3.1231	0.39246	0.061	
	Female	214	3.2164	0.42541	0.054	0.22
Aardklop personnel and the Aardklop grounds	Male	104	3.1899	0.37492	0.245	
	Female	215	3.2468	0.42492	0.225	0.13
Stalls on the Aardklop grounds	Male	102	3.0799	0.43806	0.018	
	Female	212	3.2059	0.44191	0.018	0.29
Productions at Aardklop	Male	73	3.3801	0.37756	0.716	
	Female	176	3.4015	0.43880	0.699	0.05

The above t-test table indicate that male and female respondents, in most cases, choose the “Satisfied” option on the four-point Likert scale. This shows that both groups are satisfied with the logistics, Aardklop personnel, the Aardklop grounds, the stalls and the productions at Aardklop. This can also be confirmed by looking at the effect size of the four different constructs. The respondents tend to mark option 3 (Satisfied) and the effect size indicates that there is no practical difference as to how males and females answered the statements.

3.3.10 Answering the research question

In order to determine the outcomes of the research question, Section 2 and Section 7 in the questionnaire were used. In Section 2, the research question was asked and respondents had to choose between “Yes” and “No”. Section 7, was an expansion of Section 2, since respondents had to indicate how satisfied they are with Aardklop, by choosing one of the four options on the four-point Likert scale. The research question will determine if the respondents are satisfied with the quality of products and services at Aardklop. The following data were gathered from the frequency tables:

Figure 21: Research question

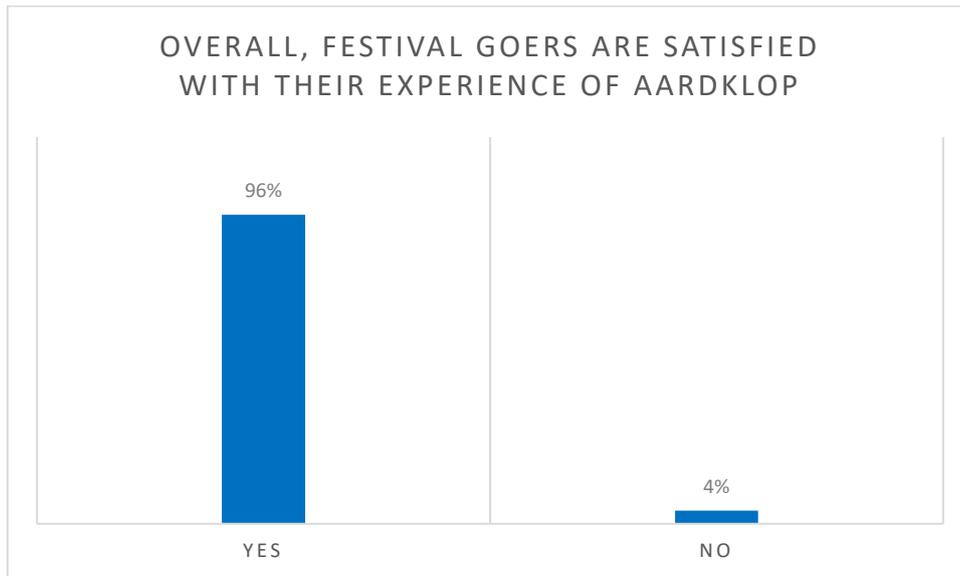


Figure 22: Ranking festival goers' level of satisfaction with the quality of products and services at Aardklop

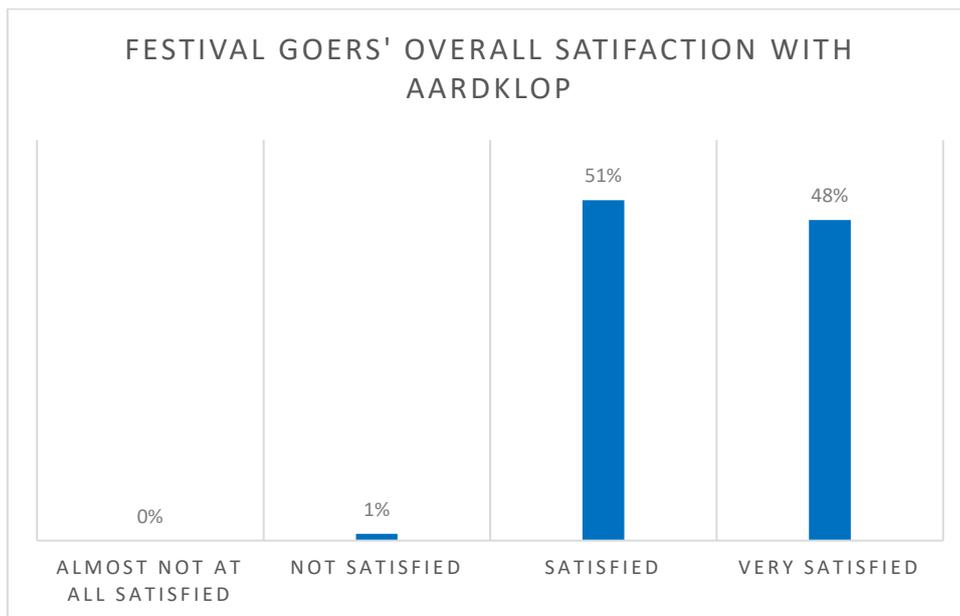


Figure 21 shows that most of the respondents are satisfied with Aardklop. This statement can be confirmed by Figure 22, where 51% respondents indicated that they are satisfied with Aardklop and 48% respondents are very satisfied with Aardklop. This is also apparent from the data obtained from the above factor analysis. Therefore, it confirms that respondents have a positive perception about the quality of products and services provided by Aardklop.

