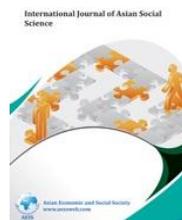




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RESIDENTS' SATISFACTION AND BEHAVIOURAL INTENTION WITH ASOGLI YAM FESTIVAL IN GHANA

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ABSTRACT

Almost every ethnic group in Ghana celebrates some form of annual community festival. Due to their cultural significance in the setup of communities, Ghanaian festivals have attracted empirical investigations. However, residents' festival satisfaction and behavioural intentions remain unexplored. Using Asogli Yam Festival, the study examined residents' evaluation of attributes of the festival as well as the socio-demographic influence on residents' satisfaction with the festival. Face-to-face questionnaires were administered to 471 residents aged 18 and above in public places as well as houses in the community via convenience sampling procedure. Generally, respondents were indifferent towards their evaluation of attributes of the festival with the only notable exception being the durbar. Overall, majority of the respondents were satisfied with the festival. Results indicate an asymmetric relationship between attribute and overall levels of satisfaction. Gender was not found to a significant determinant of overall satisfaction with the festival. Generally, majority of residents are likely to participate in future Asogli Yam festivals. Residents with high involvement in the festival indicated higher satisfaction levels and were more likely to participate in future festivals than residents with low involvement were.

Keywords: Festival satisfaction, Retention, Asogli yam festival, Ghana.

INTRODUCTION

Almost every ethnic group in Ghana celebrates some form of annual community festival. According to Lokko (1981), there is hardly any month in the year when a festival of some sort is not celebrated, and after three decades, this assertion is still valid in present time Ghana. Festivals are themed public occasions designed to occur for a limited duration that celebrates valued aspect of a community's way of life (Dimmock and Tiye, 2001). They are tools of community gathering and unity, a medium of cultural education and intergenerational communication, preservation of cultural heritage, transmitting knowledge and experiences to future generations (Owusu-Frempong, 2005). Furthermore, they demonstrate a communal understanding of fertility associated with local

subsistence (Clarke-Ekong, 1997), provide recreational and leisure opportunities (Long and Perdue, 1990), affect the economy of local communities (Getz, 1993), and attract and retain international tourists (McKercher *et al.*, 2006).

Due to their cultural significance in the setup of communities, Ghanaian festivals have attracted empirical investigations: art forms in performance (Assimeng, 1976; Assihene, 1978; Bame, 1991), political functions of festivals (Clarke-Ekong, 1997), tourism and festival interrelationship (Wyllie, 1994), Homowo festival of the Ga people (Lokko, 1981) political and cultural influence on community festivals (Lentz, 2001), festivals as fulcrum of community gathering and unity (Owusu-Frempong, 2005). In spite of the foregoing studies, many thematic areas of Ghanaian festivals, such as residents' satisfaction remain unexplored. Though festival satisfaction studies (Baker and Crompton, 2000; Li and Vogelsong, 2003; Anwar and Sohail, 2004; Cole and Illum, 2006; Lee *et al.*, 2008; Cole and Chancellor, 2009; Esu and Arrey, 2009; Ozoemir and Culha, 2009; McDowall, 2010) none exist on Ghanaian festivals. Findings from these studies might have limited applicability in Ghanaian context because of differences in festival content, size, attendees' dynamics and cultural imperativeness of festivals in the eyes of community members. Furthermore, the Asogli Yam festival celebrated by the People of Asogli State in the Volta Region of Ghana has attracted limited empirical examination especially, with residents' satisfaction and behavioural intentions. The purpose of the study was to examine the satisfaction of residents with attributes of the Asogli Yam festival as well as exploring the influence of satisfaction on behavioural intentions of residents. The study will also explore the relationship between residents' socio-demographic characteristics and festival satisfaction, an area that has received minimal attention of festival satisfaction studies.

Anecdotal evidence shows that attendees of festivals held in Ghana are predominantly residents followed by natives based outside the community. Other Ghanaians and foreign nationals constitute a minority of festival participants. Resident attendees are therefore vital to the success of community festivals. It is therefore important for festival organisers to understand their satisfaction with features of the Asogli Yam festival. Understanding residents' perceptions and how they arrive at an evaluation of the festival is crucial for festival organizers and marketers because visitors' attitudes toward festivals and their corresponding attendance, formation of intentions for participating the festival in future, and likelihood of recommending to others are logically linked to these perceptions (Gursoy *et al.*, 2004). Satisfied resident festival attendees are likely to participate in subsequent Asogli Yam festivals as well as inviting their friends who are non-natives to attend the festival.

