A critical investigation into the effectiveness of social media as a customer engagement tool for attendees of regional and community festivals: case study of Herefordshire and Worcestershire

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Authors Declaration

“I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated”.

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Abstract

With social media becoming a large influence into modern day society. The research is about investigating the impact social media has on fans engaging online. The researcher will measure the effectiveness it has towards the businesses of community events in terms of digital marketing. As well as the effect fans and followers have from engaging with them online has towards the business. The researcher wanted to produce a case study towards their local region to view the use of engagement on events she knows well. Various amounts of literature found a gap within engaging online towards community events, in particular the region of Herefordshire and Worcestershire.

A mixed method research plan was chosen to study this topic. A survey produced quantitative data to understand the use of social media and the thought and emotions towards community events. A form of ethnography was used throughout the research to produce qualitative data to understand the type of engagement and tools used from three different events in the selected area. These events ranged in receiving fan engagement online, making it easier to compare differences and similarities between them.

The aims and objectives were analysed in association with the findings from the research. Different techniques used from marketers shown to have a large impact towards their followers, as well as the content of the post. This helped the researcher to understand what intrigued people to engage online. Providing helpful tips towards future businesses.

Key words: Social media, E-Marketing, Engagement, Community, Relationships

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Chapter 1

Introduction
1.0 INTRODUCTION

The purpose of this chapter is to show the limited amount of previous research that has been conducted on the engagement through social media especially in the region of Herefordshire and Worcestershire. This provides reasoning for this research. The purpose of this study is to offer recommendations for best practice in future events. Imbedded in this chapter is an outline of statistical framework about community and regional events in the present era, as well the growth and definition of social media across all ages. This will provide an underlining outline to help support the study that will feature.

1.1 CONTEXT OF THE STUDY

1.1.1 DEFINING COMMUNITY AND REGIONAL EVENTS

Events have been known for a numerous amount of years, and have been a popular aspect of lives in the dark ages and the medieval history. According too Wale et al by the 12th century events were gaining local identity and regionality (Wale et al, 2010). With thanks to the 18th and 19th century due to their addition to equipment and products this continued the growth of the events industry to allow it become what it is today.

With the popularity of events increasing, competition is therefore rising. “It found that there has been an estimated 220% increase from 2015 to 2016 in international travellers coming to the UK for a festival (Mintel, 2017). Niche events are one of the reasons behind event growth. “This would include local festivals and themed festivals, often initiated at the community level and sometimes with the support of the public sector in an attempt to pump-prime activity” (Page and Connell, 2014, p,1). The focus upon community events is at a new level, based upon the niche events they create for their community.
The UK is responsible for a large amount of festivals and events. “As of July 2017 21% of UK consumers had attended a concert/sporting event/theatre in the last three months” (Mintel, 2017). Community and regional events occur throughout the year and have become part of the popular events occurring around the UK. Jepson and Clarke define community events as a community festival as a series of events with a common theme and delivered within a defined time period (Jepson and Clarke, 2015). Jackson states that a community event is generally small and linked to a particular geography location (Jackson, 2013). Community festivals are often designed to celebrate and enhance group and place identity. Many community based festivals and events and essentially small-scale according too Raj and Musgrave (Raj and Musgrave, 2009, p.101).

1.1.2 IMPORTANCE OF COMMUNITY AND REGIONAL EVENTS TO UK ECONOMY

“The UK exhibitions and events industry contributes £9.3billion to the UK economy, and provides 137,000 jobs” (Association of event organisers, 2009, cited from Wale, 2010). “In response to the growing desire to celebrate unique identities, community-based festivals and events are becoming increasingly popular (Raj and Musgrave, 2009, p. 101).

Competition is at a height that is becoming challenging to those involved in the event industry; its important for those to understand the value regional events has towards its community. According to Raj and Musgrave festivals create opportunities for community action, stimulate tourist demand, develop positive destination imagery, help position community identity and to offer the opportunity for environmental enhancement and income generation” (Raj and Musgrave, 2009, p. 100). These are the key reasons to host events in communities and to continue to increase the growth of events to ensure these impacts occur.
1.1.3 Defining Social Media

Scott and Jacka describe social media as a “web-based broadcast technologies that enable the democratisation of content, giving people the ability to emerge from consumers of content to publishers” (Scott and Jacka, 2011, p. 6). Social media is an ongoing and improving online network. Throughout the years of its existence it has managed to grow in importance, usage and influence. “Billions of people use social media in urban areas” (Gupta and Brooks, 2013, p. 77). Because of all those who are online, social media has caused a significant democratisation of corporate communications (Kietzmann, Hermkens, McCarthy, and Silvestre, 2011).

According to Ahlstrom (2010, cited in Mehta, 2013) within the European Union there are 502 million consumers, equivalent to 63% of internet users. However, this suggests that there are still 185 million EU citizens who are not online; this allows room for further expansion to get more people connected.

Furthermore Facebook is used by over 11% of people worldwide. While 98% of 18-24 year olds in the United States are already social network users (Moens, Li and Chua, 2014). Age does seem to be a reoccurring factor associated with social media use. Raum shows the difference between ages and the use of social media. She states that children aged 8-12 spend on average 6 hours per day and people aged 13-18 spend on average 9 hours per day (Raum, 2018, p. 7). Tuten and Solomon have published a graph of the present statistics of social media users (Tuten and Solomon, 2018, p. 5).
1.2 PURPOSE OF THE STUDY

The purpose of this study is to understand and explore the engagement of event attendees on social media with community events within the Hereford and Worcester region. This is to create ideas and recommendations towards future events to increase their popularity of an event, or region.

Considering the development of online technology in the recent years, it must be difficult for businesses to keep up to date with their target audiences needs. Based upon this study, it could provide results as to what particular age ranges, gender and
event genre that the community are focussed upon using social media for, this could provide evidence at a developed marketing scheme.

1.3 STUDENT PERSPECTIVE

The researcher has chosen this topic to focus on, due to her increased interest in the subject of social media and that of community events in her local area. With increased interest in the local events that occur throughout the year in the area, the student hopes to gain an insight towards the events and their potential customers. This can provide a general and interesting insight for work experience or future occupation.

1.4 AIM AND OBJECTIVES

Working Title: A critical investigation into the effectiveness of social media as a customer engagement tool for attendees of regional and community festivals.

Research question 1: How attendees of regional and community events in Worcestershire and Herefordshire engage with the event based on their social media page.

Research question 2: Understand why festival attendees interact with festivals via their social media page.

Aim: to critically investigate the effectiveness of social media as a customer engagement tool for attendees of regional and community festivals: a case study of Herefordshire and Worcestershire.
Objectives:

1. To critically evaluate the current literature surrounding theories on customer engagement and loyalty, co-creation, online social media and festival marketing.

2. To undertake primary research in order to explore attendees’ engagement with Herefordshire and Worcestershire regional and community festivals’ social media pages.