3.4 CONCLUSION OF EMPIRICAL RESEARCH

[Chapter 3](#) provided data and the interpretation thereof on the demographics, perceptions and satisfaction of the respondents with regards to Aardklop. The aims of the quantitative questionnaire were studied and examined by means of the primary and secondary research objectives as provided in [Chapter 1](#). The findings of the literature study, discussed in [Chapter 2](#), were also used during the development of the questionnaire to ensure that the findings of the empirical study will focus on aspect discussed in [Chapter 2](#). The main objective of the literature study was to determine how the decision-making process takes place when consumers want to purchase a product and service. This decision-making process can be influenced by the respondents' perception about the quality of products and services available at Aardklop.

This chapter emphasised how the data in this study was collected, how the research population was identified and constructed and which statistical analyses were conducted on the data to gain the research findings. The empirical study was performed by making use of a self-developed quantitative questionnaire. The questionnaire was tested by conducting a pilot study (Annexure C: Pilot study example) before the questionnaire was handed out to respondents. The respondents who were willing to participate in this research venture were requested to complete the questionnaire that comprised seven sections:

- Section 1: Demographics
- Section 2: Research question
- Section 3: Logistics
- Section 4: Aardklop personnel and the Aardklop grounds
- Section 5: Stalls on the Aardklop grounds
- Section 6: Productions at Aardklop
- Section 7: Level of satisfaction with Aardklop

From the data obtained from the 321 respondents, the following statistical analyses and information were acquired:

3.4.1 Frequency tables

Frequency tables were used to determine the market segment of Aardklop. The frequency tables revealed that the respondents are between the ages of 25-34 years old and mostly females are from the Pretoria, Johannesburg and Potchefstroom area. These respondents are currently employed, most of them have a degree and they visit Aardklop for two days – Friday and Saturday. They spend more than R1000+ at Aardklop and have visited Aardklop four or more times.

3.4.2 Descriptive statistics – the mean

The mean was used to determine if the respondents are satisfied with the quality of products and services at Aardklop. The mean indicated that the respondents are satisfied with the quality of products and services at Aardklop. With regards to the Logistics (Section 3), the respondents are very satisfied with Aardklop being back on Die Bult. This is a unique selling proposition of Aardklop. Respondents are satisfied with the Aardklop personnel and the Aardklop grounds (Section 4), however, there is room for improvement of the cleanliness of the public restrooms. Respondents are also satisfied with the stalls on the Aardklop grounds (Section 5), but there is room for improvement of the purchase price of products.

3.4.3 Frequency tables indicating areas of improvement in each construct

Some respondents indicated that they were “Almost not at all satisfied” or “Not satisfied” with certain statements in each construct. By making use of frequency tables, the areas for improvements were identified and possible practical solutions were provided.

3.4.4 Spearman’s correlation coefficient

This statistical analysis tool indicates the linear relationship between all the variables. By making use of the Spearman’s correlation coefficient, a linear relationship was identified between the Logistics (Section 3) and the Aardklop personnel and the Aardklop grounds (Section 4). A linear relationship between the Aardklop personnel and the Aardklop grounds (Section 4) and the Productions at Aardklop (Section 6) were also identified.

3.4.5 KMO measurement and Bartlett’s test

The KMO measurement shows if the constructs, as grouped together by the researcher, are accurately grouped together. These statistical tools indicated that the p-value is statistically significant and that Section 3 and Section 5 have medium sampling adequacy and Section 4 and Section 6 have good sampling adequacy.

3.4.6 Factor matrix and Pattern matrix

The Factor matrix and Pattern matrix indicates if the factors in each construct are accurately grouped together by the researcher. This statistical analysis tools indicated that one factor or more factors, in each construct, made a large contribution towards explaining the variance in each construct. This indicated that the statements, in each construct, are accurately grouped together by the researcher.

3.4.7 Cronbach's Alpha

The Cronbach's Alpha (α) determined the reliability of each construct and shows when internal consistency is present. All four constructs, Logistics (Section 3), Aardklop personnel and the Aardklop grounds (Section 4), Stalls on the Aardklop grounds (Section 5) and the Productions at Aardklop (Section 6) all had $\alpha < 0.7$ which confirmed that each construct measures the same underlying variance. This variance is the quality of the products and services provided by Aardklop.

3.4.8 ANOVA testing

With ANOVA testing, one can determine if there is a statistically significant difference as to how more than two groups, in the research population, answered a certain construct. Statistical significant differences and practical significant differences can be determined by ANOVA testing. These differences were identified at Section 3 (Logistics) between the age groups of less than 18 years old and respondents 55 years and older. When looking at Section 5 (Stalls on the Aardklop grounds), there is a difference between the age groups of less than 18 years old the respondents between 35-44 years old.

When looking at the different academic qualification groups, there was a difference between Honour degree respondents and respondents who have some form of schooling with regards to Section 5 (Stalls on the Aardklop grounds). With regards to the different employment status groups, a difference between students and unemployed respondents, were identified in Section 3 (Logistics) and Section 5 (Stalls on the Aardklop grounds).

There was no statistically or practical significant differences as to how the different working experience groups (tenure) and the different spending groups answered the different constructs.

3.4.9 T-tests

A T-test was done to determine if there is a practical significant difference as to how males and females answered the different constructs. The T-tests concluded that there is no practical significant difference between the two groups as to how they answered the constructs.

3.4.10 Answering the research question

Frequency tables were used to answer Section 2 and Section 7 of the questionnaire. Section 2 posed the research question, while Section 7 was an expansion of Section 2. This enabled the researcher to ensure that the respondents answered the questionnaire honestly. Based on the information provided, the respondents are overall satisfied with the quality of products and services at Aardklop.

The last chapter, [Chapter 4](#), will focus on the conclusion, based on the previous three chapters and recommendations. The recommendations originate from literature concepts, empirical findings and the researcher's interpretation of this information to provide practical suggestions to the Aardklop directorate which can benefit the sustainability of the Aardklop arts festival.