LITERATURE REVIEW

Customer satisfaction and service quality are perhaps the most extensively researched marketing concepts. Research interest in satisfaction is partly due to the steady expansion of the service

industry and the determination of companies to remain competitive by benefiting from customer loyalty, positive word-of-mouth (WOM) recommendation and long-term profitability (Fornell and Wernerfelt, 1987; Rust and Zahorik, 1993). Czepiel *et al.* (1974) conceptualize customer satisfaction as the consumer's evaluation of the extent to which the product or service fulfills the complete set of wants and needs. Customer satisfaction is the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience (Oliver, 1981). Furthermore, customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's performance (outcome) in relation to his or her expectation (Kotler and Keller, 2006).

There is a difference between overall satisfaction and attribute satisfaction. Overall satisfaction is an evaluation based on the total purchase and consumption experience with a good or service over time (Anderson *et al.*, 1994). Overall satisfaction is based on holistic evaluation after purchase (Fornell, 1992). On the other hand, attribute satisfaction is the consumer's subjective satisfaction judgment resulting from observations of attribute performance (Oliver, 1993). According to Griffin and Hauser (1993), an attribute level analysis provides higher diagnostic value because specific questions are asked about each attribute for determining if certain attributes are more critical in predicting overall satisfaction than others. Hughes (1991) is of the view that the overall satisfaction and attribute satisfaction dichotomy is appropriate in the hospitality and tourism industry because many services consist of several independent components. The Asogli Yam festival consists of multiple activities and it is important for the organizing committee to understand residents' evaluation of each element of the festival to incorporate such feedbacks into future planning processes.

Models of Customer Satisfaction

Many competing models are used to conceptualise and measure consumer satisfaction. These include *expectations-disconfirmation model* (Oliver, 1980), the *perceived performance model* (Churchill and Surprenant, 1982; Tse and Wilton, 1988), *experienced-based norms* (Woodruff *et al.*, 1983), *multiple process models* (Cadotte *et al.*, 1987), *attribution models* (Oliver and DeSarbo, 1988), *affective models* (Westbrook, 1987) and *equity models* (Oliver and Swan, 1989). Of these models, expectancy-disconfirmation has dominated consumer satisfaction/dissatisfaction since the early 1970s (Erevelles and Leavitt (1992). In the disconfirmation context, consumers compare actual product and service performance with their prior expectations (Oliver, 1980). This paradigm sees expectations as the primary determinant of customer satisfaction or dissatisfaction. If expectations are met or exceeded, the consumer is satisfied, and dissatisfaction results if perceived performance falls short of expectations (Yuksel and Yuksel, 2001).

Though the disconfirmation approach has been widely accepted and used in several studies, it has received an equal measure of criticism. Concerns have been raised about the biasing effect of a simultaneous measurement of expectation and performance on eventual satisfaction evaluation

(Gronroos, 1993). Yuksel and Rimmington (1998) question the diagnostic usefulness of the expectancy-disconfirmation paradigm. Teas (1993) is of the view that the disconfirmation model has conceptual, theoretical, and measurement problems. Babakus and Boller (1992) are of the view that the measurement of expectations alongside performance does not add substantial information to what is gained by a performance-only measurement of consumer satisfaction. On this basis, Cronin and Taylor (1992) advise researchers to discard the expectation measures when evaluating consumer satisfaction. Performance-only measurement is an alternative to the expectations-disconfirmation model (Churchill and Surprenant, 1982; Cronin and Taylor, 1992). Performance-only measurement refers to consumer satisfaction measures that are based only on consumers' perceptions of the performance of a service or product (Churchill and Surprenant, 1982; Tse and Wilton, 1988; Brady *et al.*, 2002). Performance-only measurements have better predictive and explanatory power and are better indicators of customer evaluation and intention (Dabholkar *et al.*, 2000). Page and Spreng (2002) are of the view that performance-only is a much stronger indicator of consumer satisfaction than expectations. An application of performance-only measures enables practitioners to conduct a simple and efficient but elaborate consumer satisfaction through cross-sectional research designs (Dabholkar *et al.*, 2000). In a comparative study of six customer satisfaction models, Yuksel and Rimmington (1998) conclude that performance-only is the most reliable and valid measure of satisfaction.

