

Does the importance of sustainable event information services vary among generational sub-cohorts?

ABSTRACT

As events embrace sustainability – many information services have shifted to virtual – how does that affect the importance of these services – and affect satisfaction? And does it affect various generational groups differently? The present study found that it does.

INTRODUCTION

- Research suggests there are distinct differences between generations & sub-cohorts within a generation
- As sustainable events reduce paper usage by shifting to virtual – how important are these information services – and how do they affect satisfaction?
- The present study seeks to address how the importance of information services affecting event satisfaction varies based on generational differences.

METHODS

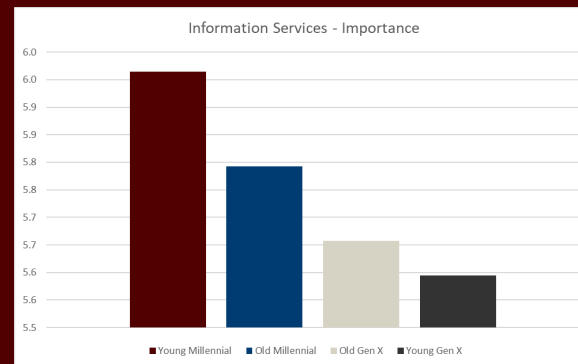
- Data collection - online panel hosted by Amazon Mturk in March 2022.
- Respondents - those born between 1965 and 1996 and were stratified into sub-cohorts of Young Gen X, Older Gen X, Young Millennial, and Older Millennial.
- SEM with Rusbult's Investment Model (1980) and Four quality attributes to assess satisfaction and loyalty with tourism festivals
- 404 usable responses were obtained by removing incomplete entries from 798 total responses
- MANOVA/ANOVA with Bonferroni correction and Tukey's Pairwise comparison

RESULTS

- Young Millennials rate Information Services significantly higher than both Old GenX and Young GenX.
- While the other relationships were not significant, the pattern could be influenced by characteristics described in Generation Theory
- Generation Theory suggests that:
 - Young Millennials: idealistic team players focused on social justice and diversity
 - Older Millennials: family focused, less idealistic
 - Young GenX: very cynical, less idealistic/optimistic
 - Older GenX: less cynical and more optimistic than their younger counterparts.
- While information services continue to move to virtual to improve the sustainability of events, they continue to be important and are a significant indicator of satisfaction
- Event planners can improve satisfaction by ensuring the information is easy to find, well organized, clear and concise, and that it is readily available – this can include not only a well-designed website or mobile app, but also that event staff is well informed and able to answer questions and direct attendees to their desired destination



For Sustainable Festivals and Events, the importance of Information Services varies by Generational Cohort



Pairwise Comparison of Information Services by Generational Sub-Cohort

AgeGroup	n	Mean	Std. err.	Tukey Groups
Old GenX	89	5.657	0.087	A
Y Gen X	114	5.594	0.077	A
Old Mill	83	5.792	0.090	AB
Y Mill	118	5.964	0.076	B

Note: Means sharing a letter in the group label are not significantly different at the 5% level. Using Tukey Method.

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