

# Analyzing the Effects of Perception of Social Impacts on Attendance to Events, Satisfaction and Loyalty in Event Marketing

**Prof. Dr. Ayşe Akyol**

*ayseakyol@trakya.edu.tr*

Trakya University, Faculty of Economics and Administrative Sciences,  
Department of Business Administration, Edirne,

**Dr. Pınar Yürük**

*pyuruk@nku.edu.tr*

Namık Kemal University, Saray Vocational School,  
Department of Foreign Trade, Saray Tekirdağ

---

## Abstract

On the contrary to the traditional marketing, event marketing aims to give people social message while enjoying and appeal to their feelings; thus, “event” is the topic that is studied in recent years. A special event is a one-time or infrequently occurring event outside normal programmes of activities of the sponsoring or organising body. To the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience (Berridge, 2011:9). Event is “anything that happens, as distinguished from anything that exists” or “an occurrence, especially one of great importance” (Rajesh, 2014:27)

Event marketing is the function of event management that can keep in touch with the event’s participations and visitors (consumers), read their needs and motivations, develop products that meet these needs and build a communication programme which expresses the event’s purpose and objective (Carmouche, Shukla and Anthonisz, 2010:252).

This is the pilot study of “analyzing the effects of perception of social impacts on attendance to events, satisfaction and loyalty in event marketing”. The research questionnaire was conducted to 542 participants. Scale was checked in terms of reliability and validity with explanatory and confirmatory factor analysis by using SPSS 20. The data was sorted into 7 different categories which are social benefits, cultural and educational benefits, cost of life quality, cost of social sources, activity participation, satisfaction and loyalty.

---

## Introduction

Dealing in people’s daily lives, not to have enough time for activities emphasizes the importance of leisure time and increase the value of the concept. Therefore, people are spending more of an effort to create leisure time. Together with their efforts, they want to do activities which may be useful to them in their leisure time and have fun at the same time. To have fun, at the first choice of those who want to gain a cultural value while having fun, is to attend the events. So, people understand the value of both creating leisure time and gain experience.

To market events to people without any perceptible when they are having fun and taking rest times and to ensure participation to events again with experience and satisfaction has been meet events and marketing. Event marketing looks for ways to live the experiences and message to people without any perceptible, instead of boring them with the bombardment of messages as do the traditional marketing. Therefore, event marketing has been used marketing strategy too much for the business. To meet the expectations of people, who want to enjoy the events, especially when creating leisure, and to ensure a loyal participants to the events by living them an experiences, which they will not forget, has become the main purpose of event marketing. Therefore, event marketing, which is a

current topic in marketing literature as well as increase the popularity and importance at the recent, is selected as a research subject.

The study consist of three parts. At the first part, definition of events and event marketing and concepts, at the second part, social impacts of the event marketing, activity involvement, satisfaction and loyalty are discussed. At the third part, analysis results of the pilot study were investigated to examine the social impact of the event marketing.

## Literature Review of Events and Event Marketing

Today’s events has become the focal point of our cultural and an important factor of the social, societal, economic and commercial aspects. So the importance of the concept of leisure has increased. Due to increasing leisure and arbitrary spending, people has more zoom to the events and entertainment.

Defining ‘leisure’ is surprisingly difficult – it is one of those words which is used often, like ‘society’ or ‘community’, but has no precise meaning (Grainger-Jones, 1999). Leisure is commonly thought of as the opposite of work, but one person’s work can be another person’s leisure, and several activities combine both leisure and work characteristics (Torkildsen, 2006). Leisure is a term that has been used to encompass a whole series of experiences that people can undertake in their free time (Horner ve Swarbrook, 2005).

---

The current issue and full text archive of this journal is available

at <http://aocrj.org/archive/>

Academy of Contemporary Research Journal

V IV(II), 7-15, ISSN: 2305-865X

© Resource Mentors (Pvt) ltd (Publisher)



An event is an experience, carefully crafted to deliver an impact on the person in attendance. Events bring people together to share an experience and produce a measurable outcome (Silvers, 2004), represent a way of selling the city “as a product”, by attracting tourists, as well as industries and investments (Popescu ve Corboş, 2012), and provide the opportunity to bring people together within a social environment to celebrate their and others’ achievements; thus, events are integral for individuals as well as communities as a whole (Reid, 2007). Events entertain locals and provide recreational activity in and out of season for visitors. Media coverage generated by events helps destinations build confidence and a positive image in the tourism marketplace (Derrett, 2011).

The unique characteristics of events create a precious, yet finite, marketing opportunity (Crowther, 2010). In addition these, events should attract tourists or tourism development; be of limited duration; be oneoff or infrequent occurrence; raise the awareness, image, or profile of a region; offer a social experience; and, be out of the ordinary. Events are often characterized according to their size and scale. Common categories are major events, mega-events, hallmark events and local/community events, although definitions are not exact and distinctions become blurred (Bowdin, Allen, O’Toole, Harris and McDonnell, 2006). Events are often divided into categories, such as mega, major or local, based on subjective interpretation (Parent, Eskerud and Hanstad, 2012).