Many festival satisfaction studies have been conducted within the framework of performance-only measures (Baker and Crompton, 2000; Anwar and Sohail, 2004; Cole and Illum, 2006; Cole and Chancellor, 2009; Ozoemir and Culha, 2009; Aktas *et al.*, 2010; McDowall, 2010). In tandem with these studies, the current study adopted the performance-only approach to measure residents' evaluation of the Asogli Yam festival Ho, Ghana. This ensured a less cumbersome data collection process especially, in a country where people are mostly reluctant to complete questionnaires. Companies that provide satisfactory services to their consumers gain competitive advantage (Fuchs and Weiermair, 2004). Consequently, maximizing satisfaction has become one of the key strategic management objectives (Buhalis, 2000). Consumer behavior researchers have explored the relationship between satisfaction and future consumer behavioural intentions. Some studies have operationalized future behavioural intentions using two proxies: willingness to recommend or word-of-mouth and revisit intentions (Bigne *et al.*, 2001; Chen and Gursoy, 2001; Baloglu *et al.*, 2003; Petrick, 2004). Other studies (Cronin and Taylor, 1992; Zeithaml *et al.*, 1996) have measured behavioural intention by positive word-of-mouth, recommendation to others, repurchase intention and high tolerance for price premium. The current study measured festival attendees' future behavioural intentions by recommendation and likelihood to participate in subsequent Asogli Yam Festivals.

Satisfaction and Behavioural Intentions

Results of previous research have found strong correlations among overall satisfaction, intention to repurchase, and intention to recommend (Ross, 1993; Kozak and Rimmington, 2000). Satisfied

customers are likely to return in the future and recommend the company to friends and relatives (Kozak and Rimmington, 2000; Bowen and Chen, 2001; Kozak, 2001; Baloglu *et al.*, 2003; Severt *et al.*, 2007). According to Cole and Chancellor (2009), satisfied festival attendees' may become repeat visitors and provide positive word-of-mouth advertising to family and friends, which ideally will translate into new visitors and an overall increase in tourism revenue to the community. In festival studies, satisfaction acts as a positive antecedent to loyalty (Baker and Crompton, 2000; Lee *et al.*, 2007). On the contrary, some studies have found no influence of satisfaction on revisit intention (Bigne *et al.*, 2001; Petrick *et al.*, 2001). In a study by Prayag (2009), a positive and direct relationship between overall satisfaction and future behaviour could not be confirmed. Variations in level of satisfaction have been observed among various segments of consumers. Though inconsistency surrounds its influence on customer satisfaction, socio-demographic variables (gender, age, education and income) have been found to affect customer satisfaction in some studies. Ekinci *et al.* (2003) in their study in Crete found that female tourists rated the dimensions of intangibles and overall satisfaction higher than males. Some more studies have found that women are more likely to have greater overall satisfaction than men in many different industry contexts (Bryant and Cha, 1996; Mittal and Kamakura, 2001). Contrary, several other studies indicate that female customers tend to rate service quality lower when comparison is made for both genders (Lin *et al.*, 2001; Snipes *et al.*, 2004; Tan and Kek, 2004; Zeithaml *et al.*, 2006). In a festival specific study, (Schofield and Thompson, 2007) found that male visitors were significantly more satisfied with wrestling attribute of the Naadam cultural festival in Mongolia however; gender was not a significant predictor of overall satisfaction.

Terry and Israel (2004) found age to be an important variable affecting overall customer satisfaction. The finding of the study indicated that older clients are inclined to be more satisfied than younger ones. However, age and marital status did not affect tourists' perception of satisfaction the study of MacKay and Fesenmaier (1997). In a study relating to festivals, Schofield and Thompson (2007) concluded that visitor gender and age were not significant predictors of overall satisfaction with the Naadam festival. In a similar conclusion, Esu and Arrey (2009) state that overall tourist satisfaction with Calabar Carnival Festival in Nigeria did not differ along demographic lines. Other studies have compared the satisfaction of residents and non-residents. McDowall (2010) in a study of Tenth-Month Merit Making festival in Thailand concludes that residents and non-residents differ on certain degree on overall satisfaction with the festival. Amount of festival experiences of visitors was found not to be significantly related to attendees' overall satisfaction (Li and Vogelsong, 2003). The extent of involvement in festival activities appears to influence satisfaction and intention to participate in future festival activities. Involvement has been defined as "the general level of interest in the object or the centrality of the object to the person's ego structure" (Day, 1970). Residents' involvement in a festival could therefore be explained as residents interest in the festival demonstrated by being a partaker or spectator in the festival activities. Lee and Beeler (2007) conclude that when visitors were highly involved in festival program and activities, they were more likely to be satisfied and return in the

future. In festival impact studies, Fredline and Faulkner (2002) found that residents who participated in a motorsports event had the most positive perceptions of impacts. In a general consumer behaviour research, a relationship has been established between involvement and satisfaction (Oliver and Bearden, 1983; Russell-Bennett *et al.*, 2008). The cognitive consistency theory has provided an explanation for the relationship between involvement and satisfaction (Russell-Bennett *et al.*, 2008).

