What drives bikers to attend a motorcycling event?

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Abstract

Africa Bike Week, considered South Africa's premier biking event, attracts large numbers of bikers, especially Harley-Davidson bikers, and bike enthusiasts from across the country. This study investigated these visitors and clustered them based on their motives for attending the event. As background to the study, we provide a broad survey of the literature on what motivates people to attend motorcycling events. Motorcycle tourism has received international research attention, especially in the US, but to date has been neglected in South Africa. Our study helps to fill this gap, particularly as regards biker and attendee characteristics. We found that three distinct market segments can be identified at the event; each one being motivated by a different set of motives. Recommendations are made to attract, retain and expand each segment. Event organisers can also use this information to expand motorcycle tourism in South Africa.

Keywords: Africa Bike Week, motives, cluster analysis, Motorcycle tourism, South Africa

INTRODUCION

Motorcycling is rarely mentioned in the tourism literature, but motorcycle tourism is a large and growing market with considerable economic value (Sykes & Kelly, 2012; TREES, 2013). This type of tourism takes various forms, from individuals or groups arranging their own biking holiday to tours organised by clubs or professional companies (Prideaux & Carson, 2010). It implies travel where the main motive is to experience any form of motorcycling, whether as a participant or a spectator. It includes the three major categories of motorcycles used for touring, namely Club cruisers, touring bikes and short tourers (Sykes & Kelly, 2012), and can involve group tours or solo bikers, whether organised by businesses or independently (Motorcycle Tourism Strategy, 2013–2016). Motorcycling trips may include participation in sporting events or attendance at events organised for commercial gain and/or charity, or independently organised motorcycling (Sykes & Kelly, 2012).

One of the outcomes of the increased interest in motorcycles has been the organisation of large motorcycle rallies and events, which bring motorcyclists and

motorcycling enthusiasts together for a specific cause and to share their culture, lifestyle and love of bikes. These events can be organised by either motorcycle clubs or independent event organisers and the increasing number of visitors and participants to these events indicate the importance of these events (Beric *et al.*, 2012). Motorcycle rallies provide excellent opportunities to participate in and observe certain aspects of the subculture of motorcycle enthusiasts (Schouten & McAlexander, 1995; Allen *et al.*, 2003). These events can be leveraged to attract more bikers to a destination and encourage them to stay on for a touring holiday (Motorcycle Tourism Strategy, 2013–2016). Some of the world's largest motorcycling events include Laconia Motorcycle Week that attracts 300-400 000 bikers (91th year of existence); Daytona Bike Week that attracts almost 500 000 bikers and Sturgis Motorcycle Rally a ten day festival that attracts 450-800 000 riders (over 70 years in existence) (ratestogo.com, 2014).

Numerous motorcycle events are also held annually in South Africa. The DJ Run was one of the first motorcycling events held in South Africa. This world-famous motorcycle race between Durban and Johannesburg started in 1913, with the main goal being to win the coveted Schlesinger Vase – a large silver trophy. Numerous motorcycle events are now held annually, attracting bikers from across the country. A well-known one is the Buffalo Rally, first held in 1969 at Bathurst in the Eastern Cape, which covers a broad spectrum of local, provincial and national events. Africa Bike Week, held annually at Margate during the month of April, is considered South Africa's premier biking event. Its primary focus is to attract as many bikers, especially Harley-Davidson bikers, and bike enthusiasts as possible from across South Africa (Harley-Davidson Africa, 2013). The Africa Bike Week experience is connected to the Harley-Davidson brand motorcycle and consumption constellation of related gear. Each year it attracts approximately 25 000 visitors and bikers and its economic value

in 2013 (only in its 5th year) was R110 million, based on visitors' spending alone (TREES, 2013).

Realising the size and economic potential of this lucrative market, many destination marketing organisations and agencies are seeking to attract bikers, with some targeting motorcyclists exclusively (Walker, 2011). However, as with any other market segment, to target this segment effectively and increase their spending it is necessary to understand who they are, what their needs are and how these needs can be fulfilled, especially since little research presently exists (Walker, 2011; Sykes & Kelly, 2012). The purpose of this research is therefore to narrow this gap in current research by determining the motives of visitors to the Africa Bike Week, and, based on these motives, identify and profile different market segments. To the authors' knowledge, this will be the first time that visitors (bikers, spectators and the curious) at this type of motorcycle event will be analysed in a developing country context and this research will therefore provide valuable insights into the profile and motives of these visitors. This information can help organisers of these types of motorcycle events and rallies to adapt their marketing strategies to attract and retain more visitors as well as satisfy the needs and expectations of the different market segments traveling to these types of events. This can ultimately lead to expanding motorcycle tourism in South Africa.

LITERATURE REVIEW

The interest in motorcycles has increased over the past 20 years, broadening this specialised market (Way & Robertson, 2013). Motorcycle events can be regarded as niche events attracting a niche market with an interest in either riding or admiring motorcycles. Motorcycle events and rallies can vary in size, from minor events attracting less than one hundred people to major events attracting thousands of visitors with significant spending power (Walker, 2011). The popularity of

motorcycle events raises some pertinent research questions: What kind of people make up these audiences? And what are their motives for traveling to attend events of this kind? In order to accurately identify those individuals who are likely to attend these types of events, information is needed about their motives in order to devise effective marketing strategies.