Event marketing normally involves experiences having sensory, emotional, cognitive, behavioral and relational values that often replace more traditionally defined functional values. Traditional disconfirmation approaches to service encounter quality may be inadequate or inappropriate for event marketing practices for two reasons. First, given the sensory, emotional and experiential qualities of many events (e.g., fairs, festivals, sporting events, and performances and exhibits in the arts), formation of any service-specific expectations may be inhibited. Second, these qualities coupled with the unique characteristics of events (participation, programming, and partnership), may lead to the event evoking complex feelings of affect (Underwood, Bush and Fontenot, 2007).

Event marketing is defined as the interactive communication of brand values by staging marketing-events as three dimensional brand related hyperrealities in which consumers are actively involved on a behavioural level and which would result in their emotional attachment to the brand (Wohlfeil ve Whelan, 2006).

### **Social Impacts of the Event Marketing**

Event impacts are the effects and implications of how the event impinge on local residents’ quality of life and their reactions. The community involvement in the planning and organising of the event and community benefits in relation to the event (direct benefits, social inequalities, host and guest relations). In addition to this, if the host community is aware of the event particularly the community in close proximity to the event (Hungberg), visitors could expect better host and guest relations (Ntloko ve Swart, 2008). The impacts of the event marketing are examined economic, environmental, political, social and cultural aspects.

Socio cultural and political effects are probably more important than economic ones, but have tended to be ignored because festival organisers and councils commission research to get economic data, socio-cultural impacts are less easily quantifiable, and research concerned with socio-cultural effects may find results that are less politically palatable (Langen and Garcia, 2009).

Social consequences are the outcome of perceived changes in value systems, individual behavior, family relations, collective lifestyles, safety levels, moral conduct and community organizations (Reid, 2007). The staging of a festival or event can impact the social life and structure of a community by either enhancing or detracting from the social environment of the region (Arcodia and Whitford, 2006).

### **Activity Involvement**

People must be motivated about events one or several factors against in order to participate to the activity. Because participation to the events is an activity after people motivated about events.

Visitors participate in festivals primarily because they have a special interest in the products, events, heritage or tradition being celebrated, although there exists some degree of variation in their motivations. In other words, visitor participation may be closely related to shared values and experiences (Kim, Borges and Chon, 2006)

### **Satisfaction of Events**

Satisfaction gives the adaptation with the people of expectation and perceptions.

Satisfaction is defined as “the consumer’s fulfillment response”, a post consumption judgment by the customer that a service provides a pleasing level of consumption-related fulfillment, including under- or over-fulfillment (Razavi Safari ve Shafie, 2012).

### **Loyalty of Events**

Loyalty defined as “loyalty in terms of constant purchasing, frequent purchasing, and word-of-mouth recommendations” (Lee, Kim ve Kim, 2006). The reasons for attendance may differ between first-time and repeat visitors, but it is equally important to know how to cultivate repeat visitation. One goal of festival planners should be to create festival loyalty, so visitors will want to attend the same event year-after-year. Investigations of festival loyalty primarily examine satisfaction with the event or evaluate performance attributes that make up the event (Tanford, Montgomery ve Hertzman, 2012).

### **Research Methodology**

This study aims to the pilot research which analyzing the effects of perception of social impacts on attendance to events, satisfaction and loyalty in event marketing. The research scale has been prepared by utilizing the study which done in the past years. The research scale was based on the survey developed by Delamere et. al. (2001) with social impacts, Lee and Chang (2012) with activity involvement and Yoon (2010) with satisfaction of events and loyalty of events.

Living in Edirne province, who are knowledgeable about Kirkpinar Oil Wrestling Festival, participate to activities and living experience for the duration of the festival has been constitute the research population. the data obtained for the study were collected face-to-face interview survey which is one of the reliable survey methods. The questionnaire was applied to living in the province of Edirne, participants to travel to the festival and festival participants duration Kirkpinar Oil Wrestling Festival in 2013. Incomplete and incorrect questionnaires eliminated from further data analysis. As a result, 542 usable questionnaires were in the analysis. So, the sample for this study was defined as 542. All indicators were measured on ten-point Likert scales ranging from completely disagree to completely agree. SPSS 20 statistical programme has been used in the analysis. The analysis of the study consisted of two distinct steps. The first step was to conduct descriptive analysis of the data. The second step was factor analysis. The factor analysis consisted of two steps which are the exploratory factor analysis and confirmatory factor analysis.