Festival Attributes

Festival attributes that drive attendees' satisfaction have received some attention in festival studies. Cole and Chancellor (2009) report that entertainment had a much stronger influence on visitors' overall satisfaction and re-visit intention than programme and festival amenity quality. Lee *et al.* (2008) have put forward seven dimensions of festivalscapes evaluative criteria as: convenience, staff, information, programme content, facilities, souvenirs and food quality. However, festival content was found important in driving patron satisfaction. Esu and Arrey (2009) found organisation, promotion, facilities and friendliness of locals to be predictors of level of attendees' overall satisfaction with Calabar Carnival festival in Nigeria. Adequate resting places, adequate size of festival site, and numerous events in the festival were attributes that enhanced the satisfaction and loyalty level of visitors to Carmel Wrestling festival in Ephesus in Turkey. Other festival attributes that determine attendees' satisfaction include informational service (Yoon *et al.*, 2010), shopping opportunities (Anwar and Sohail, 2004), cleanliness and visual appearance of festival site, and feeling of safety (Lee and Beeler, 2007). In a study by Smith and Brown (2008), respondents were most satisfied with the functional attributes of the festival (food, music, arts, and crafts) but were least satisfied with access mechanisms (parking, prices, and restroom facilities). Bitner (1992) found programme content, facilities and food to be antecedents of festival satisfaction.

Based on the foregoing literature, the following research questions guided the study

1. Which festival attributes contribute significantly to residents' overall satisfaction?
2. Will there be any significant relationship among overall satisfaction, recommendation and future participation intention?
3. Does residents' overall satisfaction level differ with respect to age, gender, education?
4. Does residents' overall evaluation level differ with respect to their level of involvement in festival activities?

The Study Context

Asogli Yam Festival is an annual festival celebrated in September by the Asogli people in four main communities: Akoeffe, Ho, Kpenoe and Takla in the Volta Region of Ghana. However, most of the festival activities are held in Ho, the capital of the Volta Region and last for about three weeks. By categorization the Yam festival is a harvest festival based on Mbiti (1990) classification of festivals. The Asogli Yam festival is therefore, among other reasons, aimed at offering

thanksgiving to God, and also to the gods and ancestors for a bumper harvest of yam, and as an occasion to offer prayers for good health and prosperity for all and to foster unity through forgiveness and reconciliation. Some of the festival activities include: *vovlowofeNkeke*-‘all souls day’; *Nubabla*- ‘the tying of herbal leaves’; *Gbormekporkplor*-‘Sweeping of the town’, *Dzawuwu* ‘feeding of the gods with mashed yam’ are ritualistic with religious significance and therefore participation is restricted to priests and elders of the communities. The festival is usually climaxed with a grand durbar of chiefs with the participation of local residents as well as guests from political leadership and diplomatic representatives. Other activities with public participation include *Teyuyru* (the hailing of the new yam), street musical concerts, beauty pageant, and dinner dance. Admission to most of the activities is free with the exception of the beauty pageant and the dinner dance. Attendees of the festivals activities are mostly residents of the communities, followed by non-resident natives, other Ghanaians and international tourists in that order. An organising committee made up Asogli citizens organise the festival with donations and sponsorship from public and corporate institutions. Estimates of participation in the activities of the festival are not available possibly because of the difficulty of estimating attendance due to the open access and outdoor nature of the activities.

METHODOLOGY

Participants

Data for the study was collected during the 2010 Asogli Yam Festival held in September. The population of interest in the study was all persons found in Ho Township on the days of data collection and aged 18 years and above. A convenience sample of 471 participants was drawn for the study through an intercept method at the durbar grounds, streets and public places over a three-day period (25th; 28th -29th September 2010). Fourteen trained research assistants administered questionnaires by approaching prospective respondents to explain the purpose of the study and to solicit their consent to complete questionnaires. Those who consented were either issued with questionnaires to self-administer or assisted by research assistants via personal interviews. This procedure ensured a high response rate (94%) as well as clarification of questions to respondents when needed. Each questionnaire took about 15 minutes to complete, and 471 questionnaires were completed and used for analysis. Random sampling technique was not utilize because of the impossibility of constituting a sampling frame of residents and festival attendees.

Instrumentation

The questionnaire used in eliciting data from respondents consisted of two sections. The first part comprised 19 attributes of the festival and respondents were asked to indicate the level of their satisfaction or dissatisfaction on a five-point Likert scale with the words ‘very satisfied’ at the high end and ‘very dissatisfied’ at the low end. Respondents were further requested to indicate their overall satisfaction with the festival, recommendation, extent of involvement as well as intentions

to participate in future Asogli Yam festivals. The second part collected socio-demographic variables of respondents.