'Motivation' has been defined as: 'a state of need, a condition that exerts a push on the individual towards certain types of action that are seen as likely to bring satisfaction' (Moutinho, 1987:16; Decrop, 2006:9); an internal factor that directs and integrates an individual's behaviour (Iso-Ahola, 1980, 1983); and a dynamic concept that may vary from one person to another, from one market segment to another, from one event to another, and from one decision-making process to the next (Kruger & Saayman, 2012). Segmenting visitors based on their motives for attendance has proved to be a useful and valuable psychographic segmentation base as it allows marketers/organisers/researchers to identify the different needs of visitors and how this influences their behaviour to adapt marketing strategies accordingly

(Kruger & Saayman, 2012; Goeldner & Ritchie, 2012; Page & Connell, 2009; Cook *et al.*, 2010; Walker & Walker, 2012).

Analysing the motives of visitors to motorcycle events is however complex as many aspects need to be considered. As shown in Figure 1, the reasons or motives for attending motorcycle events is determined by aspects such as the motorcyclist (socio-demographic profile, spending behaviour club affiliation, group composition, type of motorcycle owned, etc.) and the type of event (rally, mass ride, breakfast run, social and charity event, club event, etc.). These motives can range from escape, socialisation to the adventure and freedom of the ride. However, since events differ according to type, location, theme, duration, target market and so on, the same motivational factors may not be applicable or significant for all visitors. Identifying the different motives of visitors can lead to various positive outcomes such as identifying the most lucrative market segments, custom marketing campaigns and product/programme development based on visitor needs, increase in visitor spending as well as more visitors to name but a few.
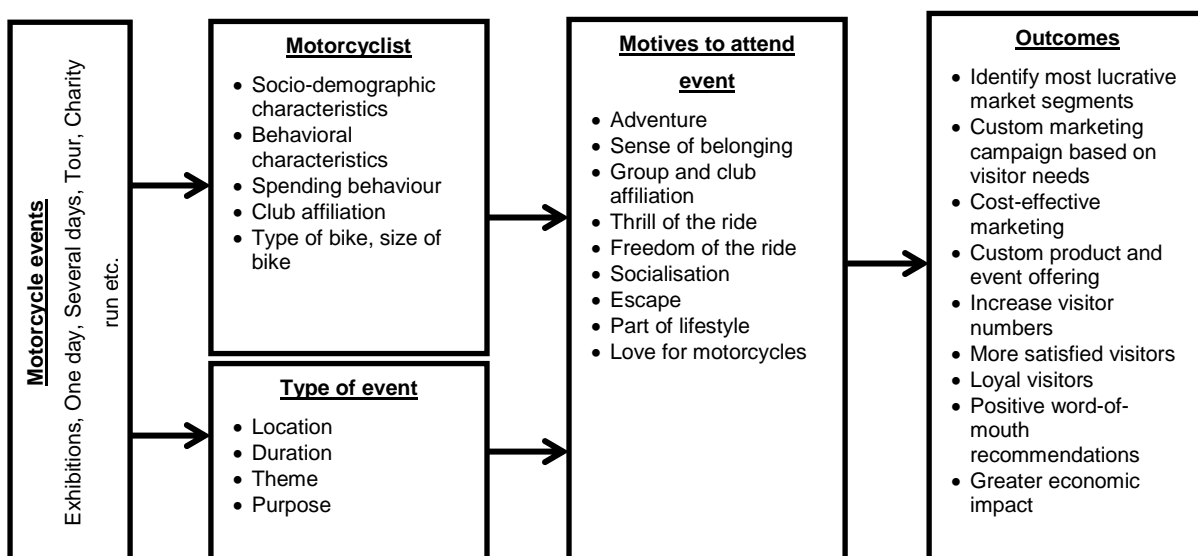

FIGURE 1: Influence of motives on the attendance of motorcycle events

Source: Author's own illustration based on available literature

Studies on motorcycling in the US dominate the literature and topics include: aspects of safety (Elliott *et al.*, 2003), environmental aspects of motorcycles (Leong *et al.*, 2002), ethnographic aspects (Schouten & McAlexander, 1995), cultural significance (Packer & Coffey, 2004), escape to rurality (Jachimiak, 2006), gender consumer behaviour Martin et al. (2006), value of charity runs (Rabinowitz, 2007), spirituality (Litton, 2008), and adventure motorcycling (Price-Davies, 2011). Miller (2012) profiled Chinese Harley-Davidson bikers and found that they are successful entrepreneurs between the ages of 35 and 55 who share similar personality traits and often lease or own at least one luxury car. Miller (2012:42) observes that 'Globally, Harley-Davidson customers typically have strong character traits and a strong desire for success and to express their personalities'.

With regard to bikers' motives for attending motorcycle rallies or events, Price-Davies (2011) found that bikers take part in the Kudu Expeditions for the sense of adventure, determination to be part of an epic adventure, personal challenge, to test their capabilities, for self-discovery, to break away from their daily routine, and to socialise and meet new people. Rabinowitz (2007) found that bikers in a South African charity run were motivated by adventure, charitable generosity, the desire to make people aware of these events, and group affiliation. Crowther (2007) found that bikers in the Isle of Man TT Races were motivated by competitiveness, the cultural experience, the love of motorcycle riding, the sense of freedom and escape from their daily routine. Their motives for attending or taking part in motorcycle events were therefore influenced by the type of event.