### **Findings Related To Demographic Characteristics Of Participants**

The descriptive analysis of the demographic characteristics of festival participants is presented in Table 1. 54.1% of the respondents were male, 50.2 % of the respondents were between 26-40 ages, 61.4 % of the respondents were married, 47.0 % of the respondents had less than 1000 TL, 45.8 % of the respondents were middle school graduated and 39.5 % of the respondents were officer. It found that 43.7 % of respondents participates every year to Kirkpinar Oil Wrestling Festival and 53.7 % of respondents participated between  $1 \leq x \leq 10$  times.

**Table 1:** Demographic Profiles of the Kirkpinar Oil Wrestling Festival (n = 542)

Gender	Frequency	Percentage
Female	249	45.9
Male	293	54.1
Total	542	100.0
Age	Frequency	Percentage
15-25	115	21.2
26-40	272	50.2
41-65	151	27.9
66 years and olders	4	0.7
Total	542	100.0
Marital Status	Frequency	Percentage
Married	333	61.4
Single	209	38.6
Total	542	100.0
Personal Income (Monthly – Turkish Lira)	Frequency	Percentage
Less than 1000 TL	255	47.0
Between 1001-3000 TL	252	46.5
3001 TL and higher	35	6.5
Total	542	100.0
Education Status	Frequency	Percentage
Not Literate	1	0.2
Primary Education	85	15.7
Middle School	248	45.8
Associate	82	15.1
Undergraduate	72	14.2
Master Degree	32	5.9
Doctoral Degree	17	3.1
Total	542	100.0
Occupation	Frequency	Percentage
Housewife	30	5.5
Retired	31	5.7
Student	42	7.7
Worker	114	21.0
Officer	214	39.5
Independent Business	104	19.2
No work	7	1.3
Total	542	100.0
Frequency of Participation to Kirkpinar Oil Wrestling Festival	Frequency	Percentage
Every Year	237	43.7
2-3 Annually	206	38.0
No Participate	99	18.3
Total	542	100.0
Number of Participation to Kirkpinar Oil Wrestling Festival	Frequency	Percentage
No Participate	99	18.3
$1 \leq x \leq 10$	291	53.7
$11 \leq x \leq 20$	111	20.5
$21 \leq x \leq 30$	33	6.1
$31 \leq x \leq 40$	7	1.3
40 and higher	1	0.2
Total	542	100.0

### Factor Analysis

Factor analysis, which used to analyze the relationship a number of variables with each other, is the statistical approach (Gegez, 2010:316), and is a kind of multivariate analysis which enables presented more meaningful and summary in a format by based on the relationship between a set of variables (Nakip, 2003:403). In the factor analysis phase, exploratory factor analysis used to summary the obtained data and confirmatory factor analysis used to ensure

descriptive statistical of the data, like validity and reliability, normality tests.

### Exploratory Factor Analysis

Before making the factor analysis, it is necessary to test whether the obtained data match to the factor analysis. Therefore, KMO (Kaiser Meyer Olkin) Sample Proficiency Test and Bartlett Sphericity test was applied.

**Table 2:** KMO (Kaiser Meyer Olkin) Sample Proficiency Test and Bartlett Sphericity Test

KMO (Kaiser Meyer Olkin) Sample Proficiency Test and Bartlett Sphericity Test		
KMO (Kaiser Meyer Olkin) Sample Proficiency Test	0.936	
Bartlett Sphericity Test	Chi-Square Test	10543.470
	df (Degree of Freedom)	378
	Significant	0.000

KMO value of the obtained data is found 0.936. It found that the sample size have been appropriate for "Excellent" to the factor analysis. According to Bartlett test results,  $X^2=10543.470$ ,  $df=378$  ve  $p=0.000$  was found significantly at confidence level. They shows that there is a relationship between the variables and so determined that the data have been confirmity to the factor analysis.

After it was understood that statements in questionnaire were suitable for factor analysis, again a factor analysis was done so as to

determine the dimensions and number of dimensions at which these statements will be gathered. As a result of the analysis, it was seen that statements were gathered under 7 factors, and furthermore factors, questions corresponding to factors and related factor loadings, Eigenvalues, variance explanation percentages of factors and cumulative percentage were given in Table 3. These factors are Activity Involvement, Community Benefits, Cultural/Educational Benefits, Quality of Life Concerns, Community Resource Concerns, Satisfaction and Loyalty.