Data Analysis

The data analysis of the study involved five steps using SPSS version 16.0. The first step was to provide a descriptive profile of respondents and festival satisfaction attributes. In the second step, festival satisfaction attributes were factor analyzed. Thirdly, multiple regression analysis was employed to ascertain festival factors that make a significant contribution to overall satisfaction. The fourth step involved the application of Mann-Whitney and Kruskal-Wallis tests to determine the influence of respondents' demographics on overall satisfaction. Finally, chi square test of correlation was performed to examine the relationship between overall satisfaction, recommendation and future participation intention. The chi square test was used because the examined dependent variables (recommendation and future participation) were categorical in nature Pallant (2005).

RESULTS

Profile of Respondents

Of the 471 respondents, over half (61.4%) were male while 38.6% were female. More (43.7%) of the respondents were in their twenties while those aged under 20 years constituted 18% of the sample, followed by 30-39 years old (17%), 40-49 years (10.4%) and 50 years or older (10.4%). More than half (60.5%) of the sample had never married but 33.8% were married with the rest either divorced (3.4%) or widowed (2.4%). Almost half (49.5%) of the respondents had received tertiary education with those having attained secondary level being 34%. About 47.1% of the sample was employed while 36.2% described themselves as students. The unemployed and retirees were 14.2% and 2.5% respectively. About 76.1% of the respondents were repeat participants while 23.9% were first-timers. Regarding the extent of participation in the festival, 60.9% and 39.1% of the respondents label their partaking in the festival as high and low involvement respectively.

Respondents' Satisfaction

Generally, respondents were indifferent towards almost all the attributes of the festival with a notable exception being the durbar (Table 1). The estimated means for all the festival attributes apart from durbar were below satisfaction levels. Clearly, children activities ($M=2.85$) received the least displeasing rating by respondents. The research participants were also not satisfied with availability of refreshment and food during the festival ($M=3.11$).

Table-1. Descriptive statistics of festival attributes

Attribute	N	Mean	Std. Deviation
Durbar	437	4.01	.944
Safety and Security	464	3.91	1.133
Physical layout of durbar grounds	429	3.90	1.025
Duration of festival	446	3.86	1.026
Festival atmosphere	468	3.84	.949
Variety of activities	464	3.81	1.058
Friendliness of local residents	451	3.76	1.022
Number of entertainment activities	460	3.75	1.059
Advertisement of festival	457	3.66	1.130
Residents' participation in festival	455	3.62	1.100
Participation of non-residents	449	3.56	1.088
Availability of festival information	446	3.52	1.101
Opportunity to experience new things	452	3.52	1.115
Cleanliness of the town	459	3.46	1.218
Price of items and entertainment activities	445	3.43	1.181
Transport services	460	3.39	1.143
Prices of Food and beverages	442	3.17	1.147
Availability of refreshment and food	448	3.11	1.244
Children activities	456	2.85	1.244

In sharp contrast to results of the attribute level satisfaction, regarding their overall satisfaction with the festival, majority (79.7%) of respondents were satisfied while 9.4% were dissatisfied. The mean overall satisfaction from a single measure is estimated at 3.97 while an estimate from the 19 festival attributes returned a value of 3.58. Rating the festival on a scale ranging from poor to excellent, majority (423) or 89% of the respondents evaluated the festival between good and excellent while minority (13) of respondents appraised the festival poor while 39 rated it average. This contradiction between respondents' attribute-level evaluation and overall satisfaction indicates the asymmetric relationship between attribute-level performance and overall performance evaluations (Matzler *et al.*, 2004; Azman and Gomiscek, 2012). There was a strong desire for repeat participation as 394(83.8%) respondents in the sample expressed the likelihood for future participation in the festival and 76 (16%) expressed the opposite ("Not likely"). To establish whether gender, age and education influence future participation in the festival, Chi square Tests of Independence were performed. Gender appears to influence residents' future participation intention in a statistically significant way ($\chi^2= 6.72$, $p=0.010$), with 87.7% of males expressing "future participation", while 78.2% of females expressed the likelihood of future participation. However, age ($p=0.93$) and education ($p=0.52$) of respondents did not influence their future participation intentions. There were no statistical significance difference in the overall satisfaction levels of repeat and first-time participants ($\chi^2= 5.11$, $p=0.078$).

Factor Analysis of Festival Attributes

In order to reduce festival attributes into conceptually smaller factors, a principal component analysis (PCA) was performed on 17 festival attributes, using orthogonal rotation (varimax) after 2 attributes were found to have commonalities less than 0.4 as well as loading on more than one

factor. The Kaiser–Meyer–Olkin (KMO) result was highly satisfactory .848 (Field, 2009). Bartlett’s test of sphericity, $(171) = 1486.910$, $p < .000$. Initial analysis was run to obtain eigenvalues for each component of the data, five of which had eigenvalues greater than Kaiser’s criterion of 1 and, in combination, explained 59.6% of the variance.