3. To compare the results of the primary research to the literature in order to develop a research framework.

4. To make recommendations for future research and for best practice to festival managers.

1.5 CHAPTER SUMMARY

To summarise this chapter the author has provided a platform towards understanding community events and social media. Knowing the basic underlining effects they have towards individuals can create a compassionate review as to the impact social media can have on its users if used correctly. As both events and social media are gradually increasing in admiration in a user or attendee perspective, as well as businesses, it gives the researcher meaning to continue their research. Furthermore, there are many things social media can focus towards, however little research has been found on event engagement through social media, especially in the communities of Worcestershire and Herefordshire. “To date, social media has not been a heavily researched topic” (2013, p.57). This provides further reasoning towards this research.
Chapter two will critically review research that has been conducted previously in relation to the topic. Previous findings will provide an insight of the discoveries she may find in her own results. Exploring how people engage on these networks can become useful for event companies. Combining it with events can show the affect that networking can have on companies and event attendees. Those who create events can use the results within this report to create a positive impact towards their event for a future perspective.
Chapter 2

Literature Review
2.0 LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of the literature review is to inform the reader of the literature and research previously undertaken in regards to engagement through social media and the impact it has on the event industry. It is a written argument that supports a thesis position by building a case from credible evidence obtained from previous research (Machi & McEvoy, 2016). This chapter will discuss and critically review the effectiveness of social media as a customer engagement tool. The key elements around the topic will be presented within this chapter in order to inform the reader of the current literature and provide them with a foundation to the study topic.

The main focus within the study is the use of social media as a marketing tool and its impact on customer engagement. This will include the basic principals towards social media being used for marketing community events and the growing popularity of social media over the years. This will lead to answering the researcher’s questions of understanding how attendees of regional events engage through social media in the particular region of Herefordshire and Worcestershire. The researcher will also want to understand why festival attendees interact with events through their social media.

2.2 ONLINE MARKETING

Digital marketing is something for businesses to consider in the present day. “Given its scale and the benefits it offers to these customers and welfares, it is a big part of the future of all businesses” (Chaffey and Smith, 2012, p.5). With the popularity of social media increasing businesses should consider using it. “Interacting with external sources of knowledge can improve their capabilities about industry benchmark and competitive advantage” (Kasemsao, 2014, IRMA, 2018, p.432) “Digital marketing is marketing online via websites, online ads, email, mobile apps or emerging platforms” (Chaffey, Smith, 2017,
p.13). It is the use of new digital channels and media (Kaufmann et al, 2017). Ryan and Kauffman state how they use it for building relationships through an online platform, providing the opportunity for users to connect towards brands. (Ryan, 2016, Kauffman et al, 2017). Chaffey and Ellis-Chadwick (2012) have produced a diagram showing the different categories a business can use in the form of online marketing.

**FIGURE 2: SIX CATEGORIES OF MEDIA CHANNELS**

Source: Chaffey and Ellis-Chadwick, 2012, p.86
The figure above shows how organisations can use the Internet to market online. This shows a wide range of opportunities to transport a message towards an organisation's target audience. However, the type they chose could have an impact on to whom it is received by. So a business needs to ensure which is relevant to their brand. Many theorists have explored the concept of online marketing. One of these theorists is Dutta and Segeve who explored customer engagement through online marketing. Their research upon engagement is already an ongoing process. Researchers Dutta and Segev began a study of cyber transformation and the transformation of technology in 1999. The theory may seem out-dated towards businesses in the present day, however the framework can be relatable. They state the underlining importance of transforming businesses to exploit the unique capabilities enabled by the Internet (Dutta and Segev, 1999, p.467). Within this theory they created a model, it is built between two dimensions, these are a technological capability and a strategic business dimension (Dutta and Segev, 1999, p.467).

The interactivity dimension involves the relationship between organisations and customer; this is due to the present nature of the Internet. According to Dutta and Segev, “this is enhancing the richness of customer relations and creating new paradigms of product design and customer service” (Dutta and Segev, 1999, p.467). The connectivity dimension features the global aspect the Internet has to offer. Dutta and Segev again state “the radical increase in connectivity enabled by the Internet is giving rise to new communication and co-ordination mechanisms both across organisations and customers, and also within groups of customers themselves” (Dutta and Segev, 1999, p.467).

In reflection, “Marketing in the 20th century was primarily broadcasting a message and interrupting what people were doing to tell them your message” (Newlands, 2011, p.19). Now in the 21st century the use of social media is just an extra layer for digital marketing, which can be a preferred form of marketing depending on the target audience and the business. With the use of social media “it requires you to work with all those who ‘engage with’ you rather than solely ‘those who buy your products and services’. You are engaging
not only with buyers but also potential buyers, influencers, previous buyers (who can become influencers) and potentially even competitors” (Heinze et al, 2016, p.5).

2.3 **Online Social Media Marketing**

2.3.1 **Basic Principles**

Social media provides the purpose of “allowing users to come together online and exchange, discuss, communicate and participate in any form of social interaction” (Ryan, 2014, p.151). Ryan also states “Facebook and MySpace are the archetypal social media sites used. They are the sites that people automatically think about when you mention the words social networking” (Ryan, 2013, p.161). This can be confirmed by the growth of users of certain networking sites within the past couple of years. Facebook is the most used site, it continues to grow, with monthly active users rising to 1.94 billion from March 2017, YouTube is the second most visited site with one billion monthly users in March 2017, and Instagram is just behind with 100 million new users in four months from January 2017 and April 2017” (Mintel, 2017). However, findings from MySpace have shown a decreased drop in users because of network problems, which the producers failed to fix (Gale, 2017). This show organisations need to keep up to date with the latest trends because Gale states how social networking sites can go from hot to cold almost overnight (Gale, 2017).

Social media is today's largest talked about feature with more than 3.77 billion worldwide users today (Tuten and Solomon, 2018, p.4). These users have different reasons for their personal use of social media. The use of social media is just one form of marketing messages that can be sent and received by businesses. Its vital a business understands the different use of social media and the range of people who use it. More
consumers are connected then ever before and are becoming better informed, more communicative and in more control than ever (Zarrella, 2009, Ryan and Jones, 2012). Small community events are the businesses that want to capture consumer attention as much as possible due to high competition and small audiences. “Every second your company is not engaging them in social media is a wasted opportunity” (Zarella, 2009, p.1). 50 of the top 100 global brands have established customer centred social networks, with the assumption that consumers who join their online community will become more engaged, which should improve the economic outcomes for those firms (Manchande et al, 2015). This can provide reasoning as to why community events would follow the trend.

2.3.2 ADVANTAGES AND DISADVANTAGES

Having the opportunity to market through online channels provides businesses with many benefits. Chaffey and Ellis-Chadwick mention interactivity as a main benefit. Customers are able to initiate contact with ease and obtain information easily (Chaffey and Ellis-Chadwick, 2012). Secondly, would be intelligence. They describe the Internet as a relatively low-cost method of collecting marketing research. Adding on, they mention individualism as another important feature of using online marketing as messages that can be tailored to the individual unlike previous methods. This is an advantage for both consumer and manager because it creates a relationship between each other, creating an overall positive energy towards the brand. “By being part of a select group, those online users may feel somewhat more attached to the retailer and the retailers can ensure that campaigns are tailored to their target market” (Mintel, 2014).

Furthermore, “Building real relationships is one of the key benefits of using social media, and adding a personal touch to these channels can help your community see the people behind the brand” (Mathos and Norman, 2012, p.38). Furthermore, In adds on and mentions consumer loyalty to the brand can be used to influence and draw others to the brand (In, 2014, p.61). This highlights that those who are loyal to the brand on a particular social media site can influence others, which would cause the company benefits.
However, Haiji makes a controversial point stating how social media is not a suitable marketing tool for every company and does not bring success to all (Haiji, 2015). Corstjens and Umbijis (2012), Haiji (2015) stress a point of how companies just listening to the voice of customers is insufficient and suggest that companies should go beyond to just listening to their customers (Corstjens and Umbijis, 2012 from Haiji, 2015).