In one of the few studies of the economic implications of motorcycling events, Nale et al. (2003) found that Harley-Davidson owners were mostly male with a fairly high disposable income and consequently high spenders at the event. These results are consistent with findings by Broughton (2007) and Way et al. (2010), who also found that motorcyclists are generally sociable and often travel in groups, are aged 50 and older, affluent, predominately male (although the proportion of female motorcyclists is increasing) and in professional occupations.

Motorcyclists spending habits include not only spending on their bike, but also on consumables (for example fuel and oil), accommodation on biking trips, and biking events (for example rallies, bike shows and races). They are not a homogeneous group but vary considerably in profile and their spending can be linked to demographics (Broughton, 2007; Walker, 2011). Young bikers (under the age of 40) spend considerably more on events and accommodation than older bikers, while high-earning professionals spend more on consumables, accommodation and motorcycle events (Broughton, 2007).

The afore-mentioned results show that motorcyclists (bikers) cannot be regarded as homogeneous in terms of their profiles and motives. None of the studies mentioned above have segmented bikers based on their motives for attending motorcycle events or focused on analysing these visitors in a developing country context.

The lack of current literature on South African motorcycling events further necessitates research in this field and the present study therefore has much to contribute to the knowledge base regarding motorcycle event visitors. Our investigation of the motives of the visitors at a major South African motorcycling event, Africa Bike Week, will have benefits for overall event success.

METHODOLOGY

As this was a quantitative study, a structured questionnaire was used to collect the data. This section describes the questionnaire, the sampling method, the survey and the statistical analysis.

The questionnaire

The questionnaire used in the survey was divided into three sections. Section A determined the socio-demographic details of visitors to Africa Bike Week (gender, age, home language, annual gross income, group size, number of people financially responsible for, province of origin, spending, level of education, marital status, mode of transport and number of previous attendances). Section B determined their motives for attending the event, measuring 30 motivational aspects on a 5-point Likert scale where 1 indicated not at all important, 2 slightly important, 3 important, 4 very important and 5 extremely important. This section also determined the number of rallies and other motorcycling events the visitors had attended, who they were travelling with, how they had heard about Africa Bike Week, whether they visited tourist attractions and what other events they were planning to attend during 2013. Section 3 determined their motorcycling preferences in terms of brand, size, club affiliation, age first exposed to motorcycles and who exposed them to motorcycles. The following steps, as proposed by Field (2003) as well as Tustin et al. (2005) were followed to design and validate the questionnaire:

Content validity: An in-depth literature analysis was done to identify the relevant motivational factors for attending arts performances and circus performances. Due to limited research focusing specifically on the motives of visitors to a motorcycle event such as Africa Bike Week, the questionnaire was based on the works of Walker (2011), Rabinowitz (2007), Price-Davies (2011) and Crowther (2007) and adapted for Africa Bike Week.

Face validity: Statistical consultation services advised on the formulation of the statements as well as the measuring scales used.

Construct validity: Factor analyses were performed on both the motivational and key success factors in order to determine the degree to which the statements measures what it claims, or purports, to be measuring (please see the Data analysis section more detail).

Reliability: To test the reliability of the identified factors, reliability coefficients (Cronbach's alpha) and inter-item correlations were calculated (please also see the Data analysis section for more detail).

Sampling method and survey applied at Africa Bike Week

A survey was conducted at Africa Bike Week in Margate from 26 to 29 April 2013. Attendees were approached by trained fieldworkers who asked the attendees to complete the questionnaires. One hundred and fifty questionnaires were distributed every day over a three-day period. A total of 474 completed questionnaires were obtained out of a possible 500, resulting in a 95% return rate. According to Israel (2009:6), in a population of 100 000 (N), 398 respondents (n) are seen as representative. The organisers indicated that approximately 25 000 visitors attended Africa Bike Week, so the total number of completed questionnaires was more than adequate. Only questionnaires with responses that had complete motivational information could be included in further analysis. This resulted in a total of 418 usable questionnaires.

Statistical analysis

Microsoft Excel was used to capture the data and SPSS (SPSS Inc, 2013) to analyse it. The analysis was done in three stages: a factor analysis, a cluster analysis and an analysis of significant differences between motivational clusters of visitors to the Africa Bike Week.

First, a general profile of the visitors to Africa Bike Week was compiled. Second, a principal axis factor analysis, using an Oblimin rotation with Kaiser normalisation, was performed on the 30 motivation items

to explain the variance-covariance structure of a set of variables through a few linear combinations of these variables. The Kaiser-Meyer-Olkin measure of sampling adequacy was also used to determine whether the covariance matrix was suitable for factor analysis. Kaiser's criteria for the extraction of all the factors with eigenvalues larger than one were used because they were considered to explain a significant number of variations in the data. In addition, all items with a factor loading above 0.3 were considered as contributing to a factor, and all with loadings lower than 0.3 as not correlating significantly with this factor (Steyn, 2000). In addition, any item that cross-loaded on two factors with factor loadings greater than 0.3 was categorised in the factor where interpretability was best. A reliability coefficient (Cronbach's alpha) was computed to estimate the internal consistency of each factor. All factors with a reliability coefficient above 0.6 were considered to be acceptable in this study. The average inter-item correlations were also computed as another measure of reliability – these, according to Clark and Watson (1995), should lie between 0.15 and 0.55.