CHAPTER 4: CONCLUSION AND RECOMMENDATIONS

4.1 INTRODUCTION

The research objectives from [Chapter 1](#) will be revisited to determine if they are met. A short summary highlighting the key findings, based on the literature study in [Chapter 2](#), will also be discussed. The empirical research, in [Chapter 3](#), provided research results obtained from the respondents focussing on their perception about the quality of the products and services at the arts festival. Chapter 4 comprises a conclusion combining the problem statement, literature study and empirical research. Recommendations will be proposed on how the Aardklop directorate can ensure the sustainability of Aardklop by focussing on the key success factors which can give Aardklop a competitive advantage in the arts festival industry. The value proposition of Aardklop will also be discussed, since based on the empirical research findings, the value proposition of Aardklop should be tailored to exceed festival goers' expectations by offering more exclusive products and services.

4.2 REVISITING THE PROBLEM STATEMENT

Ever since the origin of arts festivals in South Africa, various external role-players posed as potential threats for the survival of arts festivals as South Africans got to know and grew to love festivals. These external role-players include economic and political aspects, but in the case of Aardklop, an internal threat also arose when the Aardklop directorate wanted to disband the arts festival in 2016. Various arts festival role-players and the community of Potchefstroom worked together to make Aardklop a reality later that year. However, the Aardklop arts festival only needed to be 'saved' once, but innovative ideas need to be implemented by the Aardklop directorate to ensure the arts festival has a competitive advantage to ensure the sustainability of Aardklop. The problem arises with deciding if Aardklop's value proposition should remain the same as all the previous years' or should Aardklop start to adapt their products and services provided to the festival goers.

4.3 REVISITING THE LITERATURE STUDY

The literature study indicated that while arts festivals are one of the fastest growing industries in South Africa, all festivals compete for the same target market. Therefore, it is of utmost importance for Aardklop to have the competitive advantage within the arts festival industry, by positively influencing festival goers' perception about Aardklop. This can be accomplished by understanding the decision-making process festival goers undergo, when deciding to attend Aardklop. It is important that, based on Maslow's needs hierarchy theory, the Aardklop directorate understand that festival goers want to attend Aardklop to satisfy their need of

belonging. Therefore, the Aardklop directorate should market the festival as an event which must be attended to prevent FOMO. It is very difficult to influence perceptions, since not all individuals perceive quality the same. For this reason, the post-purchase behaviour of festival goers is very important. By listening to festival goers and improve Aardklop, based on the feedback received from festival goers, post-purchase doubt can be minimised and possible ensure the return of those festival goers to the following year's Aardklop. When researching the post-purchase behaviour of festival goers, the Aardklop directorate will be able to determine if the value proposition of Aardklop should remain the same or be adapted.

By providing high-quality products and services, at reasonable prices, the Aardklop directorate will be able to positively influence festival goers' perception about Aardklop. When an individual perceives something as value, they are more willing to pay (WTP) to obtain those products and services. Sales need to be generated to ensure the sustainability of Aardklop, and this is a very important business aspect which should be remembered to gain and keep the competitive advantage. Another venture, which provided to work well in gaining and keeping the competitive advantage is determining which aspects are unique selling propositions (USP) for Aardklop and keep on enforcing those aspects. Key success factors (KSFs) which the Aardklop directorate can focus on is the festival's marketing and accessibility. These two aspects will also contribute to the sustainability of Aardklop.

The most important finding, based on the literature study, can be summarised by the developed decision-making model, at the end of Chapter 2. This model explains all the different phases through which a festival goer will go, when deciding to attend Aardklop. It is very important to note that even though there are repeating festival goers, they still need to go through the same decision-making process to decide if they want to attend Aardklop. Therefore, each year Aardklop needs to be marketed, provide quality products and services at reasonable prices, to lure prospective festival goers to attend Aardklop once again.

4.4 REVISITING THE EMPIRICAL STUDY

The empirical study was conducted at the Aardklop National Arts festival during the first week of October in Potchefstroom. The research population consisted of 321 respondents who completed the self-developed quantitative questionnaire. By making use of the literature provided in [Chapter 2](#) and the research findings obtained in [Chapter 3](#), the conclusion of this research study can be made. It is important to state that one will not necessarily know if the respondents are really satisfied with the value proposition provided by Aardklop through its products and services, and if respondents perceived that if they are dissatisfied with Aardklop, the festival might be terminated. Future research opportunities can research this possibility further.

Frequency tables were used to define the market segment of Aardklop. The mean confirmed that respondents are satisfied with the quality of products and services provided by Aardklop. Respondents are very satisfied with the fact that the Aardklop grounds are back on Die Bult and the location of Aardklop is definitely a USP for the festival. Frequency tables were used again to indicate in each construct, where areas for improvement are and practical solutions were provided.

The Spearman's correlation coefficient confirmed that there is a positive linear relationship between variables and the KMO measurement and Bartlett's test confirmed that the constructs are accurately grouped together. A factor matrix and pattern matrix confirmed that the factors in each construct are accurately grouped together. The Cronbach's Alpha confirmed that all constructs are reliable since each construct measure the same underlying variance – the quality of Aardklop.

The ANOVA testing confirmed that there are statistically and practical significant differences as to how certain grouped answered certain constructs. A T-test between male and female respondents were developed and confirmed that there is no practical significant difference as to how males and females answered the constructs. Lastly, frequency tables were used to answer the research question and confirm that respondents are overall satisfied with the quality of products and services at Aardklop.

4.5 REVISITING THE PRIMARY OBJECTIVE

The primary objective of this research venture was to determine if festival goers believe the products and services provided by Aardklop are of good quality. Various statistical analysis tools were used to answer the primary research question of this study. Based on the data obtained from the respondents, the respondents are satisfied with the quality of products and services at Aardklop. Therefore, the primary research objective of this study has been answered.