**Table 3:** Eigenvalue Statistic, Factor Number and Percentage of Explained Variance

Factor	Total Eigenvalue	Explained Percentage	Cumulative Percentage
1	11.214	40.049	40.049
2	3.031	10.825	50.873
3	2.212	7.899	58.772
4	1.870	6.678	65.450
5	1.089	3.889	69.339
6	0.790	2.821	72.160
7	0.624	2.230	74.390
8	0.606	2.165	76.555
9	0.564	2.013	78.568
10	0.510	1.823	80.391
11	0.505	1.803	82.194
12	0.470	1.679	83.872
13	0.437	1.561	85.434
14	0.404	1.444	86.878
15	0.377	1.346	88.224
16	0.371	1.325	89.549
17	0.358	1.277	90.826
18	0.321	1.148	91.974
19	0.303	1.082	93.055
20	0.273	0.973	94.029
21	0.261	0.931	94.960
22	0.249	0.888	95.847
23	0.240	0.856	96.703
24	0.212	0.758	97.461
25	0.196	0.699	98.160
26	0.191	0.682	98.841
27	0.169	0.605	99.446
28	0.155	0.554	100.000

As it is seen in the Table 3, activity involvement explains 40.049 %, Community Benefits explains 10.825 %, Cultural/Educational Benefits explains 7.899 %, Community Resource Concerns explains 6.678 %, Quality of Life Concerns explains 3.889%, Satisfaction of Event explains 2.821 %, and finally Loyalty of Event explains 2.230

%. These 7 factor scale which explains 74.390 % of the total variance in the performed application.

Table 4 shows that which expressions related to which factors in the research survey and how these factor have loadings. Factor loadings reveals relationships between the factors and variables.

**Table 4:** Factor Loadings

	Expressions	Factor Loadings	Explained Variance
<b>Community Benefits</b>			<b>10.825</b>
2	Community Identity is enhanced through the Kirkpinar Oil Wrestling Festival.	0.826	
3	The Kirkpinar Oil Wrestling Festival enhances the image of the community.	0.888	
4	The Kirkpinar Oil Wrestling Festival helps me to show others why my community is unique and special.	0.719	
5	The Kirkpinar Oil Wrestling Festival contributes to a sense of togetherness within my community.	0.550	
6	The Kirkpinar Oil Wrestling Festival contributes to a sense of community well-being.	0.562	
<b>Cultural and Educational Benefits</b>			<b>7.899</b>
1	The Kirkpinar Oil Wrestling Festival provides opportunities for community residents to experience new activities	0.623	
2	Local residents who participate in the Kirkpinar Oil Wrestling Festival have the opportunity to learn new things.	0.776	
3	The Kirkpinar Oil Wrestling Festival acts as a showcase for new ideas.	0.899	
4	The Kirkpinar Oil Wrestling Festival provides my community with an opportunity to discover and develop cultural skills and talents.	0.774	
5	I am exposed to a variety of cultural experiences through the community Kirkpinar Oil Wrestling Festival.	0.666	
<b>Quality of Life Concerns</b>			<b>3.889</b>
4	Car/bus/truck/RV traffic increases to unacceptable levels during the Kirkpinar Oil Wrestling Festival.	0.732	
5	Pedestrian traffic increases to unacceptable levels during the Kirkpinar Oil Wrestling Festival.	0.940	
6	My community (Edirne) is overcrowded during the Kirkpinar Oil Wrestling Festival.	0.848	
<b>Community Resource Concerns</b>			<b>6.678</b>
2	The Kirkpinar Oil Wrestling Festival leads to increased disagreement between and among community groups.	0.738	
3	The Kirkpinar Oil Wrestling Festival is all work and no play for the community.	0.769	
4	The Kirkpinar Oil Wrestling Festival overtaxes available community human resources.	0.746	
6	The Kirkpinar Oil Wrestling Festival is a source of negative competition between my community and neighboring communities.	0.729	
9	The Kirkpinar Oil Wrestling Festival weakens the identity of my community	0.718	
<b>Activity Involvement</b>			<b>40.049</b>
1	Visiting The Kirkpinar Oil Wrestling Festival is very important to me.	0.939	
2	Visiting The Kirkpinar Oil Wrestling Festival is one of the most enjoyable things I have done.	0.861	
4	Visiting The Kirkpinar Oil Wrestling Festival says a lot about who I am.	0.787	
5	Visiting The Kirkpinar Oil Wrestling Festival interests me	0.641	
6	When visiting The Kirkpinar Oil Wrestling Festival, I can really be myself	0.763	
<b>Satisfaction of Event</b>			<b>2.821</b>
1	Overall, I am satisfied with the Kirkpinar Oil Wrestling Festival	0.846	

2	As a whole, I am happy with the Kirkpinar Oil Wrestling Festival.	0.579	
<b>Loyalty of Event</b>			<b>2.230</b>
1	I will spread positive word-of-mouth about the Kirkpinar Oil Wrestling Festival.	0.564	
2	I will keep attending the Kirkpinar Oil Wrestling Festival.	0.654	
3	I will recommend the Kirkpinar Oil Wrestling Festival to my friends and neighbors.	0.718	

As shown in Table 4, factor loadings of social benefit factor were between 0.550 and 0.888, factor loadings of cultural and educational factor were between 0.623 and 0.899, factor loadings of quality of life concern factor were between 0.732 and 0.940, factor loadings of community resource concerns factor were between 0.718 and 0.769, factor loadings of activity involvement factor were between 0.641 and 0.939, factor loadings of satisfaction of event factor were between 0.579 and 0.846 and finally factor loadings of loyalty of event factor were between 0.564 and 0.718.