2.3.3 Case Study
A case study has been presented by Xiang and Tussyadiah, they mention three case studies in relation to organising and managing technology-based events. “Since using social media all case studies found a significant increase in the level of engagement and interaction” (Xiang and Tussyadiah, 2014, p.137). This is supported by a participants statement “the level of communication, engagement, response they were a huge increase and really obvious” (Xiang and Tussyadiah, 2014, p.137). Findings from this previous research show the positive outcome a company can receive. The study was completed four years ago so therefore they may be even more of a dramatic notice due to the increase of those online to the present day. However, it’s vital for an organisation to understand what techniques they use online to generate this result.

2.4 Customer Engagement
Due to the increase of social media users, there has been an incline in the amount of interactivity Zimmerman and Ng (2017) define engagement as:

*In the world of social media, the term engagement refers to the length of time and quality of interaction between your company and your followers* (Zimmerman and Ng, 2017).
According to Pantelidis “Social media allows a whole new approach to online marketing in terms of networking and engagement between consumers and marketers” (Pantelidis, 2014, p.303). Hudson and Hudson suggest the understanding of how social media interactivity with consumers is beginning to expand product and brand recognition (Hudson and Hudson, 2013). The expansion is growing due the popularity of social media rising by the year and allowing more individuals to become online through different devices. Xiang and Gretzel (2010) expand by stating that “tourism marketers can no longer ignore social media, and this is also true for marketers of music festivals – more so in fact, given their young audiences (Xiang and Gretzel, 2010, p.207). Mintel adds on by mentioning how particularly in younger people they often consider how they can share their experience with others” (Mintel, 2016). This is the opportunity for businesses to use active and engaging social media accounts that encourages that behaviour. Therefore events in the authors aspired region, especially those with a young target audience should already be using this technique.

Within social media, there are different levels of engagement. Charlene Li, presented in Woord and Minoz, shares her engagement pyramid.

FIGURE 3 - ENGAGEMENT PYRAMID
The watching segment of the pyramid refers to those who are only passive observers of sites online. They aren’t involved in sharing or interacting online, however they are absorbing information instead. According to Nielsen 90% of social media users are classed as lurkers aka watchers (Nielsen, 2006). The next level above is sharing. Individuals are slowly becoming more engaged at this stage. They share the content online with those whom they know. Afterwards is commenting, this is where consumers share their personal opinions based upon the content of the post. Next, is producing, this is refereed by Wood and Munoz “as consumers creating fresh new content to share with others” (Wood and Munoz, 2017). Lastly is crutation, this isn’t received often; they only share relevant information online. These types of engagers on the pyramid follow event pages. This can explain a range of engagement they may receive; it all refers to how they adapt their followers to increase up the pyramid.

### 2.4.1 Creating Relationships

Throughout the use of social media and making contact with others online opens an opportunity for relationships to form (Holston, 2013). With the extensive use of social
media becoming the normality, how others chose to communicate and use the social media pages could provide vital insight for businesses to adopt this approach. So that therefore this is seen as communicating in their language and their way. It’s vital for an organisation to grasp this because according too Laugeson the majority of teens and young adults communicate are electronic (Laugeson, 2013). For many organisations in the event sector this could be an easier method of marketing that is received by a large audience. Relationships will occur through common interaction between a person and others. Creating a relationship online may satisfy others needs as well as make an individual feel part of a community.

2.4.2 SATISFACTION

According to Al-Rabayah “Only satisfied sellers and customers will stay connected and continue the movement toward engagement” (Al-Rabayah et al, 2016, p.53). Therefore satisfaction is a necessity for brands to consider when managing a social media account. Methods need to be implemented by the business to ensure they are satisfying the needs of their audience and customers. However “satisfaction is not enough for customer engagement” (Al-Rabayah et al, 2016, p.53). Therefore a brand needs to consider other techniques to enforce engagement. According to Al-Rabayah et al and Kim customer engagement involves affective commitment and relationships. (Al-Rabayah et al, 2016, Kim, 2016).

2.4.3 BENEFITS OF CUSTOMER ENGAGEMENT
The beauty of using social media is because it can show a clear response of how effective your technique is, this is through the growth of followers and engagement they have received. According to Tuten and Solomon (2018) from the graph below sourced from Stelzner, 2016, p.17. It shows the top objectives marketers pursue using social media and the top is increase exposure at 89%.

**FIGURE 4: TOP OBJECTIVES MARKETERS PURSUE USING SOCIAL MEDIA**

![Bar Graph](image)


In relation to the graph above social media and engagement is a prime source to increase exposure. Hudson and Hudson (2013) revels “the average user has 130 friends on their social network, and when people hear about a product or service from a friend, they become a customer at a 15% higher rate than when they find out about it through other means” (Hudson and Hudson, 2013, p.207). To ensure the site is benefiting from using social media a Mintel report shares a technique that could be used to boost interaction. This can be achieved by designing the content of their posts to become ‘instagram-worthy’. Businesses can do this by creating short-term ‘event experiences’, these are visibly pleasing to the eye and create an immediate interest towards the meaning of the posts (Mintel, 2016). Wirtz et al (2013) highlights the benefits a business can obtain from these results. “The internet provides a platform for rapid developments in both business-to-consumer and consumer-to-consumer interactions across consumption communities.
(Wirtz et al, 2013). Because of this platform created “Marketers can gain rich, unmediated consumer insights, faster than ever before” (Hudson and Hudson, 2013, p.207). With all this information a business can create a strong impact towards their target audience. “Engagement marketing helps drive more leads, more repeat sales and more referrals. Engagement marketing stimulates conversations and inspires participation” (Goodman and Goodman, 2012, p.30). A Figure below has shown the principals involved to create this.

**FIGURE 5: THE ENGAGEMENT CYCLE**

![Engagement Cycle Diagram](image)

Source: Goodman and Goodman, 2012, p.32

Using this figure provides examples and recommendations to incise people to engage online and how to ensure they continue to do so. This can be applied to any organisation that suits. To begin, a business needs to provide an experience that leaves the consumer satisfied and wanting more. Using different forms of interactivity it allows the brand to be remembered by the consumer. This can be through email, social media, and direct mail etc. “Enticing consumers to put things into their brand to create a fully interactive and
mutually rewarding relationship. The key is listening to consumers Internet word of mouth, figuring out what they want and then creating campaigns that really connect to them” (Conrady & Buck, 2011, p.154). Goodman and Goodman (2012), have provided techniques that can be used to encourage engagement these are discussion, events, polls and survey. (Goodman and Goodman, 2012). Using these techniques in the format related to their target audience should provide successful relationships.

2.5 EVENTS MARKETING

Festivals and events have become a regular occurrence for modern day society, they are the lifeblood of society, they are inseparable and crucial to enhance and maintain community well-being or quality of life (Clarke, 2016, p.3). Carter describes an event as:

“any gathering of people for a specific purpose”(Carter, 2007, p.3).

“An entire global industry of festivals and events has evolved and developed since the early 1990’s, the phenomenal growth, copies with increased consumer awareness and choice, requires the industry to manage the sector effectively and efficiently to ensure sustained development and growth in the future (Yeoman et al, 2012, p.1). With the help of customer engagement this can ensure sustained development and growth for the future, this is because social media is an every day used tool used by many.

With a wide range of event types now available. Shone and Parry state how difficult it could be to market an event due to its type (Shone and Parry, 2004). Certain events target particular audiences. “If your target audience has not heard about it, then no one will turn up” (Jackson and Angliss, 2017, p.1). How to market an event is due to their target market. This is heavily relied on marketing mix, to ensure the correct process; distribution and techniques are used for the selected target audience.
2.5.1 EVENTS MARKETING ONLINE

Social media has grown and is still growing. It is a fast growing phenomenon. Data from Nielsen UKOM from 2012 shows that “approximately 40million people in the UK (out of a total 62 million) used the internet every month.” (Egan, 2015, pg.160). This figure highlights reasoning behind Xiang and Tussyadiah findings of an increase up to 90% of event producers using one or more social platforms (Huges 2012). The numbers associated with the use of Internet can show the importance of using network can have towards a company. Preston also adds on by mentioning the fact how the event is going to affect an individual’s life, so therefore their online pages should too (Preston, 2012). Furthermore he states, “the web presence of your event is part of the product, part of a holistic experience” (Preston, 2012). So the event marketer needs to be aware of this.