4.6 REVISITING THE SECONDARY OBJECTIVES

The secondary research objectives assisted in achieving the primary objective of the study. The secondary objectives of this study focussed on:

- Examining unique characteristics associated with arts festivals.
- Verifying the questionnaire's reliability used in this research venture.
- Determine if festival goers have a negative perception about Aardklop due to previous years' difficulties and challenges.
- Do festival goers feel that Die Bult location is a unique selling proposition (USP) for Aardklop?

- Establish which products and services of Aardklop, festival goers perceive as good quality and value for money.
- Discover what aspects can be better addressed by Aardklop according to festival goers, in order to improve the quality of the experience of Aardklop.
- Determine if festival goers are overall satisfied with Aardklop.

Various statistical analysis tools were used to answer the secondary research objectives of this study. Based on the data obtained from the respondents, the following aspects indicate that the secondary research objectives of this study have been answered:

- The unique characteristics associated with arts festivals have been determined by the literature study in Chapter 2.
- The constructs' reliability in the questionnaire were confirmed by determining the Cronbach's Alpha in Chapter 3.
- Based on the feedback received from the respondents about the research question, it was confirmed that the respondents do not have a negative perception about Aardklop.
- It has been confirmed that Die Bult location is definitely a unique selling proposition (USP) for Aardklop, since it is the only aspect respondent are very satisfied with.
- By making use of frequency tables, it was established that respondents perceive the products and services of Aardklop, as good quality.
- Based on the feedback received from the respondents, it was discovered what aspects can be better addressed by Aardklop according to festival goers, in order to improve the quality of their experience of Aardklop.
- By making use of frequency tables, the research question was answered and respondents are overall satisfied with Aardklop.

4.7 RECOMMENDATIONS

The recommendations provided below is based on the literature findings in Chapter 2 and the empirical research conducted in Chapter 3. The following practical recommendations can be implemented by the Aardklop directorate:

4.7.1 Differentiate the product and service offering of Aardklop by adapting the value proposition

Since Aardklop's sustainability also depends on revenues generated, a product and service differentiation strategy should be employed. This will enable Aardklop's directorate to open new customer segments and by doing this, maximise the revenue and profitability generated by Aardklop. Research conducted by Eventbrite (2017:5) showed that product differentiation is of

utmost importance to satisfy the ever-changing needs of festival goers. If product and services provided by Aardklop does not satisfy the needs of the festival goers, they might not return to Aardklop and rather spend money on attending and doing other activities. It should be stated that the variety of productions and shows at Aardklop are of very high quality.

However, the free entertainment on the Aardklop grounds can include more local artists to perform at Aardklop and showcase their talents. This will create the feeling that Aardklop is “through the community, by the community”. If artists of other population groups from Potchefstroom, Ikageng and Mohadin, get invited to partake in Aardklop, this will immediately enhance the differentiation of Aardklop’s products and services. By doing this, Aardklop can include individuals from other population groups to partake in Aardklop. By implementing differentiation, it will allow the Aardklop directorate to have a competitive advantage over other arts festivals that do not differentiate their product and service offerings.

Another easy implementable suggestion to generate more revenue is to have small kiosks at the various production venues. These kiosks can have sell refreshments to the festival goers while they wait for the venue doors to open. Most often than not, it happens that festival goers rush to be on time for a production and are thirsty when they arrive at the production venue.

As pointed out in Chapter 2, the value proposition of arts festivals is stimulated by three aspects: the concept of market-day gatherings, the concept of commemorative celebrations and touring theatre companies. Though this model worked in the past and is still working, it does not mean that adaption to this model, should not be researched and considered. The current slogan of Aardklop is “*ons hart klop vir die kunste*” and the Aardklop directorate need to ensure that they live up to that expectation.

When looking at Aardklop’s current value proposition, Aardklop provides high quality productions in both Afrikaans and English and provide various products and services which can be bought at the stalls on the Aardklop grounds. However, the Aardklop directorate can adapt their value proposition by providing more exclusive products and services that are appealing to a broad customer base and by doing this to broaden Aardklop’s market segment. This will enable Aardklop to provide products and services festival goers are willing to buy. This does not mean that Aardklop should allow everybody to have a stall on the Aardklop grounds, but product differentiation can be accomplished by providing exclusive products and services, festival goers will only be able to buy at Aardklop and no other arts festival. This will create a feeling of “exclusivity” among festival goers and increase festival goers’ WTP for that product or service.

By understanding what festival goers perceive as quality and value for money, Aardklop can adapt its value proposition to adhere and satisfy the festival goers' needs. This will enable Aardklop to gain and keep the competitive advantage within the industry and become the market leaders within the industry. The value proposition can be determined by making use of the entrepreneurial tool called the Business Model Canvas. Since this research study is not entrepreneurial of nature, only a reference to the Business Model Canvas was made.

4.7.2 Implementing a Best-Cost Provider strategy

By implementing a Best-Cost Provider strategy, it will ensure that Aardklop provides a wide variety of products and services at various price points to adhere to the festival goers' wants, needs and preferences. This will ensure that festival goers will attend Aardklop again in the future, if there are products and services of good quality at reasonable pricing. With regards to this, hybridising is the main solution to stimulate cross selling among the different age groups attending Aardklop. This will contribute to the implementation of a Best-Cost Provider strategy, since hybridising will attract more festival goers to attend Aardklop and generate more revenue for Aardklop from various revenue streams. Implementing a Best-Cost Provider strategy goes hand in hand with differentiating the product and service offering of Aardklop. This strategy can form part of the adaption of the value proposition of Aardklop.

4.8 CONTRIBUTIONS OF THE STUDY

When perusing the above-mentioned results obtained from the empirical study, festival goers have a belongingness need to want to attend Aardklop. By attending Aardklop they get the opportunity to interact with other individuals who have the same cultural backgrounds and interests. The data obtained from the research question, posed in Section 2, confirmed that the respondents do have a positive perception about the quality of the products and services at this year's Aardklop. This study also determined that the Aardklop directorate needs to revisit their value proposition to ensure that Aardklop provides differentiated products and services to the defined market segment in order to ensure the sustainability of Aardklop. This study can be used as the starting point by other South African arts festivals to determine their market segments and ensure that their festival goers are satisfied with the products and services offered by that arts festival.