When all of the load factors examined, the statements under each factor seems to be very high load on the relevant factors. Therefore, expressions are discussed in Table 4 in the analysis, because factor loadings of expressions is higher than the others and other expressions are close to zero. So, factors, which obtained factor

analysis, and expressions of factors have emerged as best serve the purpose of the research, describes the research model best way and 74 390% of the total variance. According to the factor loadings, including a total of 28 statements (social benefits 5, cultural and educational benefits 5, quality of life concern 3, community resource concerns 5, activity involvement 5, satisfaction of events 2 and loyalty of events 3) were explained the survey conducted in order to examine the social impacts of Kirkpinar Wrestling Oil Festival.

#### Confirmatory Factor Analysis

With confirmatory factor analysis, descriptive statistics (normally distributed), the reliability and validity of the factors obtained from exploratory factor analysis were examined. The skewness and kurtosis values are explained to understand whether descriptive statistics of the data distributed normally.

**Table 5:** Skewness and Kurtosis of the Data

		<b>Skewness Coefficient (Std Error: 0.105)</b>	<b>Kurtosis Coefficient (Std Error: 0.209)</b>
<b>Community Benefits</b>			
2	Community Identity is enhanced through the Kirkpinar Oil Wrestling Festival.	-0.267	-1.165
3	The Kirkpinar Oil Wrestling Festival enhances the image of the community.	-0.435	-1.183
4	The Kirkpinar Oil Wrestling Festival helps me to show others why my community is unique and special.	-0.424	-1.020
5	The Kirkpinar Oil Wrestling Festival contributes to a sense of togetherness within my community.	-0.721	-0.710
6	The Kirkpinar Oil Wrestling Festival contributes to a sense of community well-being.	-0.402	-1.143
<b>Cultural and Educational Benefits</b>			
1	The Kirkpinar Oil Wrestling Festival provides opportunities for community residents to experience new activities	-0.365	-1.145
2	Local residents who participate in the Kirkpinar Oil Wrestling Festival have the opportunity to learn new things.	-0.351	-1.051
3	The Kirkpinar Oil Wrestling Festival acts as a showcase for new ideas.	-0.290	-1.072
4	The Kirkpinar Oil Wrestling Festival provides my community with an opportunity to discover and develop cultural skills and talents.	-0.383	-0.965
5	I am exposed to a variety of cultural experiences through the community Kirkpinar Oil Wrestling Festival.	-0.368	-1.105
<b>Quality of Life Concerns</b>			
4	Car/bus/truck/RV traffic increases to unacceptable levels during the Kirkpinar Oil Wrestling Festival.	1.039	-0.360
5	Pedestrian traffic increases to unacceptable levels during the Kirkpinar Oil Wrestling Festival.	1.195	0.140
6	My community (Edirne) is overcrowded during the Kirkpinar Oil Wrestling Festival.	1.278	0.353
<b>Community Resource Concerns</b>			
2	The Kirkpinar Oil Wrestling Festival leads to increased disagreement between and among community groups.	-0.253	-1.290
3	The Kirkpinar Oil Wrestling Festival is all work and no play for the community.	-0.283	-1.212
4	The Kirkpinar Oil Wrestling Festival overtaxes available community human resources.	-0.085	-1.228
6	The Kirkpinar Oil Wrestling Festival is a source of negative competition between my community and neighboring communities.	-0.482	-1.276
9	The Kirkpinar Oil Wrestling Festival weakens the identity of my community	-0.490	-1.217
<b>Activity Involvement</b>			
1	Visiting The Kirkpinar Oil Wrestling Festival is very important to me.	0.103	-1.397

2	Visiting The Kirkpinar Oil Wrestling Festival is one of the most enjoyable things I have done.	0.180	-1.352
4	Visiting The Kirkpinar Oil Wrestling Festival says a lot about who I am.	0.358	-1.323
5	Visiting The Kirkpinar Oil Wrestling Festival interests me	-0.080	-1.410
6	When visiting The Kirkpinar Oil Wrestling Festival, I can really be myself	0.334	-1.465
<b>Satisfaction of Event</b>			
1	Overall, I am satisfied with the Kirkpinar Oil Wrestling Festival	0.004	-1.343
2	As a whole, I am happy with the Kirkpinar Oil Wrestling Festival.	-0.280	-1.167
<b>Loyalty of Event</b>			
1	I will spread positive word-of-mouth about the Kirkpinar Oil Wrestling Festival.	-0.506	-1.033
2	I will keep attending the Kirkpinar Oil Wrestling Festival.	-0.443	-1.219
3	I will recommend the Kirkpinar Oil Wrestling Festival to my friends and neighbors.	-0.484	-1.307

Skewness and Kurtosis values are given in Table 5. When the factor of skewness values are examined, it is observed that most of them is mostly negative, so it appears that the distribution is skewed to the

left. When the factor of kurtosis values are examined, it is observed that most of them is mostly negative, so it appears that the distribution is flatter than normal and straight.