Second, a cluster analysis was done based on the motives of the visitors. Aaker et al. (2007) emphasize that every market segment may display different product needs and may respond differently to marketing approaches. The value of cluster analysis thus lies in its ability to facilitate market segmentation so as to arrive ultimately at homogeneous segments that share similar needs, lifestyles or responses to marketing efforts (Malhorta, 2007; Zikmund & Babin, 2007). A cluster analysis, using Ward's method with Euclidean distances, was performed on the scores of the motives to attend the performance. A cluster analysis is a multivariate interdependence technique, whose primary objective is to classify objects into relatively homogeneous groups based on the set of variables considered, and is mostly an exploratory technique (Hair *et al.* 2000:594). Hierarchical clustering makes no assumptions concerning the number of groups or group structure. Instead, the members are grouped together based on their natural similarity (Johnson & Wichern, 2007:671-673). This research did not take an *a priori* view of which data points should fall into which segment. Rather, a hierarchical cluster analysis was used to explore the natural structure of the data, by means of Ward's method with Euclidean distances.

Third, ANOVAs, two-way frequency tables and chi-square tests were used to investigate any significant differences between the identified market segments. Effects sizes and phi-values were used to further identify any significant differences between the clusters. The purpose of effect size is to establish whether any differences exist between the clusters; in this case, in which combination of clusters the mean values of the motives and the averages of the socio-demographic and behavioural variables had the smallest or largest effect. Cohen (1988), Ellis and Steyn (2003) and Steyn (2009) offer the following guidelines for the interpretation of the effect sizes: small effect: $d= 0.2$, medium effect: $d=0.5$ and large effect: $d=0.8$. Cohen (1988) gives the following criteria to interpret phi-values: 0.1 for a small effect, 0.3 for a medium effect and 0.5 for a large effect. The results of the statistical analyses are discussed in the next section.

RESULTS

This section discusses the results of the factor analysis (motives to attend Africa Bike Week), and presents the results of the cluster analysis, ANOVAs and cross tabulations which chi-square tests to investigate significant differences.

Results from the factor analysis
The pattern matrix of the principal axis factor analysis using an Oblimin rotation with Kaiser normalisation identified five motivational factors, which were labelled according to similar characteristics (Table 1). These factors accounted for 64% of the total variance. All had relatively high

reliability coefficients, ranging from 0.74 to 0.93. The average inter-item correlation coefficients, with values between 0.48 and 0.93, implied internal consistency for all the factors. All items loaded on a factor with a loading greater than 0.3 and the relatively high factor loadings indicated a reasonably high correlation between the factors and their component items (Steyn, 2000). The Kaiser-Meyer-Olkin measure of sampling adequacy of 0.95 indicated that the patterns of correlation were relatively compact and yielded distinct and reliable factors (Field, 2005:640). Barlett's test of sphericity reached statistical significance ($p < 0.001$) in both cases, supporting the factorability of the correlation matrix (Pallant, 2007:197). Factor scores were calculated as the average of all items contributing to a specific factor (mean value) in order to interpret them on the original 5-point Likert scale. As Table 1 shows, the following motives for attending the Africa Bike Week were identified: *adventure* (Factor 1), *event novelty* (Factor 2), *escape and socialisation* (Factor 3), *lifestyle* (Factor 4) and *event attractiveness* (Factor 5). With a mean value of 4.23, *adventure* was the most important motive, followed closely by *escape and socialisation* (4.21), *event attractiveness* (4.13) and *lifestyle* (3.71), and event *novelty* (3.45) the least important.

Table 1: Motives for attending Africa Bike Week

Motives for attending Africa Bike Week	1	2	3	4	5
Factor 1: Adventure					
For the adventure of it	0.78				
Because of the feeling of freedom associated with the ride	0.76				
Because of the thrill of the experience	0.73				
To have fun	0.68				
To be part of this unique and exciting event	0.51				
For a chance to be with people who are enjoying themselves	0.38				
Factor 2: Event novelty					
To support the vendors		0.86			
To purchase motorcycle merchandise		0.79			
To take part in the Ride-in-Bike show and Mass Ride		0.70			
To gain colours/patches		0.64			
Because 2013 marks Harley-Davidson's 110th year		0.63			
Because of the thrill and rebellious culture associated with motorcycling		0.53			
Because I am a Harley-Davidson enthusiast		0.52			
Because it is a club event to foster relations with other bikers		0.50			
Because of the social status associated with motorcycling		0.50			
To share group identity with other bikers		0.48			
To meet new people with similar interests		0.46			
For nostalgic reasons/memories		0.46			
To see a variety of motorcycles up-close		0.35			

It is a sociable event		0.26			
Factor 3: Escape and socialisation					
To relax			0.92		
To get away from my daily routine			0.61		
To spend time with family/partners/spouse and friends			0.59		
Factor 4: Lifestyle					
It is part of my lifestyle				0.36	
Factor 5: Event attractiveness					
I attend it annually					0.70
The atmosphere of Africa Bike Week					0.57
Africa Bike Week is one of South Africa's premier motorcycle events					0.43
Because I am a motorcycle enthusiast					0.41
To experience the Africa Bike Week attributes (shows, performances, etc.)					0.36
Because the event is well organised					0.33
Total variance explained	**64%**				
Average inter-item correlation	**0.62**	**0.48**	**0.50**	**-**	**0.51**
Reliability coefficient	**0.91**	**0.93**	**0.74**	**-**	**0.85**
Mean value	**4.23**	**3.45**	**4.21**	**3.71**	**4.13**