4.9 FUTURE RESEARCH SUGGESTIONS

For future research ventures, the following topics can be interesting:

- Conducting more research about Aardklop from a business perspective – even though Aardklop is an arts festival, it is still a company which needs to generate revenue to ensure the sustainability of Aardklop.
- Determine how the market segment of Aardklop can be expanded to ensure that the 35 year olds and older will want to attend the arts festival.
- Further research as to how the value proposition of Aardklop can be adapted and develop a universal model which can be implemented by other arts festivals in South Africa.

4.10 SUMMARY

This research study conducted on the Aardklop National Arts Festival provided the Aardklop directorate with practical recommendations which can be implemented to ensure the sustainability of Aardklop. Even though the previous and current model of Aardklop attracts thousands of festival goers each year that does not mean the model works as effective as it is supposed to. Constant evaluation of the value proposition that Aardklop provide to their festival goers should be implemented and researched to ensure that Aardklop gain and keep their competitive advantage within the arts festival industry.

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ANNEXURES

Festival goers' perception about the quality of products and services at Aardklop

You are invited to participate in a research study conducted by Marlie Coetzee. Mrs. Coetzee is a final year MBA student at the NWU School of Business and Governance. The purpose of this research is to determine festival goers' perception about the products and services at Aardklop.

Your participation will involve to complete a quantitative questionnaire.

This research may help us to understand what festival goers perceive as quality when referring to the products and services provided at Aardklop, if festival goers have a negative perception about Aardklop due to previous years and if festival goers believe that Die Bult location is a unique selling proposition for Aardklop. This research will also assist in establishing which products and services of Aardklop festival goers perceive as good and which aspects can be improved on.

There are no known risks associated with this research.

With regards to how the data and feedback will be kept safe and confidential. The researcher will hand out hard copies of the questionnaires which can be completed anonymously. The data will be kept safe on Dropbox. The data will be stored until 28 February 2018 after which the data will be destroyed.

Your participation in this research study is voluntary. You may choose not to participate and you may withdraw your consent to participate at any time.

If you have any questions or concerns about this study, please contact Marlie Coetzee: Marlie.Coetzee@nwu.ac.za | 072 7492 431 | 018 299 1020

I have read this consent form and I give my consent to participate in this research study.

Participant's signature_____

Date:_____

Dear Aardklopper

You are invited to participate in a research study conducted by Marlie Coetzee, a final year MBA student at the NWU School of Business and Governance. Your participation will involve the completion of this questionnaire.

This research may help us to understand what festival goers perceive as quality when referring to the products and services provided at Aardklop, if festival goers have a negative perception about Aardklop due to previous years and if festival goers believe that Die Bult location is a unique selling proposition for Aardklop. This research will also assist in establishing which products and services of Aardklop festival goers perceive as good and which aspects can be improved on.

1. Demographics

1.1 What is your age?

Less than 18 years	18 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55+ years
--------------------	---------------	---------------	---------------	---------------	-----------

1.2 Gender?

Male	Female	Prefer not to disclose this information
------	--------	---

1.3 Where do you live?

1.4 From which province are you from?

North West	Gauteng	Free State	Mpumalanga	Limpopo	KwaZulu-Natal	Eastern Cape	Northern Cape	Western Cape
------------	---------	------------	------------	---------	---------------	--------------	---------------	--------------

1.5 What is your population group?

Black	White	Coloured	Indian	Other:
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1.6 What is your home language?

1.7 What is your highest academic qualification?

Some form of schooling	Matric	Diploma	Degree	Honours degree	Master's degree	PhD
------------------------	--------	---------	--------	----------------	-----------------	-----

1.8 What is your employment status?

Student	Unemployed	Employed	Pensioner
---------	------------	----------	-----------

1.9 How many years work experience do you have?

None	1–5 years	6–10 years	11–15 years	16–20 years	21-25 years	25+ years	Pensioner
------	-----------	------------	-------------	-------------	-------------	-----------	-----------

1.10 Did you have to take leave to attend Aardklop?

Yes	No
-----	----

1.11. a) How many days have you attended Aardklop?

1.11. b) Select the days you attended Aardklop:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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1.12 How much do you spend at Aardklop (an estimation)?

R1-R300	R301-R400	R401-R500	R501-R600	R601-R700	R701-R800	R801-R1000	R1000+
---------	-----------	-----------	-----------	-----------	-----------	------------	--------

1.13. How many times have you attended Aardklop since 1998?

First time	Second time	Third time	Four or more than four times
------------	-------------	------------	------------------------------

2. Research question:

2.1 Overall, are you satisfied with your experience of Aardklop?

Yes	No
-----	----

3. Logistics:

3.1 How satisfied are you with the directions showing where the Aardklop grounds are, when driving to and around in Potchefstroom?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

3.2 How satisfied are you with the parking areas allocated around the Aardklop grounds (not the production venues)?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

3.3 How satisfied are you with the security of your vehicle in the parking areas (not the production venues)?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

3.4 How satisfied are you with the location of Aardklop (being back on Die Bult)?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

3.5 How satisfied are you with the entrances at the Aardklop grounds?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

4. Aardklop personnel and the Aardklop grounds:

4.1 How satisfied are you with the friendliness of Aardklop personnel?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

4.2 How satisfied are you with the professionalism of Aardklop personnel?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

4.3 How satisfied are you with the information provided by Aardklop personnel when assisting you with a query?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

4.4 How satisfied are you with the cleanliness of the Aardklop grounds?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

4.5 How satisfied are you with the security on the Aardklop grounds?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

4.6 How satisfied are you with the cleanliness of the public restrooms on the Aardklop grounds?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

5. Stalls on the Aardklop grounds:

5.1 How satisfied are you with the food at Aardklop?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

5.2 How satisfied are you with the variety of food at Aardklop?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

5.3 How satisfied are you with the variety of exhibitors at Aardklop?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

5.4 How satisfied are you with the purchase price of products at the stalls?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

5.5 How satisfied are you with the variety of free entertainment and shows on the Aardklop grounds?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

6. Productions at Aardklop:

6.1 I did not attend any productions at Aardklop:

Please skip Section 6 and complete Section 7.