Facebook is a popular and socialable networking site. The site was created in 2004 and has increased in active numbers every year. Brown shows that within two years Facebook had 50million users, and as of April 2012 it had more than 800million active users (Brown, 2012, p.5). Recent and successful companies will provide information and promote their product via Facebook to successfully advertise to their target audience. Lubasch says, “recently, marketing in social media like Facebook, Twitter, or YouTube became especially important for companies” (Lubash, 2014, p.4). This is because of the wide diverse amount of people that use this and are an active user. Adding on, “visitor attractions or events are also focussing on encouraging people to post on social media, before and after their visit” (Mintel, 2016).

The beauty that event marketing can hold is the attention towards generating new customers or solidifying relationships with customers who already exist. “The internet has changed the relationship between you and your customers and potential customers” (Preston, 2012, p.112). Due to the era events began, they were able to succeed with offline marketing to promote product launches or general awareness. Roberts and Zahay outline the sole purpose of the web in an event perspective. They mention it allows the
ability to reach desirable market segments in a way that attracts attention (Roberts and Zahay, 2012, p.167).

There are different types of strategies a company can use to market their event. Roberts and Zahay outlines these as:

- Event driven marketing - this is terminology used for traditional marketing such as trade shows, exhibits, conferences and seminars.

- Experience marketing – one third of event marketers pursue a combination of both physical and digital brand experiences to demonstrate the value of the brand.

- Event triggered – this is solely based upon an event that has happened in a customer’s life.


Using these forms of advertising is a common and effective way to increase popularity and brand recognition.

2.5.2 Online Communities

Various amounts of research have been conducted regarding the contribution online communities have towards creating a successful business. “Online community is seen as symbolic of a commitment to a website or brand and is exhibited through return visits, repeat purchases and recommendations” (Rowley, 2002, p.148). “Much of the world is now connected within and across online communities through various social media platforms (Kim, 2016, p.8). In a business perspective the customer needs to be satisfied to build the relationship. “Customer loyalty comes from customer satisfaction and loyalty
increases profitability by decreasing the cost of new customer acquisition” (Carter, 2013, p.6). This explains the importance of developing and creating relationships online. “All in all it represents a powerful marketing engine for the event marketer” (Preston, 2012, p.113). According to Kietzmann, Hermkens, McCarthy and Silvestre found in Kim, 2016, there are seven key parts towards building an online community. These are, identity, conversations, sharing, presence, relationships, reputation and groups. “Bringing these areas together in one brand community necessitates a strong commitments to the purpose of social media relationship’s” (Kim, 2016, p.10).

2.5.3 BRAND COMMUNITIES

“Brand communities unite around the joint loyalty to an organisation as their mutual interest” (Kim, 2016, p.11). This can help towards an organisation to develop and maintain their digital relationships, and so therefore creating engagement. “Social media and digital applications offer a rich environment where consumers can start and maintain their own brand communities, engage with brands and other members and companies can interact with members of the community directly” (Humphrey et al, 2016, p.1939). With the use of technology this allows the community to expand further and welcome others to become involved. Creating a brand community online sustains relationships.

2.5.4 COMMUNITY EVENTS

Community events are used within different regions of the world and this is because they act towards a catalyst of tourism as well as a sense of identity (Jepson and Clarke, 2014). Jackson defines community events as:

“Generally small event linked to a particular geographical location” (Jackson, 2013, p.3).
O’Toole mentions how community events are an economic and social driver of many companies, cities, region and countries (O’Toole, 2011, p.3). Thompsons and Wates provide reasoning behind his statement “becoming successful in galvanising community participation and in allowing collective decisions to be made in a efficient and effective way. It has the ability to create a unique chemistry of activity and energy” (Thompsons and Wates, 2013, p.xxii). Because of these reasoning’s these types of events are popular to attend and due to the proliferation of community events, the use of marketing online seems to become necessary (Mair and Duffy, 2015, p.282). With the help of social media the rise of tourists attending the event can be an unconscious impact. Holmes and Smith (2012) and Yeoman et al (2014) state community events still have the ability to attract some tourists, they are usually reoccurring in the same location, if successful (Holmes and Smith, 2012 and Yeoman et al, 2014). As social media is a globally used system it can take seconds for news to reach the other side of the globe and with the right type of loyal consumers this can have a great positive impact towards the business. “Both marketing managers and Internet users provide messages, targeting individuals and social alignments that comprise their links or relationships (Chang, Yu, Lu, 2015).

2.6 Research of the topic

Relevant research of this topic has shown effective studies and research upon social media and how consumers use it. “Social media are becoming popular also in the event industry. Numerous event companies are using social media in event promotion.” (Xiang and Tussyadiah, 2014, p.132). Nagai et al expands on their point as he shows the dual role of social media. It can be used to facilitate peer-to-peer communication but also for a business perspective of building reputations and increase business revenue (Reic, 2015).

However, to provide reasoning for this written work the author found little literature upon engagement and communities, especially combined. Agrawal and Ramachandran, 2017, states engaging with customer communities may have its rewards, building communities, ensuring members engagement and continuity, is no easy. Furthermore,
benefits and cost of community participation are commonly explored among large group consumption communities (De Valck, 2007; Dholakia et al, 2004; Husemann et al, 2015; Nambisan and Baron, 2009; Wang and Fesenmaier, 2004). Leaving the small group consumption communities un-explored. In a more defined approach Brodie et al mentions that no structures have been developed to assist managers in understanding the various types of engagement that occur” (Brodie et al, 2015).

Adding on, studies were created by Tuten and Solomon (2018) of small communities and relationships and found little engagement between the two. “Content missions were used to capture the value content provided to community members such as education, customer support, entertainment, philanthropy, special offer, or sales appeal” (Tuten and Solomon, 2018, p.196). “Community relationship building included communicating with members, responding with their posts and doing so quickly and effectively. Few brands in this study were truly engaging. In fact, 51 or the 85 brands scored <50% of the possible points. Brands can benefit from social media participation, and especially from brand communities” (Tuten and Solomon, 2018, p.196).

2.7 CHAPTER REVIEW

The author has investigated time into finding various relevant secondary research of event engagement in her selected area. Social media engagement and marketing has been investigated in previous years. However her findings show little research upon small communities, especially within the Worcestershire and Herefordshire region. This shows a gap in the sector to be researched further. This provides reasoning behind the authors decision to research community events in the Worcestershire and Herefordshire region. Relevant case studies have been outlined which focus on the same purpose as the
authors, their findings gives the author confidence to find a positive correlation between social media and engagement.
Chapter 3

Methodology
3.0 Methodology

3.1 Chapter Introduction

The purpose of a methodology is to gather answers to questions the researcher has through a scientific and systematic search on a specific topic (Kothari, 2004). The chapter will focus on the author’s research framework that she has chosen for her project. It’ll highlight the methods chosen and why they were chosen, as well as a detailed evaluation of the methods, techniques, and procedures that were implemented. The aims and objectives will be injected into this chapter to find a distinctive correlation between the two. Lastly, the techniques that the author has decided to use will be identified and explained.