Table 2 presents the factor loadings following rotation. The first factor is named “Ancillary Services” and had four festival attributes loadings: transport service, prices of food and beverages, availability of refreshment, and prices of items and entertainment. This factor explained 25.5% of the variance with an eigenvalue of 3.57. The second dimensional factor addressed issues relating to participation in the festival and was named “participation” with three loadings: friendliness of local residents, participation of non-residents in the festival, and the participation of residents. Factor 2 had eigenvalue 3.57 and explained 10.3% of the total variance. The eigenvalue of factor 3 was 1.21, and it explained 8.6% of the total variance. The attributes that clustered on factor 3 were festival information, advertisement of festival and children activities. Factor 4 was made up of ‘number of entertainment activities’ and ‘variety of activities’ labelled ‘festival activities’ with an eigenvalue of 1.04 explaining 7.4% of the total variance. The fifth dimensional construct deals with safety and duration of the festival. It had an eigenvalue of 1 and explained 7.1% of the total variance in all the variables.

Table-2.Factor Analysis of Festival Attributes

Factors	Loadings	Eigen value	% of Variance Explained
F. 1: Ancillary Services		3.57	25.5
Transport services	.723		
Prices of food and Beverages	.718		
Availability of refreshment and food	.615		
Prices of items and entertainment	.606		
F. 2: Participation in festival		1.45	10.3
Friendliness of local residents	.757		
Participation of non-residents	.661		
Residents’ participation in festival	.698		
F. 3: Festival Information		1.21	8.6
Availability of festival information	.783		
Advertisement of festival	.661		
Children activities	.600		
F. 4: Festival Activities		1.04	7.4
Number of entertainment activities	.766		
Variety of activities	.751		
F. 5: Security and duration of festival		1.00	7.1
Safety of security	.731		
Duration of festival	.651		
Total			59.2%

Regression Analysis

A multiple regression analysis was performed to find out how much variance in overall festival satisfaction can be explained by the five festival factors (Table 2) and to ascertain the relative

contribution of each factor to overall satisfaction. The five dimensional factors: ‘ancillary services’, ‘participation in festival’, ‘festival information’, ‘festival activities’, and ‘security and duration of festival’ were considered the independent variables and overall satisfaction with festival as dependent variable. The regression was a rather fair fit ($R^2_{adj}=29.4\%$), but the overall relationship was significant ($F=28.580$, $p<.000$) as indicated in Table 3. Collectively, 29.4% variation in overall satisfaction with the festival is explained by the five factors. All five underlying factors but ‘festival information’ were found to be significant predictors of overall satisfaction with the festival (Table 3). The beta coefficient of each predictor variable is used to evaluate the impact of each variable on the criterion variable, overall satisfaction.

Table-3. Overall Satisfaction with Festival by Dimensional Festival Factors

Dependent variable	Overall satisfaction with festival			
Independent variables	Dimensional festival factors			
Multiple <i>R</i>	0.552			
R^2	0.305			
Adjusted R^2	0.294			
Standard error	0.808			
F	28.580			
N	459			
Sig.	0.000			
Independent variable	b	Beta	Std. error	Sig
Constant	3.976		0.044	0.000
Ancillary Services	0.189	0.198	0.044	0.000
Participation in festival	0.221	0.229	0.045	0.000
Festival Information	0.077	0.077	0.046	0.096
Festival activities	0.337	0.336	0.046	0.000
Security and duration of festival	0.291	0.301	0.045	0.000

As shown in Table 3, the factor “festival activities” was the most important determinant of overall satisfaction with the festival; it had the highest standardized coefficient value of 0.33. “Security and duration of festival”, $\beta=0.30$, “participation in festival”, $\beta=0.22$ and “ancillary services”, $\beta=0.19$, followed in descending order of importance. “Festival information” was not a significant determinant of overall satisfaction.

To answer the second research question of the relationship between overall satisfaction, future participation and recommendation, chi square tests were conducted to explore these associations.

Table-4. Intention to participate in future festivals and recommend it to friends

	Satisfied %	Unsure %	Dissatisfied %	Cramer's V	Sig. ¹
Intention to participate in future festival					
• Likely	87.3	72.3	62.5	0.215	0.000
• Not Likely	12.7	27.7	37.5		
Recommendation of Festival to Friends					
• Yes	95	75	76.3	0.271	0.000
• No	5	25	23.7		

A highly significant relationship between overall satisfaction and recommendation was found (χ^2 (2, n=444) = 32.587, $p < 0.000$). More satisfied respondents (95%) would recommend the festival to friends than unsatisfied respondents (76.3%). Only 5% of satisfied respondents will not recommend the festival compared with 23.7% of dissatisfied respondents (Table 4). A significant Cramer's V test of 0.271 rather indicates a low association between overall satisfaction and recommendation behaviour of respondents.

