ATTRIBUTIONAL MODEL OF VISITORS' EVENT EXPERIENCE IN FESTIVALS AND SPECIAL EVENTS

Norazirah Ayob

Universiti Malaysia Sarawak, Sarawak, Malaysia

Nabsiah Abd. Wahid

Universiti Sains Malaysia, Pulau Pinang, Malaysia

Azizah Omar

Universiti Sains Malaysia, Pulau Pinang, Malaysia

ABSTRACT

Attribution theory is a constructive and effective application in understanding the behavioural psychology of consumers. Psychologically, individuals normally make some kind of inference from their personal analysis of behavioural facts and figures encountered on-site in order to explain an event or outcome. Subsequently, causal inferences influence individuals' actions regardless of accuracy, quick form or biased attributions. This paper proposes an attributional model of visitors' event experience in an attempt to search for an understanding of how people explain and account for causality of outcomes. This model provides an understanding of causal attributions of visitors' event experience and its consequences within special event settings. According to Attribution theory, the many causal attributions may be aggregated into two dimensions (internal and external) to allow greater understanding and generalisation. Hence, it is proposed that event visitors assign causality (blame or credit) of their event experience based on event features provided by event managers as well as, external factors and social interactions with various people on-site.

KEY WORDS

Attribution; Locus of causality; Event experience

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INTRODUCTION

Fritz Heider (1958) first introduced the logic of attribution in 'The Psychology of Interpersonal Relations'. According to Heider, everyone tends to act as amateur psychologists to make sense of our world. Psychologically, we always try to understand causes of actions, events and/or outcome of human behaviour. Simply, we often search for answers to 'why we do what we do?' Thus, we observe and analyse one's own and other people's behaviour, and develop explanations for the behaviour. The explanations are termed attributions and the theory that describes the process is called attribution theory (Brehm & Kassin, 1996). Much of Heider's initial ideas have