6.2 I did attend productions at Aardklop:

6.2.1 How satisfied are you with the variety of productions at Aardklop?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

6.2.2 How satisfied are you with the venues where the productions are held?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

6.2.3 How satisfied are you with the Aardklop personnel working at the production venues?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

6.2.4 How satisfied are you with the ticket pricing of productions?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

6.2.5 How satisfied are you with the shuttle services of Aardklop, taking you to and from productions?

Does not make use of the shuttle service	Not at all satisfied	Not satisfied	Satisfied	Very satisfied
--	----------------------	---------------	-----------	----------------

7. Overall, how satisfied are you with Aardklop?

Almost not at all satisfied	Not satisfied	Satisfied	Very satisfied
-----------------------------	---------------	-----------	----------------

I have read the introduction, understand the purpose of this study and I give my consent to participate in this research study.

Participant's signature _____ Date: _____

Thank you very much for your willingness to participate in the research study.

Doel? Conscient?

Pilot study

Geagte Aardklopper -

Hierdie is 'n vraelyste wat u slegs 'n paar minute sal neem om te voltooi, aangesien die meeste vrae maar net 'n merkboksie ("tick list") formaat is. Dit kan vir ons dorp goeie waarde ontsluit en daarom stel ons dit op prys om te voltooi. Al wat verwag word, is u eerlike opinie en uiteraard word VERTROULIKHEID gewaarborg deurdat dit anoniem is! Hierdie is akademiese navorsing *datalewes*.

AFR ?
ENG ↓

In die meeste gevalle merk u net die regte blokkie wat op u van toepassing is, bv.

1 Demographics

Less than 18 1.1 What is your age?

18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55+ years
---------------	---------------	---------------	---------------	-----------

1.2 Sex? Gender

Male	Female
------	--------

1.3 From which town/city are you? Where do you live?

1.4 From which province are you? from? R

North West	Gauteng	Free State	Mpumalanga	Limpopo	KwaZulu-Natal	Eastern Cape	Northern Cape	Western Cape
------------	---------	------------	------------	---------	---------------	--------------	---------------	--------------

1.5 What is your ethnic background? Population group.

Black	White	Coloured	Indian	Other:
-------	-------	----------	--------	--------

1.6 What is your home language?

* Some schooling 1.7 What is your highest academic qualification?

Matric	Diploma	Degree	Honors degree	Master's degree	PhD
--------	---------	--------	---------------	-----------------	-----

grade ... 1.8 How many years working experience do you have?

None	1-5 years	6-10 years	11-15 years	16-20 years	21-25 years	25+ years	Pensioner
------	-----------	------------	-------------	-------------	-------------	-----------	-----------

1.9 Retired Employment Status

1.9 Did you have to put in leave to attend Aardklop?

WFA Yes	No
--------------------	----

1.10 How many days do you attend Aardklop?

4-5 6-7

1 Day Mon Tue	2 - 3 Days	The whole week	The weekend
--	------------	----------------	-------------

1.11 How much do you spend at Aardklop (an estimation)?

R1-R300	R301- R400	R401- R500	R501- R600	R601- R700	R701- R800	R801- R1000	R1000+
---------	---------------	---------------	---------------	---------------	---------------	----------------	--------

1.12 How many times have you attend Aardklop since 1998?

First time	Second time	Third time	More than four times
------------	-------------	------------	----------------------

2 Research question:

Overall,
2.1 Are you satisfied with your experience of Aardklop?

Yes	No
-----	----

3 Logistics:

3.1 How satisfied are you with the indications showing where the Aardklop grounds are, when driving into Potchefstroom?
directions, and around in

Not at all satisfied	Not satisfied	Satisfied	Very satisfied
----------------------	---------------	-----------	----------------

3.2 How satisfied are you with the parking spaces allocated around the Aardklop grounds?
areas, (not the show venues)

Not at all satisfied	Not satisfied	Satisfied	Very satisfied
----------------------	---------------	-----------	----------------

3.3 How satisfied are you with the security guards looking after your vehicle?
OP in the parking areas.

Not at all satisfied	Not satisfied	Satisfied	Very satisfied
----------------------	---------------	-----------	----------------

3.4 How satisfied are you with the location of Aardklop (being back on the Bult)? ^{Die}

Not at all satisfied	Not satisfied	Satisfied	Very satisfied ✓
----------------------	---------------	-----------	------------------

3.5 How satisfied are you with the entrance procedure when entering the Aardklop grounds?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

4 Aardklop/personnel on the Aardklop/grounds:

4.1 How satisfied are you with the friendliness of Aardklop/personnel?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
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4.2 How satisfied are you with the professionalism of Aardklop/personnel?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

4.3 How satisfied are you with the information provided by Aardklop/personnel when assisting you with a query?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

4.4 How satisfied are you with the cleanliness of the Aardklop/grounds?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

4.5 How satisfied are you with the security on the Aardklop/grounds?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

4.6 How satisfied are you with the cleanliness of the public restrooms? *on the Aard. grounds*

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
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5 Stalls on the Aardklop-grounds:

5.1 How satisfied are you with the food at Aardklop?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

5.2 How satisfied are you with the variety of food stalls at Aardklop?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

5.3 How satisfied are you with the variety of exhibitors at Aardklop?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

5.4 How satisfied are you with the purchase price of products at the stalls?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

5.5 How satisfied are you with the variety of free entertainment and shows on the Aardklop/grounds?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

6 Productions at Aardklop:

G.I. I did not attend any productions, I thought you

6.1 How satisfied are you with the variety of productions at Aardklop?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied 7
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6.2 How satisfied are you with the venues where the productions are held?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

6.3 How satisfied are you with the Aardklop personnel working at the production venues?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

6.4 How satisfied are you with the ticket pricing of productions?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

6.5 How satisfied are you with the shuttle services of Aardklop, taking you to and from productions?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

I did not use.
Overall, how satisfied are you with Aardklop?