Results from the cluster analysis

An exploratory cluster analysis based on all cases in the data was performed on the motivational factors. A hierarchical cluster analysis, using Ward's method of Euclidean distances, was used to determine the clusters' structures based on the motivation factors. A three-cluster solution was selected as the most discriminatory (Figure 2). The results of the multivariate analyses were used to identify the three clusters and to indicate that significant differences existed between them ($p < 0.05$).
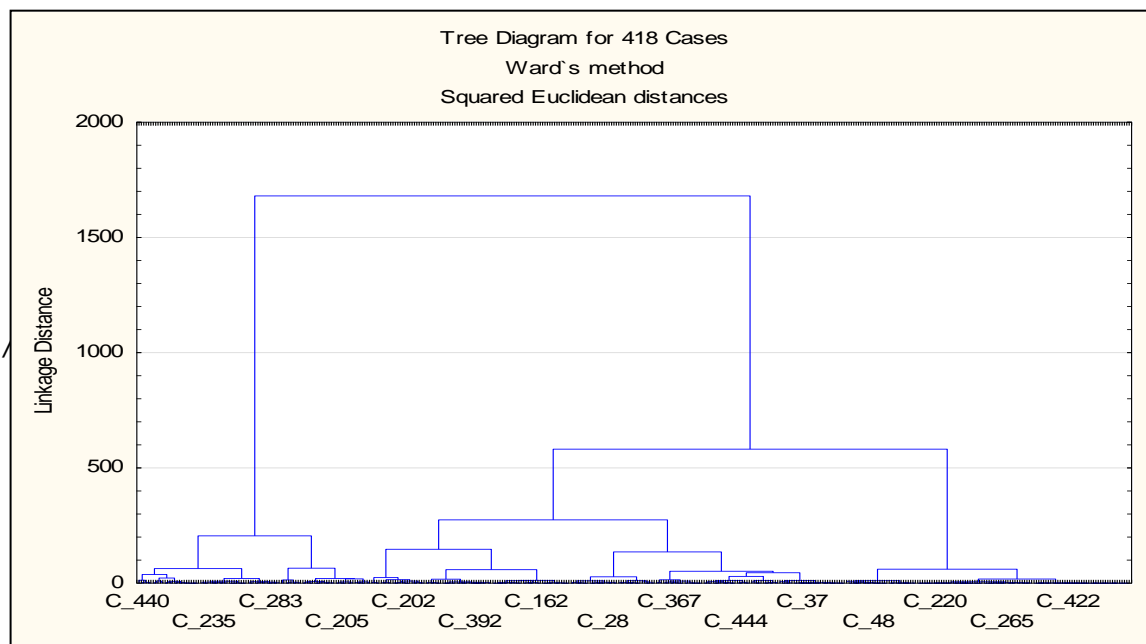
FIGURE 2: Three cluster solution: Ward's method with Squared Euclidean distance measures

Identification of segmented clusters

As shown in Table 2, ANOVAs indicate that all five motivational factors contributed to differentiating between the three motivational clusters (p<0.05) with large effect size differences.

Cluster 1 contained the second largest sample of respondents (n = 148) and had the highest mean scores for all the motivational factors. This cluster seems to be the most loyal to the event and the motorcycling lifestyle and was thus labeled the *Hardcore bikers*. Cluster 2, the smallest cluster, contained 108 respondents and had the lowest means scores across all five motives. They were mainly motivated by *escape and socialisation* and *adventure* and especially had low ratings for the motives *lifestyle* and *event novelty*. This cluster was labeled *Novice riders* as they seem to be visitors and bikers that are only starting to attend these types of motorcycling events (see also Table 3). Cluster 3, the largest cluster with 162 respondents, rated *adventure*, *event attractiveness* and *escape and socialisation* as the most important motives. Although this cluster is attracted by the event and the thrill of the ride, they seem to only travel to the event as part of a group or club. Hence this cluster was labeled *Club cruisers*.

Table 2: Results of ANOVA, Tukey's post hoc multiple comparisons and effect sizes for visitor motives to attend Africa Bike Week

Motives to attend Africa Bike Week	Cluster 1 Hardcore bikers N = 148	Cluster 2 Novice riders N = 108	Cluster 3 Club cruisers N = 162	F-ratio	Sig. level	Effect sizes		
						Cluster 1 and 2	Cluster 1 and 3	Cluster 2 and 3
Adventure	4.99^a	3.28^b	4.25^c	271.309	<0.05*	2.060****	1.140****	1.210****
Event novelty	4.31^a	2.36^b	3.32^c	273.950	<0.05*	3.100****	1.370****	1.340****
Escape and socialization	4.86^a	3.38^b	4.12^c	169.169	<0.05*	1.730****	0.990****	0.920****
Lifestyle	4.84^a	2.22^b	3.68^c	282.710	<0.05*	2.470****	1.120****	1.370****
Event attractiveness	4.84^a	3.10^b	4.16^c	329.803	<0.05*	2.370****	1.230****	1.450****

* Statistically significant difference: p ≤ 0.05

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

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

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

ANOVAs, Tukey's post hoc multiple comparisons and effect sizes results

ANOVAs, Tukey's post hoc multiple comparisons and effect sizes were used to determine the differences between the respondents on the basis of their socio demographic and behavioural characteristics. As Table 3 shows and based on the effect sizes (only small effects), the three clusters of Africa Bike Week visitors had statistically and practically significant differences based on average age (although not significant at $p = 0.056$, Tukey's post hoc multiple comparisons showed statistical significant differences), number of people paying for during the event ($p = 0.020$), total spending ($p = 0.004$), number of previous attendance of the Africa Bike Week ($p = 0.001$) and the number of rallies/other motorcycling events per year ($p = 0.001$).