**Table 6: Reliability and Validity of Factors**

Factors	AVE (Average Variance Explained) Values	Cronbach Alpha ( $\alpha$ )	Composite Reliability
Community Benefits	0.586	0.874	0.901
Cultural and Educational Benefits	0.605	0.883	0.857
Quality of Life Concerns	0.713	0.875	0.836
Community Resource Concerns	0.547	0.858	0.877
Activity Involvement	0.712	0.924	0.925
Satisfaction of Event	0.750	0.857	0.857
Loyalty of Event	0.726	0.885	0.887

In the Table 6, Average Variance Explained (AVE) values of community benefits factor was 0.586, Average Variance Explained (AVE) values of cultural and educational benefits factor was 0.605, Average Variance Explained (AVE) values of quality of life concerns factor was 0.713, Average Variance Explained (AVE) values of community resource concerns factor was 0.547, Average Variance Explained (AVE) values of activity involvement factor was 0.712, Average Variance Explained (AVE) values of satisfaction of events factor was 0.750 and Average Variance Explained (AVE) values of loyalty of event factor was 0.726. According to the these values are over 50 %. Within these values it is seen that the convergent validity provided.

Reliability, which is developed in 1951 by Cronbach, is calculated by the number of "Cronbach Alpha" (Peterson, 1994: 382, Peter, 1979: 8), takes values between the 0 and 1, and acceptable values are expected to be at least 0.7 (Perrault ve Leigh, 1989:142). Reliability values for the community benefits factor was 0.874, Reliability values for the cultural and educational benefits factor was 0.883, Reliability values for the quality of life concerns factor was 0.875, Reliability values for the community resource concerns factor was 0.858, Reliability values for the activity involvement factor was 0.924, Reliability values for the satisfaction of events factor was 0.857 and Reliability values for the loyalty of event factor was 0.885. According to the these values are over 0.7. Within these values it is seen that the reliability provided.

After the factors were tested reliability and average variance explained values, factor correlations are tested. Factor correlations explained relationship between the factors. Spearman Rank Correlation is used if the distribution of the variable does not normally distributed. Spearman Rank correlation takes between -1 and +1 values (Kalaycı, 2008). Negative results of the Spearman Rank correlation coefficient is negative relationship between two variables, while there is positive results of the Spearman Rank correlation coefficient, it means that there is a positive relationship between the two variables.

In Table 7, obtained from both exploratory factor analysis and confirmatory factor analysis results were used. Depending on the Average Variance Explained values in Table 6, correlations between factors with confirmatory factor analysis and calculated the square root of the Average Variance Explained values to test whether there is differential validity and then was written as diagonal elements in the Table 7. Coefficients in the upper side of the diagonal is the Spearman correlation coefficients which are indicators of the average of the variable belonged to each latent variable from Exploratory Factor analysis. Coefficients in the bottom side of the diagonal is the between latent variables correlations Which obtained from measurement model with the Confirmatory Factor Analysis.

**Table 7:** Factor Correlations with Confirmatory Factor Analysis

	Community Benefits	Cult. and Educat. Benefits	Quality of Life Concerns	Community Resource Concerns	Activity Involv.	Satisfaction of Event	Loyalty of Event
Community Benefits	<b>0.765</b>	.694(**)	-0.285(**)	-0.171(**)	0.508(**)	0.488(**)	0.610(**)
Cultural and Educational Benefits	.755(**)	<b>0.778</b>	-0.277(**)	-0.308(**)	0.562(**)	0.536(**)	0.583(**)
Quality of Life Concerns	-.328(**)	-.306(**)	<b>0.844</b>	0.212(**)	-0.212(**)	-0.267(**)	-0.381(**)
Community Resource Concerns	-.208(**)	-0.385(**)	0.228(**)	<b>0.740</b>	-0.432(**)	-0.380(**)	-0.248(**)
Activity Involvement	.549(**)	0.628(**)	-0.234(**)	-0.522(**)	<b>0.844</b>	0.710(**)	0.728(**)
Satisfaction of Event	.544(**)	0.612(**)	-0.273(**)	-0.434(**)	0.789(**)	<b>0.866</b>	0.707(**)
Loyalty of Event	.666(**)	.636(**)	-0.404(**)	-0.292(**)	0.790(**)	0.811(**)	<b>0.852</b>

\*\* p < 0.01 (Correlation is significant at the 0.01 level (2-tailed).