A chi square results between overall satisfaction and future participation intentions indicate a significant relationship [χ^2 (2, n=449) = 20.851, $p < 0.000$]. A Cramer's V test result of 0.215 with a significant value of 0.000 shows a weak association between overall satisfaction and future participation intentions of respondents. Among satisfied respondents, 87.3% reported that they are likely to participate in future Asogli Yam festivals compared to 62.5% of unsatisfied respondents. More dissatisfied respondents (37.5%) than satisfied ones (12.7%) were not likely to participate in subsequent Yam festivals (Table 4).

A Kruskal-Wallis test was conducted to find out whether median overall satisfaction with the festival will differ among the different age groups (under 20, 20-29, 30-39 and 40+). The test, which was corrected for tied ranks, was significant [χ^2 (3, n=468) = $p < 0.001$]. To evaluate pairwise differences in overall satisfaction in the age groups, post hoc testing using Mann-Whitney tests and controlling for Type I error across tests by using the Bonferroni approach was undertaken (using 0.0083 level of significance). The results of these tests showed that the overall satisfaction level of respondents aged below 20 years was significantly higher than the 20-29 cohort. Furthermore, contrasting respondents aged 40 years or more with the 20-29 year group revealed significantly higher overall satisfaction level for the former age category.

The relationship between education and respondents' overall satisfaction was explored using Kruskal-Wallis test and the results indicated a statistical significant difference in the overall satisfaction of the various educational levels [χ^2 (3, n=468) = $p < 0.004$]. Respondents with basic education evaluated the festival highly than respondents without formal education, secondary and tertiary educational attainments. Noticeably, respondents with tertiary education were found to be the least satisfied among the educational groupings. An inter-group comparison undertaken via

Mann-Whitney tests and controlling for Type Error using Bonferroni method (0.0083 significance level) revealed significantly higher overall satisfaction for the basic education group (Mean Rank=173.73) than tertiary education (Mean Rank=139.46). Finally, contrasting secondary (Mean Rank=216.66) and tertiary (Mean Rank=183.36) groups revealed statistically significant overall satisfaction. Regarding gender and overall satisfaction, though the mean rank of females' overall satisfaction (246.26) was higher than males (227.09) the difference was not statistically significant. A Mann-Whitney test was conducted to find out whether the level of participation in the festival will influence respondents' overall satisfaction. Results show that overall satisfaction level of respondents with high involvement in the festival ($Mdn=246.40$) significantly differed from the low involvement group ($Mdn= 210.77$), $W_s= 38148.50$, $z= -2.92$, $p<0.05$. The relationship between involvement and future participation intentions was examined through chi square test analysis. A statistical significant relationship was established between involvement and intentions to participate in future festivals ($\chi^2=16.01$, $p=0.000$).

DISCUSSION

The findings of the descriptive statistics for individual attributes of the festival suggest some important implications for organisers of the festival. Out of the 19 festival attributes, only the "Durbar" had a mean score of 4.01 on a scale ranging from 5 to 1. Based on attribute-level assessment, residents were ambivalent in their evaluation of the festival. However, a single measure of overall satisfaction indicates that respondents were satisfied in their evaluation of the festival. Perhaps the observed variation in attribute level-performance and overall satisfaction confirms the asymmetric relationship between attribute-level performance and overall satisfaction (Matzler *et al.*, 2004; Azman and Gomiscek, 2012) Organisers must improve on the various aspects of the festival in order to improve residents' assessment of the festival. Even more critical is the need to pay particular attention to the programming of the festival to incorporate children activities.

In this study, five dimensions of festival attributes were delineated: ancillary services; participation; information; activities; and security and duration of festival. Collectively, the five factors moderately (29.4%) explained variation in overall satisfaction with the festival. This result perhaps suggests that other factors contributing to residents' overall satisfaction were not measured in the study. Of the five factors, attributes related to festival information did not contribute significantly to overall satisfaction with the festival. Residents were not satisfied with the provision and dissemination of information on the festival especially relating to availability of festival information and advertisement of the festival. This perhaps suggests the need for organisers of the Asogli Yam festival to improve information on festival activities.

Following a multiple regression analysis, the number and variety of festival activities emerged as the most important factor influencing residents' satisfaction with the festival. This finding is consistent with the conclusion of Lee *et al.* (2008) who found festival content important in driving

patron satisfaction. Festival activities constitute the core product that drive patrons' desire for festival experience. This therefore suggests the need for festival organisers to prioritize festival programming in order to satisfy patrons.