Harley Davidson Hardcore bikers were the oldest respondents (an average of 45.5 years) followed by the *Club cruisers* (average age of 43.3 years) and the *Novice riders* who were the youngest respondents (average age of 41.7 years). *Hardcore bikers* were financially

responsible for more people in their travelling group (an average of 3.6 persons) while the *Novice riders* were financially responsible for the fewest people during the event (an average of 2.6 persons). Consequently, *Hardcore bikers* had the highest average total spending (R9160.58) and the *Novice riders* the lowest total spending (R6081.73). Confirming their loyalty to the event, *Hardcore bikers* attended Africa Bike Week the most previous times (an average of 2.43 times) while the *Novice riders* had only attended an average of 1.63 times before. Also corresponding with their motorcycling lifestyle, *Hardcore bikers* attend the most rallies and other motorcycling events during the year (an average of 7.3 events) compared to the other two clusters who attend an average of 3 to 5 events.

There were no statistical significant differences between the three clusters based on other characteristics. All three clusters travelled in groups with an average of 4-5 bikes, with 6-8 persons and stayed an average of 4-5 nights in the area of Margate. *Hardcore bikers* owned the biggest size motorcycle, while *Club cruisers* owned the most motorcycles and were exposed to motorcycling at a younger age

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Table 3: Results of ANOVA, Tukey's post hoc multiple comparisons and effect sizes for visitor characteristics at Africa Bike Week

Characteristics	Cluster 1 Hardcore bikers N = 148	Cluster 2 Novice riders N = 108	Cluster 3 Club cruisers N = 162	F-ratio	Sig. level	Effect sizes		
						Cluster 1 and 2	Cluster 1 and 3	Cluster 2 and 3
Demographic								
Average age	45.50^a	41.72^b	43.30^b	2.910	0.056	0.300**	0.180**	0.013**
Number of bikes in travelling group	5.16	3.60	5.43	2.088	0.125	0.220**	0.030**	0.230**
Number of people in travelling group	7.90	5.97	8.37	2.058	0.129	0.220**	0.040**	0.210**
Number of people paying for	3.63^a	2.63^b	3.31^{ab}	3.964	0.020*	0.430**	0.110**	0.230**
Length of stay (number of nights in area)	5.02	4.38	4.82	0.974	0.379	0.180**	0.050**	0.120**
Spending								
Total spending	R9160.58^a	R6081.73^b	R7411.51^{ab}	5.496	0.004*	0.340**	0.019**	0.200**
Spending per person^o	R3505.32	R2676.60	R3214.78	1.652	0.193	0.200**	0.070**	0.160**
Behavioural								
Number of previous attendance of the Africa Bike Week	2.43^a	1.63^b	2.07^c	14.468	0.001*	0.620***	0.280**	0.380**
Rallies/Other motorcycling events per year	7.27^a	3.44^b	4.71^b	10.470	0.001*	0.400**	0.270**	0.310**
Size of motorcycle	1247.34	1070.11	1145.01	2.764	0.071	0.190**	0.150**	0.270**
Number of motorcycles owned	1.92	1.45	2.05	1.739	0.177	0.210**	0.050**	0.230**
Age first exposed to motorcycle riding	16.99	16.13	15.89	0.363	0.696	0.080**	0.100**	0.020**

^{o}Expenditure per person, which was calculated by adding the spending of the respondent on the various components asked, and dividing the total by the number of people respondents' indicated they were financially responsible for.

* Statistically significant difference: $p \leq 0.05$; Effect sizes: ** small effect: d=0.2; ***medium effect: d=0.5 and ****large effect: d=0.8

^{a} Group differs significantly from type (in row) where ^{b} is indicated

^{c} Group differs significantly from type (in row) where ^{a} and ^{b} is indicated

Cross-tabulations and chi-square test results

Interpreting the level of significance and the phi-values of the chi-squares, statistically significant differences were found between the segments only on the basis of province of origin (p = 0.018), mode of transport (p = 0.001), other tourist attractions visited during the event (p = 0.006), partner as initiator of the visit (p = 0.044) as well as the media sources television (p = 0.022), newspapers (p = 0.002), Facebook (p = 0.002) and word of mouth (p = 0.001). More than half of the Novice riders originated from Gauteng (52%) while, although also mainly from Gauteng, more *Hardcore bikers* and *Club cruisers* were local residents from KwaZulu-Natal (28% respectively). A significant percentage of *Club cruisers* and *Hardcore bikers* travelled by motorcycle (38% and 34%) while more Novice riders travelled by car (46%).

Hardcore bikers also travelled as pillion passengers (13%) and by both car and motorcycle (27%). The majority of *Novice riders* indicated that they were planning to visit other tourist attractions in the area during the event (51%) followed by *Club cruisers* (42%). More *Hardcore bikers* were influenced by their partners to attend the event (35%) compared to the other two clusters. With regard to the media sources, *Hardcore bikers* and *Club cruisers* were influenced more by television (11% and 9% respectively), newspapers (16% and 12% respectively), Facebook (22% and 19%) compared to the *Novice riders* who, along with the *Club cruisers*, were mainly influenced by word of mouth recommendations (68% and 72% respectively).