As seen in the Table 7, the relationship between the coefficients of the variables takes between -1 and +1 values. Therefore it is said that there are the relationship between each factor and other factors. Also, according to the results also proved to be significant at 0.01 level of significance for each. For example, while the relationship between activity involvement factor and loyalty of event factor is 0.728 values and have strong and positive relations, the relationship between activity involvement factor and community resource concerns factor is - 0.432 values and have negative relations.

Community benefits, cultural/educational benefits, quality of life concerns, community resource concerns, activity involvement, satisfaction of event and loyalty of event factor of the square root of the average variance explained are as follow: The community benefits factor of the square root of the average variance explained was 0.765, the cultural and educational benefits factor of the square root of the average variance explained was 0.778, the quality of life concerns factor of the square root of the average variance explained was 0.844, the community resource concerns factor of the square root of the average variance explained was 0.740, the activity involvement factor of the square root of the average variance explained was 0.844, the satisfaction of event factor of the square root of the average variance explained was 0.866, the loyalty of event factor of the square root of the average variance explained was 0.852. It is seen that, these values greater than the correlations between the factors, different from the zero and stronger correlations than others. Within these values it is seen that the convergent validity provided. Within these values it is seen that the discriminant validity provided.

## Results

Events, which have been done for centuries, has become the focal point of our culture. Events meeting with the marketing attracted the attention researchers, governing of the activities and marketers, and increased the number of studies about this subject. This study focused on the event marketing, because of the importance of events and event marketing that is a new concept. The impacts of event marketing have started to be felt more both the increase of the number of events and popularity.

According to the purpose of the study, in this study factor analysis, which have been used widely, used to facilitate the analysis of the expression. In the factor analysis phase, exploratory factor analysis used to summary the obtained data and confirmatory factor analysis used to ensure descriptive statistical of the data, like validity and reliability, normality tests. In this pilot study, which aimed to examine the social impact of marketing activities, has determined that a total of seven factors can be analyzed. These factors was found

to community benefits, cultural and educational benefits, quality of life concerns, community resource concerns, activity involvement, satisfaction of event, loyalty of event. And then the analysis continue that which expressions related to which factors in the research survey and how these factor have loadings. Factor loadings reveals relationships between the factors and variables. When all of the load factors examined, the statements under each factor seems to be very high load on the relevant factors. When the factor of skewness values are examined, it is observed that most of them is mostly negative, so it appears that the distribution is skewed to the left. When the factor of kurtosis values are examined, it is observed that most of them is mostly negative, so it appears that the distribution is flatter than normal and straight. After that, average variance explained values, reliability and validity values are tested. According to the average variance explained values are over 50 %. Within these values it is seen that the convergent validity provided. According to the reliability values are over 0.7. Within these values it is seen that the reliability provided and look at the square root of the average variance explained. Within these values it is seen that the discriminant validity provided. As a result, with the pilot analysis in this study to measure the social impact of the event marketing, dimension of the social impact of the event marketing has revealed. It is expected that this subject will be benefits both event marketing researchers and governing the events.

## References

- i. Arcodia, C. & Whitford, M. (2006). Festival Attendance and the Development of Social Capital. *Journal of Convention & Event Tourism*, 8 (2), 1-18.
- ii. Berridge, G. (2011). *Events Design and Experience*. USA, Routledge, Taylor & Francis Group,.
- iii. Bowdin, G. A. J., Allen, J. , O'Toole, W., Harris, R. & McDonnell, I. (2006). *Events Management*, (2nd ed.), England,06.
- iv. Carmouche, R., Shukla, N. & Anthonisz, A. (2010). Events Marketing and Communication Strategy. In D. Tassiopoulos (Ed.), *Events Management A Developmental and Managerial Approach*, (pp: 251-272). Güney Afrika, Juta.
- v. Crowther, P. (2010). Marketing space: A Conceptual Framework for Marketing Events, *The Marketing Review*, (10)4, 369-383.
- vi. Delamere, T. A., Wankel, L. M. & Hinch, T. D. (2001). Development of a Scale to Measure Resident Attitudes Toward The Social Impacts of Community Festivals, Part 1: Item Generation and Purification of the Measure. *Event Management*, 7 (1). 11-24.
- vii. Derret, R., Festivals, Events and The Destination. In. I. Yeoman, M. Robertson, J. Ali-Knight, S. Drummond & U.