Not at all satisfied	Not satisfied	Satisfied ✓	Very satisfied
----------------------	---------------	-------------	----------------

DANKIE! Die Navorsers

Thank you for

Section 3: Logistics

Communalities		
Logistics	Initial	Extraction
Directions showing where the Aardklop grounds are?	0.125	0.151
Parking areas allocated around the Aardklop grounds?	0.418	0.527
Security of your vehicle in the parking areas?	0.376	0.412
Location of Aardklop (being back on Die Bult)?	0.271	0.283
Entrances at the Aardklop grounds?	0.278	0.309

Total Variance Explained						
Logistics	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Directions showing where the Aardklop grounds are?	2.308	46.157	46.157	1.682	33.643	33.643
Parking areas allocated around the Aardklop grounds?	0.954	19.084	65.240			
Security of your vehicle in the parking areas?	0.837	16.731	81.972			
Location of Aardklop (being back on Die Bult)?	0.520	10.391	92.363			
Entrances at the Aardklop grounds?	0.382	7.637	100.000			

Factor Matrix ^a	
Logistics	Satisfaction with logistics
Directions showing where the Aardklop grounds are?	0.389
Parking areas allocated around the Aardklop grounds?	0.726
Security of your vehicle in the parking areas?	0.642
Location of Aardklop (being back on Die Bult)?	0.532
Entrances at the Aardklop grounds?	0.556

Section 4: Aardklop personnel and the Aardklop grounds

Structure Matrix		
Aardklop personnel and the Aardklop grounds	Satisfaction with Aardklop personnel	Satisfaction with Aardklop grounds
Friendliness of Aardklop personnel?	0.808	0.481
Professionalism of Aardklop personnel?	0.844	0.491
Information provided by Aardklop personnel?	0.583	0.380
Cleanliness of Aardklop grounds?	0.473	0.655
Security on the Aardklop grounds?	0.438	0.600
Cleanliness of the public restrooms?	0.341	0.692

Section 5: Stalls on the Aardklop grounds

Communalities		
Stalls on the Aardklop grounds	Initial	Extraction
Food at Aardklop?	0.491	0.486
Variety of food at Aardklop?	0.605	0.713
Variety of exhibitors at Aardklop?	0.409	0.444
Purchase price of products at the stalls?	0.184	0.164
Variety of free entertainment and shows on the Aardklop grounds?	0.273	0.309

Total Variance Explained						
Stalls on the Aardklop grounds	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Food at Aardklop?	2.629	52.580	52.580	2.116	42.312	42.312
Variety of food at Aardklop?	0.918	18.359	70.939			
Variety of exhibitors at Aardklop?	0.612	12.241	83.181			
Purchase price of products at the stalls?	0.590	11.807	94.988			
Variety of free entertainment and shows on the Aardklop grounds?	0.251	5.012	100.000			

Factor Matrix ^a	
Stalls on the Aardklop grounds	Satisfaction with the stalls on the Aardklop grounds
Food at Aardklop?	0.697
Variety of food at Aardklop?	0.844
Variety of exhibitors at Aardklop?	0.667
Purchase price of products at the stalls?	0.405
Variety of free entertainment and shows on the Aardklop grounds?	0.556

Section 6: Productions at Aardklop

Communalities		
Productions at Aardklop	Initial	Extraction
Variety of productions at Aardklop?	0.364	0.437
Venues where productions are held?	0.466	0.658
Aardklop personnel working at the production venues?	0.423	0.574
Ticket pricing of productions?	0.161	0.182

Total Variance Explained						
Productions at Aardklop	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Variety of productions at Aardklop?	2.396	47.928	47.928	1.901	38.016	38.016
Venues where productions are held?	0.989	19.784	67.711			
Aardklop personnel working at the production venues?	0.747	14.936	82.648			
Ticket pricing of productions?	0.480	9.597	92.245			

Factor Matrix^a	
Productions at Aardklop	Satisfaction with productions at Aardklop
Variety of productions at Aardklop?	0.661
Venues where productions are held?	0.811
Aardklop personnel working at the production venues?	0.757
Ticket pricing of productions?	0.427

Section 3: Logistics

Item Statistics			
Logistics	Mean	Std. Deviation	N
Directions showing where the Aardklop grounds are?	2.97	0.739	312
Parking areas allocated around the Aardklop grounds?	2.91	0.673	312
Security of your vehicle in the parking areas?	3.08	0.572	312
Location of Aardklop (being back on Die Bult)?	3.63	0.515	312
Entrances at the Aardklop grounds?	3.31	0.580	312

Inter-Item Correlation Matrix					
Logistics	Directions showing where the Aardklop grounds are?	Parking areas allocated around the Aardklop grounds?	Security of your vehicle in the parking areas?	Location of Aardklop	Entrances at the Aardklop grounds?
Directions showing where the Aardklop grounds are?	1.000	0.300	0.188	0.262	0.214
Parking areas allocated around the Aardklop grounds?	0.300	1.000	0.595	0.279	0.333
Security of your vehicle in the parking areas?	0.188	0.595	1.000	0.268	0.281
Location of Aardklop (being back on Die Bult)?	0.262	0.279	0.268	1.000	0.478
Entrances at the Aardklop grounds?	0.214	0.333	0.281	0.478	1.000