Table 4: Results of Chi-square tests for visitor characteristics at Africa Bike Week

Characteristics	Cluster 1 Hardcore bikers N = 148	Cluster 2 Novice riders N = 108	Cluster 3 Club cruisers N = 162	Chi-square value	Df	Sig. level	Phi-value
Gender							
Male	60%	51%	60%	2.662	2	0.264	0.080
Female	40%	49%	40%				
Language							
Afrikaans	65%	56%	61%	2.058	4	0.490	0.093
English	35%	44%	39%				
Other	0%	0%	1%				
Province							
Kwazulu-Natal	28%	21%	28%	32.661	18	0.018*	0.280**
Gauteng	45%	52%	43%				
Western Cape	1%	0%	0%				
Free State	2%	12%	6%				
Eastern Cape	5%	1%	6%				
Mpumalanga	7%	8%	6%				
Northern Cape	0%	1%	0%				
North West	8%	4%	9%				
Limpopo	3%	0%	3%				
Outside RSA	0%	1%	0%				
Spending categories							
<20 000	16%	15%	14%	11.016	12	0.528	0.169**
20 001 - 140 000	21%	20%	21%				
140 001 - 221 000	14%	15%	10%				
221 001 - 305 000	10%	20%	14%				

305 001 - 431 000	8%	12%	12%				
431 001 - 552 000	12%	4%	9%				
552 001>	18%	15%	20%				
Education							
No School	1%	0%	3%	12.436	10	0.257	0.175**
Matric	52%	50%	47%				
Diploma, degree	31%	32%	29%				
Post-graduate	1%	7%	4%				
Professional	14%	10%	15%				
Other	1%	2%	3%				
Marital status							
Married	63%	61%	67%	5.94	10	0.820	0.120**
Not married	10%	12%	7%				
In a relationship	15%	11%	10%				
Divorced	7%	11%	11%				
Widow/er	70%	2%	2%				
Living together	4%	5%	3%				
Mode of transport							
Own car	22%	46%	37%	37.823	14	0.001*	0.308 ***
Motorcycle rider	34%	28%	38%				
Motorcycle pillion passenger	13%	9%	9%				
Rental car	0%	3%	1%				
Bus	1%	0%	1%				
Airplane	1%	3%	1%				
Other	3%	0%	2%				
Motorcycle and car	27%	12%	12%				
Will you visit other tourist attractions							
Yes	36%	51%	42%	5.590	2	0.006*	0.120**

No	64%	49%	58%				
Initiator of visit							
Individual (self)	Yes=15%; No=85%	Yes=17%; No=83%	Yes=14%; No=86%	0.338	2	0.845	0.029
Club	Yes=30%; No=70%	Yes=19%; No=81%	Yes=29%; No=71%	4.642	2	0.098	0.106**
Friends	Yes=37%; No=63%	Yes=37%; No=63%	Yes=48%; No=52%	4.411	2	0.110	0.104**
Partner	Yes=35%; No=65%	Yes=22%; No=78%	Yes=26%; No=74%	6.238	2	0.044*	0.123**
Spouse	Yes=26%; No=74%	Yes=26%; No=74%	Yes=24%; No=76%	0.086	2	0.968	0.013
Heard about the event							
Television	Yes=11%; No=89%	Yes=2%; No=98%	Yes=9%; No=91%	7.618	2	0.022*	1.138****
Radio	Yes=13%; No=87%	Yes=8%; No=92%	Yes=10%; No=90%	1.760	2	0.415	0.066
Website	Yes=20%; No=80%	Yes=11%; No=89%	Yes=16%; No=84%	3.690	2	0.158	0.096
Email	Yes=14%; No=86%	Yes=6%; No=94%	Yes=12%; No=88%	4.542	2	0.103	0.106**
Magazines	Yes=30%; No=70%	Yes=22%; No=78%	Yes=31%; No=69%	2.931	2	0.231	0.085
Newspapers	Yes=16%; No=84%	Yes=6%; No=94%	Yes=12%; No=88%	6.426	2	0.040*	0.126**
Facebook	Yes=22%; No=78%	Yes=6%; No=94%	Yes=19%; No=81%	12.392	2	0.002*	0.176**
Word of mouth	Yes=49%; No=51%	Yes=68%; No=32%	Yes=72%; No=28%	18.087	2	0.001*	0.212**
Owner of a Harley Davidson motorcycle							
Yes	39%	31%	27%	4.274	2	0.118	0.121**
No	61%	69%	73%				
Belong to a club?							
Yes	56%	42%	46%	4.871	2	0.088	0.116**
No	44%	58%	54%				

* indicates significance at the 5% level; phi-value: **small effect = 0.1; ***medium effect=0.3 and ****large effect=0.5

FINDINGS AND IMPLICATIONS

The findings of this study firstly confirm existing as well as revealed new motives. Of the five motives, three were identified for the first time. Those that have been identified in the literature include *adventure* (Price-Davies, 2011; Rabinowitz, 2007), *escape* (to break away from daily routine) (Crowther, 2007; Price-Davies, 2011) and *socialisation* (Price-Davies, 2011). *Lifestyle*, *event attractiveness* and *event novelty* are therefore new. Interesting to note is that the key motives (with the highest mean values) are intrinsic compared to the event-specific motives, implying that these events are primarily a means to fulfil a more important internal need. This finding supports the broader sport literature on this topic and stresses the importance of intrinsic motives despite the fact that this event is not seen as a sport event. The marketing messages should primarily emphasise or focus on the relaxation, escape, fun and adventure associated with riding in alone or in a group to the event. In addition, the secondary focus could be event specific that include the special features of the event for example exposure to the latest Harley-Davidson and motorcycle merchandise, the event entertainment and the mass ride.