Consistent with previous studies (Kozak and Rimmington, 2000; Bowen and Chen, 2001; Kozak, 2001; Baloglu *et al.*, 2003; Severt *et al.*, 2007; Cole and Chancellor, 2009) results of the study confirmed the relationship between satisfaction, intention to return and recommendation. Residents who were satisfied with the festival are likely to either participate in future Asogli festivals or recommend the event to their friends and relatives than residents who evaluated the festival lowly. It is therefore important for planners of the festival to sustain and improve the satisfaction levels of repeat participants through programming of the festival.

The inconsistency of socio-demographic variables in influencing satisfaction levels was confirmed in the study. Similar to the findings of Schofield and Thompson (2007) gender did not influence levels of satisfaction with the festivals. However, satisfaction levels differed among various age groups contrary to previous studies (MacKay and Fesenmaier, 1997; Schofield and Thompson, 2007; Esu and Arrey, 2009) but consistent with the conclusion of Terry and Israel (2004). Of all the age cohorts, residents in their twenties were the least satisfied with the festival. Given that, patrons in their twenties are most likely to dominate festival attendees, this finding has implication for organisers. Festival planners must put much effort into understanding the preferences and expectations of residents within the twenty-age bracket in order to meet their needs thereby improving upon their satisfaction rating of the festival. As overall satisfaction levels appear to differ along education, festival programming should take into consideration the needs and expectations of residents with different educational backgrounds.

Consistent with previous studies (Oliver and Bearden, 1983; McColl-Kennedy and Fetter, 2001; Mudie *et al.*, 2003; Lee and Beeler, 2007) festival patrons who were highly involved in the festival indicated high levels of satisfaction as well as intentions of future participation than those with low involvement in the festival. Cognitive consistency theory provides an explanation for the observed relationship between involvement and satisfaction. Because festival participants expended their time and effort to participate in the festival they are likely to perceive high satisfaction levels, less they consider the time and effort expended as waste. It could also be argued that per their participation, high involvement festival patrons gained better understanding and insight into the festival and are therefore in a good position to evaluate the festival than patrons with low involvement. The question of whether satisfaction leads to high involvement or the vice versa constitutes subsequent research attention in a festival setting as this was not examined in the current study. Russell-Bennett *et al.* (2008) pointed out that satisfaction might be an antecedent of involvement rather than a consequence in a business context.

CONCLUSIONS

The aim of this study was to assess residents' satisfaction with the Asogli Yam Festival held in 2010 at Ho in the Volta Region of Ghana in order to understand residents' satisfaction level as this affects future participation in the festival. The findings of the study will provide useful feedback to planners of the festival. Based on the findings, the following conclusions are made. Generally, participants (8 out of 10 residents) were satisfied with the festival. Activities of the festival had the greatest impact on overall satisfaction with the festival followed by 'security & duration', 'participation' and 'ancillary services'. The more satisfied residents are with the festival the more likely they are to recommend and participate in subsequent festivals. This finding lends credence to the mostly referred to relationship between satisfaction, recommendation and future behavioural intentions of clients in the consumer behaviour literature. Generally, majority of residents are likely to participate in future Asogli Yam festivals. Socio-demographic variables demonstrated inconsistency in influencing satisfaction levels. Gender was not a significant determinant of overall satisfaction with the festival. Nonetheless, more male residents are likely to participate in future Asogli Yam festivals than their female counterparts. Overall satisfaction levels differed along age groups. Patrons in their twenties were least satisfied with the festival. This has practical implication for organiser of the festival. A majority of festival patrons are within this age bracket as they lead an active social life with limited social responsibilities. Patrons with tertiary educational background were the least satisfied among other educational groupings. Residents with high involvement in the festival indicated higher satisfaction levels and were more likely to participate in future Asogli Yam festivals than residents with low involvement were. Theoretically, the influence of involvement on satisfaction levels and future behavioural intentions was confirmed in the study.

These conclusions are made with caution due to inherent limitations in the conduct of the study. The collection of data from public places has the potential to exclude a significant proportion of residents of Ho Municipality in the study thereby rendering the sample on which conclusions are derived unrepresentative. In addition, the total festival satisfaction was not well explained by ancillary services, participation in festival, festival information, festival activities and security and duration of festival ($R^2_{adj}=29.4\%$). The low R^2 gives a clue that satisfaction may be explained by some other elements not included in the festival attributes measured in the study. In order to provide useful feedback to organisers, it is important to assess individual activities that are organised during the festival in subsequent studies. Further studies with a sample including non-residents (natives and non-natives of the community) should be conducted.

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