- McMahon-Beattie, (2011). *Festival and Events Management an International Arts and Cultural Perspective*, New York. Routledge Taylor&Francis Group.
- viii. Gegez, A. E. (2010). *Pazarlama Araştırmaları*, (3rd ed.). Istanbul. Beta Yayıncılık.
- ix. Grainger-Jones, B. (1999). *Managing Leisure*, England. Elsevier.
- x. Horner, S. & J. Swarbrooke, (2005). *Leisure Marketing A Global Perspective*, England. Elsevier.
- xi. Kalayci, Ş. (2008). *SPSS Uygulamalı Çok Değişkenli İstatistik Teknikleri*, (3rd ed.) Ankara. Asil Yayıncılık.
- xii. Kim, H., Borges, M. C. & Chon, J. (2006). Impacts of Environmental Values on Tourism Motivation: The Case of FICA, Brazil, *Tourism Management*, 27 (5). 957-967.
- xiii. Langen, F. & Garcia, B. (2009). Measuring the Impacts of Large Scale Cultural Events: A Literature Review”, *European Capital of Culture Research Programme*.
- xiv. Lee, S., Kim, W. G. & Kim, H. J. (2006). The Impact of Co-Branding on Post-Purchase Behaviours in Family Restaurants. *Hospitality Management*, 25 (2). 245-261.
- xv. Lee, T. H. ve Chang, Y. S. (2012). The Influence of Experiential Marketing and Activity Involvement on the Loyalty Intentions of Wine Tourists in Taiwan. *Leisure Studies*, 31 (1). 103-121.
- xvi. Nakip, M. (2003). *Pazarlama Araştırmaları Teknikler ve (SPSS Destekli) Uygulamalar*, Ankara. Seçkin Kitabevi.
- xvii. Ntloko, N. J. & Swart, K. (2008). Sport Tourism Event Impacts on the Host Community: A Case Study of Red Bull Big Wave Africa. *South African Journal for Research in Sport, Physical Education and Recreation*. 30 (2). 79-93.
- xviii. Parent, M. M., Eskerud, L. & Hanstad, D. V. (2012). Brand Creation in International Recurring Sports Events. *Sport Management Review*. 15 (2). 145-159.
- xix. Perreault, W. D. & Leigh, L. E. (1989). Reliability of Nominal Data Based on Quantative Judgments. *Journal of Marketing Research*. 26 (2). 135-148.
- xx. Peter, J. P. (1979). Reliability: A Review of Psychometric Basics and Recent Marketing Practices. *Journal of Marketing Research*. 16. 6-17.
- xxi. Peterson, R. A., (1994). A Meta-Analysis of Cornbach’s Coefficient Alpha. *Journal of Consumer Research*, 21 (2). 381-391.
- xxii. Popescu, R. & Corboş, R. A. (2012). The Role of Festivals and Cultural Events in the Strategic Development of Cities. Recommendations for Urban Areas in Romania. *Informatica Economica*. 16 (4). 19-28.
- xxiii. Rajesh, R., (2014). Issues and Trends of Event Tourism Promotion in destination Puducherry- An Empirical Study. *International Journal of Safety and Security in Tourism*. 6. 25-41.
- xxiv. Razavi, S. M., Safari, H. & Shafie, H. (2012). Relationships Among Service Quality, Customer Satisfaction and Customer Perceived Value: Evidence From Iran’s Software Industry. *Journal of Management Strategy*. 3 (3). 28-37.
- xxv. Reid, S. (2007). Identifying Social Consequences of Rural Events. *Event Management*. 11 (1-2). 89-98.
- xxvi. Silvers, J. R. (2004). *Professional Event Coordination*, USA. John Wiley & Sons.
- xxvii. Tanford, S. , Montgomery, R. & Hertzman, J. (2012). Towards a Model of Wine Event Loyalty. *Journal of Convention & Event Tourism*. 13 (2). 77-99.
- xxviii. Torkildsen, G., (2006). *Leisure and Recreation Management*, (5th ed.). Londra & New York. Taylor & Francis Group.
- xxix. Tiyce, M. & Dimmock, K. (2000). Nimbin Mardi Grass Festival: The Impacts. In J. Allen, R. Harris, L. K. Jago, and A. J. Veal (Edi.). *Events Beyond 2000: Setting the Agenda. Proceedings of Conference on Event Evaluation, Research and Education*, Sydney: Australian Centre for Event Management School of Leisure, Sport and Tourism, University of Technology.
- xxx. Underwood, J. H., Bush, R. P. & Fontenot, G. (2007). Developing a Behavior-Based Scale for Measuring Service Encounter Quality of Event-Marketing Activities: An Application for Fairs and Festivals. *Society for Marketing Advances Conference*. 181-185.
- xxxii. Wohlfeil, M. & Susan, W. (2006). Consumer Motivation to Participate in Marketing - Events: The Role of Predispositional Involvement. *European Advances in Consumer Research*. 7. 125-131.
- xxxiii. Yoon, Y., Lee, J. S. & Lee, C. K. (2010). Measuring Festival Quality And Value affecting Visitors’ Satisfaction and Loyalty Using a Structural Approach. *International Journal of Hospitality Management*. 29 (2). 335-342.