Second, this research confirms that bikers are not homogeneous (see Broughton, 2007; Way *et al.*, 2010; Walker, 2011; Sykes & Kelly, 2012) since the cluster analysis based on the bikers' motives identified three distinct clusters: *Hardcore bikers*, *Novice riders* and *Club cruisers*. *Hardcore bikers* regarded all five motives as important followed by *Club cruisers* who rated especially *adventure*, *event attractiveness* and *escape and socialisation* as the most important motives. The most notable difference between these two clusters is their rating of the motive lifestyle which is significantly more important for *Hardcore bikers*. *Novice riders* were mainly motivated by *escape and socialisation* and *adventure* and, interestingly, were not motivated by the event or the motorcycling lifestyle. This finding implies that organisers of these types of motorcycling events should focus on each cluster's motives and design marketing campaigns accordingly. A two-pronged marketing approach is advised: one aimed at the *Hardcore bikers* and *Club cruisers* as they are the two largest clusters and seem to travel together as part of a club or group, and one aimed at expanding the *Novice riders*. Since adventure is a key motive for all three clusters, Africa Bike Week could consider a video campaign on multiple types of media including television and social media such as Facebook, Twitter and YouTube. This campaign should exhibit the sense of adventure from travelling to the event, during the event, the mass ride as well as travelling back home. The sense of adventure could be enhanced by also focusing on the sociable nature and the chance to escape when attending the event.

The profile of the Africa Bike Week visitor in our study is furthermore consistent with findings by Broughton (2007), Way et al. (2010) and Miller (2012) who found that visitors attending motorcycle events are more mature and are mostly categorised as 40 to 50 year olds. However, corresponding with Broughton (2007) and Walker (2011), bikers to these types of motorcycling events cannot be regarded as homogeneous as the main differences between the clusters are based on socio-demographic as well as behavioural characteristics.

Hardcore bikers and *Club cruisers* seem to be the most lucrative markets to retain as they are the most loyal, have a longer length of stay in the area, spend the most, travel the most to attend similar events and motorcycling forms a key part of their lifestyle. Organisers and marketers should market Africa Bike Week at motorcycle clubs and at various motorcycle events and rallies held throughout the year. This could prove to be a cost-effective way to

attract these two clusters as well as newcomers and more visitors from surrounding provinces. Africa Bike Week should acknowledge the fact that not all visitors are affiliated with a club or group and hence their marketing campaign should be expanded to a wider audience, like the use of motorcycle magazines.

Third, the research indicates that all three clusters were exposed to motorcycles at a young age (16 years). However, even though *Novice riders* were exposed at a younger age than *Hardcore bikers*, they do not resemble the same affinity with the event or the lifestyle. This finding highlights the importance of early exposure to not only motorcycles but also to these types of events and motorcycling clubs in order to expand visitors to these types of events and promote the lifestyle associated with attending these types of events. Furthermore a motorcycle culture (exposure to motorcycles at a young age and ones affinity with motorcycles) differs from a motorcycle lifestyle where one is constantly seeking motorcycle events to attend which coincide with one's lifestyle.

Lastly, the results of this research can be used to expand motorcycle tourism in the country. For example, since most of our sample travelled from distant locations, in particular Gauteng Province, en route rest stops should be set up. Apart from being a safety precaution, these will enable bikers to experience the scenery and tourist attractions on the way and increase the multiplier effect of biker spending. These rest stops and tourism attractions along the routes should be marketed online as well as to the clubs.

On a larger scale, motorcycle tours exploring South Africa's biodiversity and cultural heritage as well as major tourist attractions for example the Golf and Harley tours, should become part of the national tourism development agenda, whereby a variety of motorcycle routes can be developed, contributing to the thrill and experience associated with the motorcycle tourism sector.

CONCLUSION

The purpose of this research was to segment and cluster visitors to a major motorcycle event in South Africa, Africa Bike Week, based on their motives. This was the first time that motorcycle visitors at a motorcycle event in the country was segmented thereby helping to fill a gap in the motorcycle tourism literature regarding the profile, motives and spending behaviour of bikers and bike enthusiasts. The results revealed five key motives, of which the three were distinct to this research namely *event novelty*, *event attractiveness* and *lifestyle*. Clustering based on these motives revealed three distinct clusters namely *Hardcore bikers, Novice riders* and *Club cruisers.* The results furthermore showed that motorcycle event attendees cannot be regarded as homogenous. Further recommendations were made in terms of sustaining different market segments as well as the effective management of these types of niche events. It is recommended that more studies on the travel behaviour and motives on bikers be conducted at not only larger, national motorcycle events and festivals but also at smaller, regional rallies to further expand existing literature on the topic and to effectively design national and regional strategies to enhance motorcycle tourism in the country.

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