The project uses a combination of primary and secondary research methods. Secondary data "is the method of using pre-existing data in a different way" (Schutt, 2011, p. 414). In comparison, primary data is explained as “data that are collected for the first time by the researcher for the specific research project at hand” (Wrenn, 2013, p.34).

3.2 Case Study Approach

The author has decided to use a case study to deliver specific data. Case study research is “one of the several forms of social science research”; this type of research is usually preferred in “situations when the main research questions are ‘how’ or ‘why’ (Yin, 2014, p.2). The purpose behind the choice of using a case study is proven by Simons “primary purpose for undertaking a case study is to explore the particularity, the uniqueness, of the single case” (2009, p.3). The project is focusing on a case study of a single case of events in the Worcester and Herefordshire region.
3.3 Qualitative vs. Quantitative Research

Embedded in this research the author has decided to use a mix of qualitative and quantitative research. This is to achieve a range of results for the researcher to analyse. Guest et al describes qualitative data as “research using methods such as participant observation or case studies which result in a narrative, descriptive account of a setting or practice” (Guest et al, 2012, p.2). Whereas, quantitative data research seeks to, “discover new knowledge by simplifying complexities in settings that tend to be more contrived” (O’Dwyer and Bernauer, 2013, p.5). Using both of these types of research allows rich data to be received.

However, they both offer advantages and disadvantages towards the research. The author Nykiel provides this information, qualitative research is said to allow interaction with their respondents, as well as allowing in-depth probing of issues for great detail. Consequently, it’s said to be unreliable as a predictor of the population. In terms of quantitative research it’s been stated that the results are statistically reliable, however, the research is evaluative but not generative (Nykiel, 2007, p.57).

3.4 Mixed Methods

As mentioned the author is using a mixed method approach. Creswell and Clark state that mixed methods are used in a range of researches as it provides multiple ways to address a research problem (Creswell and Clark, 2017). Greene, Caracelli and Graham (1989) define mixed methods in Creswell and Clarks (2017) book as “designs that include at least one quantitative methods and one qualitative method” (Greene et al, p.5). This includes the researcher's project as it involves a survey and ethnographic research. The purpose of mixed methods is to obtain sufficient data that will create a clear conclusion for the researcher.
3.4.1 TRIANGULATION
Seeing the research from more than one angle is known as ‘triangulation’. “Research triangulation has assumed a particular significance as a foundation for the premise that a research topic can be better understood if it is viewed from more than one perspective” (Denscombe, 2014, p.154). This will hope the researcher gain insights into their research from different perspectives, giving them a larger scope towards their research.

3.5 PRIMARY RESEARCH STRATEGY
This section will outline the chosen methods the researcher is using. The methods of research selected are ethnography and an online survey. Qualtrics was used to create and post the online survey questionnaire. The programme “coupling of a powerful survey engine and a user-friendly interface has helped expand survey research out of specialised niches” (Feinberg, 2012, p.258). To produce qualitative data the researcher will collect examples of engagement online by using ethnography and create a blog to collectively show her findings.

3.5.1 SURVEY DESIGN
The survey was designed online using the programme qualtrics. The researcher wanted to collect reasonable data that would reach a clear conclusion, this can be done by following Andres guidelines, “It is important to ensure that each of your ideas for survey items fit under each of your research question” (Andres, 2012, p.63). The hope of the researcher was to receive data based on emotions and thought processes of their participant's reasoning’s. A collective of 20 questions asked a varied type of question-based upon their emotions and attendance towards events in the specified area and their use of social media. Please refer to Appendix A to view the questionnaire.
3.5.2 SAMPLING

As the survey is posted online through Facebook, this gives the participants an opportunity to complete the survey at their own choice, this is known as ‘convenience sampling’. Sue and Ritter describe this approach as a form of sampling that requires less time and effort by the researcher. They continue by mentioning how the respondents chose to take part in the survey, as they are genuinely interested in the topic (Sue and Ritter, 2012). This provides reasoning as to why the researcher has chosen to submit the survey to relevant event pages on Facebook.

3.5.3 IMPLEMENTATION

The survey will be posted on Facebook, focusing on event pages in the surrounding area of which the researcher is focussing towards. The author will privately message the admin of the page to gather acceptance towards them posting content on their event, a copy of their message can be seen in appendix F. Alternatively some pages on Facebook are open to the public, which immediately gains the author access. If the survey receives small interest from Facebook, then the researcher will use other forms of social media to attract more people, such as twitter. Sharing the survey through social media gathers the ideal audience as it refers to the individual’s use and emotions behind using these online applications.

3.5.4 ANALYSIS

The questionnaires designed consisted mostly of closed-ended questions, this is because they can be analysed in a quantitative manner. “Analysis is the search for patterns in data and for ideas that help explain why those patterns are there in the first place” (Bernard, 2012, p.394). Finding patterns of engagement based upon a certain demographic of an individual is a pattern worth finding upon the survey results. After the researcher has collected their desired amount of completed surveys, between 80-100, the data will be presented in charts and graphs so, therefore, it is
clear and easy to read the data. The findings from the survey will be compared towards previous primary research. This will provide further confidence to the author’s research and their recommendations.

3.6 Qualitative Data Collection

Netnography is a specialised form of ethnography. According to Kozinets they have been used to "tackle a large variety of topics" (Kozinets, 2009, p.1). He also states “Netnography can inform and interrelate with social network analysis in several important ways (Kozinets, 2009, p.53). Below the researcher has provided a simplified flow chart of the methodology that will take place by the researcher.

**FIGURE 6: FLOW CHART OF NETNOGRAPHIC RESEARCH ONLINE**

![Flow Chart of Netnographic Research Online]

Source: (Kozinets, 2009, Doing ethnographic research online)
The researcher will collect the interactivity of the users and followers of event pages on Facebook. She will include the number of likes and comments the page would have received of each post and find a trend of when people tend to interact the most. This process will last for a minimum of four weeks.

3.6.1 SAMPLING
According to many researchers (Elliot & Jankel-Elliot, 2003; Fielding, 2008), the sample of the study is a small and judgemental one, which is often chosen in order to achieve rich data. The researcher will choose three events located in the desired region, they will vary in number of ‘followers’ and ‘likers’. The knowledge of the event will be highlighted to do particular reasoning of types and amount of engagement they receive.

3.6.2 IMPLEMENTATION
A day-to-day journal was the original idea of the researcher to gather data. However, once the research had begun she noticed the content of some of the pages weren’t posting on a daily basis. So therefore, a journal of previous online posts will be kept and maintained by the researcher based on the three chosen events. The data collected will be based on a time frame of a fortnight before and after the event to gather sufficient data. The journal will highlight varies of facts on relevant post the page admin has posted, such as, the number of respondents, how the respondents have chosen to respond, type of post etc. Based on this data a theme will be collected and will be compared from previous findings of customer engagement from the author’s primary research.

3.6.3 ANALYSIS
The analysis of the research will include coding in a thematic analysis. "Coding in thematic analysis and grounded theory is the process of identifying themes or
concepts that are in the data” (Ezzy, 2013, p.86). This will include data on what the researcher has observed and then recorded. Screen shots of comments made from the followers will be analysed to find a relevant theme of common repetition and emotion. As well as this the frequency of the post will be monitored in relation to the duration of the event.

3.7 Reliability and Validity

It is a common thought that the researcher wants the measures to be both reliable and valid. Validity is defined as “the degree to which a test measures what is it supposed to measure” (Furr and Bacharach, 2013, p.198). Whereas reliability is defined as “the extent to which research findings would be the same if the research were to be repeated” (Veal, 2011, p.46).