Item-Total Statistics					
Logistics	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple	Cronbach's Alpha if Item Deleted
Directions showing where the Aardklop grounds are?	12.94	2.922	0.332	0.127	0.703
Parking areas allocated around the Aardklop grounds?	13.00	2.646	0.552	0.412	0.590
Security of your vehicle in the parking areas?	12.83	3.018	0.484	0.368	0.627
Location of Aardklop (being back on Die Bult)?	12.28	3.205	0.453	0.270	0.642
Entrances at the Aardklop grounds?	12.60	3.057	0.451	0.276	0.639

Section 4: Aardklop personnel and the Aardklop grounds

Item Statistics			
Aardklop personnel and the Aardklop grounds	Mean	Std. Deviation	N
Friendliness of Aardklop personnel?	3.40	0.544	297
Professionalism of Aardklop personnel?	3.38	0.558	297
Information provided by Aardklop personnel?	3.20	0.619	297
Cleanliness of Aardklop grounds?	3.20	0.613	297
Security on the Aardklop grounds?	3.22	0.555	297
Cleanliness of the public restrooms?	2.94	0.652	297

Inter-Item Correlation Matrix						
Aardklop personnel and the Aardklop grounds	Friendliness of Aardklop personnel?	Professionalism of Aardklop personnel?	Information provided by Aardklop personnel?	Cleanliness of Aardklop grounds?	Security on the Aardklop grounds?	Cleanliness of the public restrooms?
Friendliness of Aardklop personnel?	1.000	0.701	0.484	0.397	0.362	0.273
Professionalism of Aardklop personnel?	0.701	1.000	0.493	0.379	0.367	0.291
Information provided by Aardklop personnel?	0.484	0.493	1.000	0.305	0.284	0.199
Cleanliness of Aardklop grounds?	0.397	0.379	0.305	1.000	0.406	0.438
Security on the Aardklop grounds?	0.362	0.367	0.284	0.406	1.000	0.403
Cleanliness of the public restrooms?	0.273	0.291	0.199	0.438	0.403	1.000

Item-Total Statistics					
Aardklop personnel and the Aardklop grounds	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Friendliness of Aardklop personnel?	15.94	4.348	0.630	0.534	0.731
Professionalism of Aardklop personnel?	15.96	4.296	0.632	0.537	0.730
Information provided by Aardklop personnel?	16.14	4.435	0.481	0.292	0.766
Cleanliness of Aardklop grounds?	16.14	4.313	0.542	0.315	0.751
Security on the Aardklop grounds?	16.12	4.553	0.510	0.276	0.758
Cleanliness of the public restrooms?	16.41	4.438	0.440	0.258	0.778

Section 5: Stalls on the Aardklop grounds

Item Statistics			
Stalls on the Aardklop grounds	Mean	Std. Deviation	N
Food at Aardklop?	3.34	0.571	299
Variety of food at Aardklop?	3.33	0.647	299
Variety of exhibitors at Aardklop?	3.12	0.662	299
Purchase price of products at the stalls?	2.87	0.575	299
Variety of free entertainment and shows on the Aardklop grounds?	3.17	0.616	299

Inter-Item Correlation Matrix					
Stalls on the Aardklop grounds	Food at Aardklop?	Variety of food at Aardklop?	Variety of exhibitors at Aardklop?	Purchase price of products at the stalls?	Variety of free entertainment and shows on the Aardklop grounds?
Food at Aardklop?	1.000	0.681	0.385	0.241	0.356
Variety of food at Aardklop?	0.681	1.000	0.601	0.220	0.393
Variety of exhibitors at Aardklop?	0.385	0.601	1.000	0.317	0.400
Purchase price of products at the stalls?	0.241	0.220	0.317	1.000	0.379
Variety of free entertainment and shows on the Aardklop grounds?	0.356	0.393	0.400	0.379	1.000

Item-Total Statistics					
Stalls on the Aardklop grounds	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Food at Aardklop?	12.50	3.392	0.572	0.481	0.718
Variety of food at Aardklop?	12.51	3.009	0.666	0.603	0.680
Variety of exhibitors at Aardklop?	12.72	3.110	0.588	0.417	0.710
Purchase price of products at the stalls?	12.97	3.758	0.373	0.186	0.779
Variety of free entertainment and shows on the Aardklop grounds?	12.67	3.384	0.511	0.272	0.737

Section 6: Productions at Aardklop

Item Statistics			
Productions at Aardklop	Mean	Std. Deviation	N
Variety of productions at Aardklop?	3.49	0.533	243
Venues where productions are held?	3.42	0.550	243
Aardklop personnel working at the production venues?	3.44	0.545	243
Ticket pricing of productions?	3.24	0.540	243

Inter-Item Correlation Matrix				
Productions at Aardklop	Variety of productions at Aardklop?	Venues where productions are held?	Aardklop personnel working at the production venues?	Ticket pricing of productions?
Variety of productions at Aardklop?	1.000	0.559	0.522	0.242
Venues where productions are held?	0.559	1.000	0.600	0.337
Aardklop personnel working at the production venues?	0.522	0.600	1.000	0.341
Ticket pricing of productions?	0.242	0.337	0.341	1.000

Item-Total Statistics					
Productions at Aardklop	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Variety of productions at Aardklop?	10.10	1.651	0.562	0.367	0.691
Venues where productions are held?	10.17	1.515	0.655	0.457	0.636
Aardklop personnel working at the production venues?	10.16	1.546	0.637	0.428	0.647
Ticket pricing of productions?	10.35	1.873	0.365	0.144	0.793



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Saturday, 18 November 2017

To whom it may concern,

Re: Letter of confirmation of language editing

The dissertation Festival goers' perception about the quality of products and services at Aardklop by M. Coetzee (21728224) was language edited. The referencing and sources were checked as per NWU referencing guidelines. Final corrections remain the responsibility of the author.

Antoinette Bisschoff

Officially approved language editor of the NWU since 1998
Member of SA Translators Institute (no. 100181)

Precision ... to the last letter