

A Comparative Study on Price and Distance between Paid & Free Entry Events in Sarawak

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Abstract

Purpose: The decision to travel and attend event is usually an important process for the visitor that involves many key factors especially motivation. Besides the most straight forward motivation question such as “Why do they come?”, this study has also asked “what are the main reasons they come and how price and distance factors influence their attendance?”. In this respect, the purposes of this study were to examine the importance of motivational items and investigate the underlying dimensions of motivation; focusing on price and distance aspects which lead to extension studies of willingness to travel and willingness to pay across two different events which were categorized as paid event (Rainforest World Music Festival 2014) and free entry event (Bintulu International Kite Festival 2013).

Design/methodology/approach: Important Factor Analysis is used to figure out which factors determine visitor behaviour. Respondents are guided to respond towards the questionnaire. Selection of respondents is random.

Findings: The result of factor analysis suggested three motivation factors derived from 14 motivational items in both selected events. The findings proposed that price aspect influence greatly in free entry event but moderately in paid event. Surprisingly, distance aspect influence moderately in both events. This research also suggested that visitors’ WTP between free entry and paid event shares different pattern. As for visitors’ WTT research, different pattern of distance scale recorded in different events.

Research limitations/implications: Thus, this study has a contribution to understand event motivations as well as the visitors’ willingness to travel and willingness to pay to three different annual events held in Sarawak.

Originality/value: Research on visitor motivation for events that focuses on prices and distances could assist event organisers in determining which factors give more influence to potential visitors.

Keywords: distance, price, visitor behaviour, tourist motivation.

Introduction

In consumer behaviour, price is one of the most important factors to be considered in the buying decision process. Price aspect could easily influent consumer to buy or to reject the product and service due to its effect on consumers’ daily activity (Abrams, 2008). Price aspect also acts as quality indicator because without ‘price’, there was no value on the offered products or services. Same goes to festival or event which based on entertainment services. Without price indicator