The validity of the research can be more valid as the survey has an option to be completed by those who do not use event pages and are not interested in events. However, the use of netnography focuses on the individuals who commonly do. In relation to reliability, it could be strong depending on the events the researcher chose to concentrate towards. Furthermore, this is a small project and over 80 respondents have completed the survey, this can be seen as a good outcome, although this does not make the results any less valid.

3.8 Ethics

It's vital to gain acceptance from the ethics committee to ensure no harm is caused to participants involved. “It is now considered a key research skill to understand ethical principals, think about the ethics of your own research and undertake ethics review to meet institutional requirements” (Farrimond, 2012, p.11). The researcher had gone through the ethics process at Cardiff Metropolitan University (Appendix B). Going through this process reassured the researcher and participants that the questions
being asked would not cause harm. The questionnaire did not require any questions asking for personal details. The research can only be conducted once the author had received acceptance from them.

3.9 CHAPTER SUMMARY

This chapter is summarised by justifying the use of the two chosen methods. The validity and reliability are analysed against the methods, as well as how the results of the questionnaire and netnography will be examined. Furthermore, the next chapter will show the results with detailing of how the researcher analysed them to create a trend and a clear conclusion.
Chapter 4
Results and Discussion
4.0 RESULTS AND DISCUSSION

4.1 CHAPTER INTRODUCTION

Throughout this chapter the author will focus on findings they retrieved through their primary research they had produced. “The results section is purely factual description of your results” (Rubin, 2009, p.266). The author will further discuss their results to create understanding themes and highlight key topics they have found. Based upon their findings and the previous literature that had been evaluated this will lead the author to a conclusion to help various organisation in marketing for their event through the world of social media. Results from the questionnaire can be viewed in Appendix C.

4.2 DEMOGRAPHICS OF STUDY

The demographics from the author’s quantitative study are shown below. Results from this can show the impact certain criteria of an individual have upon their decisions and everyday life. Therefore a business needs to understand their target audience to ensure the correct message is being sent. “If a company selects the wrong target market, all other marketing decisions will be a waste of time” (Ferrell, 2014, P.62).
FIGURE 7: Q.2. WHAT IS YOUR GENDER?

The majority of the participants were female, meaning that findings and discussion towards a male perspective may be more difficult to find. So therefore finding it harder to promote towards a male-only targeted audience.

FIGURE 8: CROSS TAB OF GENDER AND AGE

<table>
<thead>
<tr>
<th>What is your age?</th>
<th>Male</th>
<th>Female</th>
<th>Other</th>
<th>Prefer not to say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>10</td>
<td>32</td>
<td>0</td>
<td>1</td>
<td>43</td>
</tr>
<tr>
<td>25-34</td>
<td>4</td>
<td>14</td>
<td>0</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>35-44</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>45-54</td>
<td>3</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>55-64</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>65-74</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>75+</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>17</td>
<td>62</td>
<td>0</td>
<td>1</td>
<td>80</td>
</tr>
</tbody>
</table>
A cross tabulation has been made to understand the age range who completed the survey. This shows the majority of the participants were aged from 18-24. 32 of these were female and 10 were men. Over half of the participants were in the age bracket of 18-24. Supporting previous statements of teenager and younger adults using social media regularly, this is further supported, as the questionnaire was only accessible through social media.

4.3 CONTENT ANALYSIS

The content received generated similar results throughout all three pages the author had focused towards. Most organisations uploaded similar content on the pages, these being photos, written posts and videos. However some pages received more engagement than others, this is shown in the graph presented below.

FIGURE 9: AMOUNT OF ENGAGEMENT RECEIVED

The graph shows the number of engagement the three pages had received throughout the researchers month observation. The Worcester city run event has overall received the highest number of engagement from its followers than the other pages. The
significant difference that the author noticed on the Worcester city’s run page was the content on the post. It involved greater amount of detail and effort to involve and engage the public by tagging people, including hash tags and uploading interactive links. This could explain why they have a large amount of engagement compared to the other two pages. However, there are many other factors that could influence this, such as: type of event, time of post etc. In relation to Li’s engagement pyramid, it’s clear to see that Worcester city run has more curating and producing and commenting fans and Big love festival and Beer and Perry festival followers are more of a ‘watcher’. Different techniques and themes have been outlined to show how City’s run’s page has upgraded up the scale than the other pages. Adding on, Li’s pyramid showed how more people are likely to share a post than comment, the graph above doesn’t support this, and show how people prefer to comment then share online.

Adding on, the high number of engagement may also be because they had posted more than double the amount of times in the month than the other pages. With 52 posts, an average of 3.7 posts a day; it is interesting to see if this is referred as too much by a follower or enough to maintain their interest. In the present time of this research (January, 2018), Worcester city run has over 2,600 followers on their page, whereas 4,278 people follow Worcester beer and perry’s page and big love festival has the lowest amount of followers at 2,032. The author’s further investigation will provide reasoning towards Worcester city runs high engagement with fewer followers.

4.4 MAINTAINING AND WELCOMING NEW FOLLOWERS

All the events occur once on a yearly basis, apart from the big love festival. They have numerous of events throughout the year, creating a more difficult marketing plan for them. Maintaining contact and relationship with their followers can be difficult when the event start date isn’t soon. Many of the followers view the page to receive a general reminder of the event to ensure they don’t miss out on the opportunity, this
statement is supported by the researchers survey. Therefore this can provide reasoning as many of the followers view the page between 1-2 times a year, this is seen in the graph below.

**FIGURE 10: Q.18 HOW OFTEN DO YOU VIEW THE EVENT PAGE YOU FOLLOW IN A YEAR?**

![Bar chart showing percentage of participants viewing the event page](image)

Just below half of the participants view the page between 1-2 times. This may be to primary absorb the latest information of the event. Without delivering event information from the page admin towards its followers, those who are new to the page would find it difficult to be interested in the event. This is especially important on social media as community events are attracting tourists, as mentioned in chapter two. So therefore social media is the one of the few platforms of marketing that they can view the event. With few visits from followers, its vital the page is able to capture their attention quickly and confidently, this is mentioned previously in chapter two, by using different methods to make the page ‘instagram-worthy’. This is a millennial phrase used in relation to the site ‘instagram’ for a photo, which is attractive and eye capturing.

To maintain interest and relationships the admin should post regularly as the majority of the world use social media on a day-to-day basis, this is supported in the researchers survey. Posting regularly allows more information to be absorbed and allows a platform towards starting engagement with others. The author has produced
gantt charts of the posts the page has shared over the observation. These can be seen below.

**FIGURE 11: WORCESTER BEER AND PERRY FESTIVAL GANTT CHART**

![Gantt Chart](image)

The chart above shows the number of times the Worcester beer, perry and cider festival have posted on their Facebook page two weeks prior to the event and two weeks post the event. The pattern shows the gradual increase of posts as the event comes closer. This is to gather interest and attention about the upcoming event. Afterwards, it begins to tail off with larger gaps between each post, as there is nothing to inform the followers.
Big love festival gantt chart shows a steady flow of posts over the month observation. This keeps fans loyal as they are aware of when there going to post. Yet again its clear that the posts become as in-frequent after the event as it has been previously shown. The content of the posts include photos more frequently than text online. Page states that posts that contain imagery get 179% more interaction (Page, 2016). However, according to their engagement chart they haven’t received a high number of interactions even with the use of imagery.
Worcester city run had managed to post 52 times in a month. A lot of the content involved a range of different posts making it more diverse towards the range of followers they may have.

The majority of the respondents ‘somewhat agree’ that receiving notifications from their posts online encourages them to attend the event. The graph is shown below. This gives the page admin purpose for providing relevant posts of the events regularly and posting them often.
FIGURE 14: Q.17 BY FOLLOW THE EVENT PAGE AND RECEIVING NOTIFICATIONS, DO YOU FEEL THIS MOTIVATES YOU TOWARDS GOING TO THEIR EVENT?

Results from this question provides reasoning as to why a page should post frequently and often to encourage those to their event. This could explain why Worcester City Run has posted 52 times in a month.

To ensure fans view the updated posts they need to be accessible to the internet frequently and are interested in spending their time online. This is supported by the survey results below.

FIGURE 15: Q.5 HOW MANY SOCIAL MEDIA ACCOUNTS DO YOU HAVE?
The graph presented above shows that the majority of the participants have more than 4 social media accounts. According to Mykhongo and Lusike this indicates that they often use the Internet and have frequent access to it (Mykhongo & Lusike, 2016).

**FIGURE 16: Q.6 HOW OFTEN DO YOU USE SOCIAL MEDIA IN AN AVERAGE DAY?**

![Bar Chart]

As mentioned earlier the amount of social media accounts has a correlation with the time spent on social media on an average day. The most popular result was between 1-2 hours; with 34% of the participants felt that was an appropriate time spent sieving through social media. Adding on, just behind with 33% is the time period of 2-4 hours, this shows 67% of individual’s spend between 1-4 hours a day on social media. A cross tab graph has been presented to see a relation between gender and age towards the use; this helps to define the results.
FIGURE 17: CROSS TAB OF AGE AND SOCIAL MEDIA USE

![Table showing the age distribution and social media use.]

This cross tab shows the majority of millennial’s use social media between 1-4 hours, they are people born in the 1980’s and 1990’s (Burstein, 2013). Fitting in the age brackets of 18-24 and 25-34, they accounted for just under half of the participants. 16 of the 42 spend between 2 and 4 hours on social media, giving them the opportunity to search, explore and engage on event pages. So overall, millennial’s spent more time online than any other age bracket. This is supporting statements written in the literature review from Laugeson of the majority teens and young adults have conversations through electronic devices.

FIGURE 18: CROSS TAB OF GENDER AND SOCIAL MEDIA USE

![Table showing the gender distribution and social media use.]

The research received a high percentage of results from woman, 76% and only 22% from men. For men, it shows on the results that the majority of them spend more than
five hours a day on social media, whereas women spend only between 1-2 hours. This can impact how often an events page should post due to their target audience.

According to the survey results, the majority of people find out about an event in their local area through social media. This is due to interaction from likes, comments, and shares they receive on posts. Showing their importance. “Several studies have shown that although the last marketing channel before a sale might involve a Google search, often the first time someone hears about the company or product is via Facebook” (Carter, 2013, p.6).

**FIGURE 19: Q.21 HOW DO YOU FIND OUT ABOUT THE EVENTS THAT RUN IN YOUR LOCAL AREA?**

Social media is developing rapidly as mentioned previously. All different types of social media can be used to market an event and encourage engagement. However, Facebook is the most popular to use by a wide range of people. This is supported by the survey as 44% of the participants favour Facebook over any other social media network.
Trevisan provides reasoning as to why Facebook may have been voted the favourite in comparison to other social media sites. He states “Facebook is more relevant to the vast majority of citizens who have little or no civic experience”, where it is a “flexible platform capable of accommodating the preferences of a range of users by blurring the distinction between private and public” (Trevisan, 2016, p.120).

A table has also been produced to show the popularity of Facebook for the events compared to twitter, Instagram and YouTube. Providing reasoning to conduct ethnography on their Facebook accounts instead of Twitter.

<table>
<thead>
<tr>
<th>Event</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worcester City Run</td>
<td>2,603</td>
<td>166</td>
<td>1,877</td>
<td>0</td>
</tr>
<tr>
<td>Worcester beer and Perry</td>
<td>4,276</td>
<td>0</td>
<td>1,402</td>
<td>0</td>
</tr>
</tbody>
</table>
This shows Facebook is favoured compared to other type of social media platforms in these particular events. As Worcester beer and perry doesn’t have a Instagram and Youtube profile, this may indicate why they have a larger followers on Facebook.

4.5 CUSTOMER ENGAGEMENT TECHNIQUES

As Worcester city run engagement was much higher, the use of techniques they used will be used in comparison against the other pages. This is because they have received an overall higher amount of engagement.

4.5.1 HASHTAG

The Worcester city run paged used a hashtag in their post 9 times in the month observation. A hashtag is often used to find a post that is about the same topic easily (Zarella, 2009). City run used hashtags that could easily be used elsewhere, for instance “#Volunteers” and “#winning”, using hashtags that could be used elsewhere allows social media surfers to find the page more easily. “They help unify topics that might be discussed with a handful of different words” (Zarella, 2009, p.47). Through observation the other two events didn’t use this technique to engage and promote their event.

This table below shows the amount of engagement the page had received over nine posts that used a hashtag in their posts. These posts alone have encouraged more engagement than Big love festival 22 posts over the month observation.

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big love festival</td>
<td>2,053, 736, 982, 7</td>
</tr>
</tbody>
</table>

FIGURE 21: AMOUNT OF ENGAGEMENT THAT USES A HASHTAG
Various comments from fans on the page were also using this technique. This is allowing more people to find the page more easily. The third comment shown refers to another event that is nearby and involves the same topic of interest as the page does. This creates an easy allowance for those to find other events that are similar.

**FIGURE 22: WORCESTER CITY RUN FANS COMMENTS USING A HASHTAG**

```
The lady giving out jelly babies just before 5k. Thanks! #delish

A blury bearded me and 46 secs on the left and at 2:09 you get to see my limited edition 1 of 5 National Grid / #AlzheimersSociety vest. #unitedagainstdementia yay... Well done guys great event and a great day.

Next up #birminghaminternationalmarathon
```
These posts written by fans reflect a positive outcome of the event they had just attended. Therefore if those elsewhere find the comment their first impression will be upbeat. Encouraging them to delve further into the page, this is also a different platform of welcoming new members of the page.

4.5.2 Competitions

Another technique used by the Worcester city run is a competition opening to their followers. The competition they used, involved them engaging online by posting a photo of himself or herself with a well-known runner on that particular post. The post was:

**FIGURE 23: WORCESTER CITY RUN POST USING COMPETITIONS**
Competitions on Facebook gather people’s attention; they have a tendency of attracting new supporters and are seen as fun (Mathos & Norman, 2012). The post achieved 46 comments, 4 shares and 26 likes, this isn’t the highest the page has received but is higher engagement than the other pages have received. The page decided to announce the winner a couple of days later, this keeps those who have entered attention rates higher towards their page, and may visit more than the average.

4.5.3 Celebrity Endorsement

“We live in a celebrity-obsessed world” (Preston, 2012, p.151). The page used celebrity endorsement; this gives motivation towards a fan participating towards the contest. This is used to generate more awareness, interest and sales, it increases the
success factor at festivals and events (Lees-Marshment et al, 2014, Preston, 2012). One of the main reasons Worcester city run has used celebrity endorsements is because “they are attention getting and likeable, and they can transfer positive associations to the endorsed brand” (Ang, 2014, p.193). The use of a celebrity or a well-known character has been used multiple times in this event. A repeated photo of Paula Radcliffe, a long distance runner who has won gold in the Olympics three times, is shown running the Worcester half marathon. This has been continuously used to ensure the public see it.

**FIGURE 24: WORCESTER CITY RUN USING CELEBRITY ENDORSEMENT**

![Worcester City Run](image)

#ThrowbackThursday
Paula Radcliffe finishing the inaugural Worcester City Run 10K in 2014

www.worcestercityrun.com

4.5.4 QUESTIONS

The use of questions in post encourages communication more easily. People feel they are meeting the needs of those that had posted. According too Page (2016) if posts end with a question they are more likely to get 162% more interaction than an average posts (Page, 2016). This type of post is seen written from an admin as well as a follower.

Worcester beer and perry included a general written post stating:

‘Hey everyone it’s been a couple weeks since the festival, we are holding our wash up meeting soon. Please leave your feedback below about the festival anything you think we could do better or something we could implement. Any good feedback also. So we can consider things for next year.’
Just like the city’s run page, it is asking for interaction from its fans. This post had only received 22 comments, its third highest engagement post. This may be because the event is finished and people may no longer want to interact with the page. However, it is seen to be a good marketing skill to continue with the engagement by asking questions and showing consideration towards their fans feelings.

Many of their fans wrote positive feedback, comments made by the fans on the showed commitment towards the event. “A great day as always”, “Awesome as always” and “As always...bloody brilliant”. This shows the type of visitors this event attracts. The event has succeeded well in conducting an event to everyone’s needs. With the use of social media, implementation can be made to ensure repetition is made. These fans are loyal fans, they interact after the event, comment on posts often and have attended the event more than once, and these types of fans are able to advertise the brand through word of mouth to their friends and family. “After becoming a fan, 56% say they’re more likely to recommend a brand to their friends” (carter, 2013, p.8). So therefore ensuring the needs of their fans are met by asking questions on how to improve the event for example, allows feedback on whether the event is producing a successful event or not. Whether a fan attends the same event repeatedly gives automatic feedback to the organisers that it was successful. The participants of the survey also agree.
A large proportion of the respondents favoured attending the same event again. This doesn’t provide information as to which event. However the survey was posted online on the three focused event pages. Allowing consideration that a fraction of the respondents would be fans of the particular pages that the author has been focusing towards. Participants’ attending the event repeatedly shows the loyalty and commitment they have towards the event.

Adding on, Big love festival showed example of fans using this tool to have quick question’s answered. The visitors posts include asking questions in relation to the event, such as; “When are the early bird rooms getting realised” and “Do I need a caravan pass or just turn up”. The pages admin responded promptly, encouraging more people to ask questions and post on the page because of this. The examples showed the admin responding quickly, however it allows other followers to answer their question and allows a relationship to form.
4.6 THEMES

To contribute towards a qualitative research the researcher investigated towards comments and behaviours fans have perceived through comments on certain posts. The comments made will be analysed to show a common theme that is shown throughout the page in relation to the author’s literature review. It’s important that a page gets this right because according too Mathos and Norman “getting a supporter to take an action, ‘like’ something, or post a comment increases the chances that one of his or her friends will see the activity and want to learn more” (Mathos and Norman, 2012, p.85). Results from the survey will be used in conjunction to support the author’s findings.

4.6.1 ONLINE COMMUNITIES

Creating online community increases customer satisfaction and loyalty, as explained in the literature review its important for a business to focus on these features. The pages the author has focuses towards shows examples of creating an ‘extended community’.

A popular post presented by Worcester city run during the month observation showed an interaction of over 60 comments made by fans. To view the post and all the comments posted refer to appendix D. This post was posted on the official event day, showing the starting line for the race. The majority of the posts included friends and family posting “Good luck” to there loved ones, as well as wishing good luck to everyone else involved in the race. This shows the support individuals have towards one another even though they may have not met. They are acting like a community. Within the comments there was even a comment written in Deutsch translating to ‘And walk with you’. This comment is in a different language, this shows the extent of the popularity of the community event, as it has made it outside of the UK. It had also achieved 35 shares; some are made public and are attached in appendix E. The 8 public availability post shows the post had achieved a further 134 likes and 34 comments.
This clearly shows the impacting sharing on social media has on a business. This is an example of the impact a ‘snowball’ effect can have on a business.

However, this wasn’t seen to be present in the big love festival. Throughout the month observation they had only received 15 comments in total, showing little interaction between customer-to-customer and customer-to-business. The majority of customer posts referred to asking questions relating to the event. Showing that the page was not meeting the consumers needs.

4.6.2 SATISFACTION OF NEEDS

Out of the thousands of people who follow these pages, the reasoning for following and liking the page could be a wide range of reasons. Results from the authors showed 43.58% of people follow an events page because they wanted a general reminder of the event occurring. Furthermore, 41.03% followed the page to gather information about the event. Showing that followers mainly follow the page due to their interest of the topic of the event. This statement is supported by the authors survey result.

FIGURE 26: Q.13 WHY DO YOU FOLLOW EVENT PAGES ON SOCIAL MEDIA, IF YOU DO?
Results from the question above also showed that a high proportion of the participants also follow the page because they want to be reminded of the event and when it is occurring. From ethnographic research, all pages posted a two-week countdown to the event to remind their followers. Adding on, general posts from the event page gently reminds the followers through a notification when they have logged onto the site. This can provide further reasoning as to why the events had posted as much as they did. This shows their reason for following page is likely to be fulfilled. However from an example below presented by Worcester city run, their efforts are clearly shown with the use of encouraging tagging and emoticons, Worcester city run has posted:

**FIGURE 27: WORCESTER CITY RUN EVENT COUNTDOWN POST**

![Image](image_url)

The post is satisfying their follower’s needs by presenting a countdown of the event and also including a celebrity endorsement in the post. The content in the post urges
people to engage with the post by the use questions, asking people to tag friends, encouraging them to view and interact with the post. According to Funk, you can stimulate interaction by using poll and open-ended questions (Funk, 2014). This post received 157 likes, 12 shares and 73 comments.

In comparison, Big love festival posted:

**FIGURE 28: BIG LOVE FESTIVAL COUNTDOWN POST**

![Big Love Festival Countdown Post](image)

This post received no comments, but 16 shares and 13 likes. This post didn’t include open-ended questions and polls, so therefore didn’t encourage engagement.
Resulting in the page receiving less interactivity than City runs page. Those who are followers of the page may find this post informative, however it does not encourage engagement with the admin or others. However adding on, big love festival had posted a numerous amount of posts regarding to the event including:

“Only a few more sleeps until our mansion house transformation!

Last chance to get your tickets for this weekend!

♥♥♥BRING ON THE BIG LOVE♥♥”

This post included interactive links to find direct access to the website to purchase tickets, this makes it easier for those to buy tickets as it doesn’t require them searching the Internet to find the required link.

The Worcester beer and perry festival didn’t post any other countdown towards the event, unlike the other two, however it did provide the followers with relevant information regarding the events tickets.

FIGURE 29: WORCESTER BEER, CIDER AND PERRY INFORMATION POST

This post reminds people about the event and the popularity of it. As mentioned earlier, one of the main reasons people follow event pages is for general reminder of the event. Most of the comments received on this posts included friends tagging each other to remind them and urge them to book their tickets. This had obviously worked because in just under a week the last of the tickets had been sold. This also provided reasoning for those who want to sell any tickets to create a conversation and those
who still want to buy a ticket to interact in the ideal place to find a ticket, as already seen online on the event pages.

**FIGURE 30: Q.4 DO YOU FEEL YOUR REASONING FOR FOLLOWING THE PAGE IS BEING FULFILLED?**

![Figure 30: Q.4 DO YOU FEEL YOUR REASONING FOR FOLLOWING THE PAGE IS BEING FULFILLED?](image)

The survey provided the page support towards posting the correct content to satisfy their follower’s needs, this is seen in the graph above. The graph shows that 77% of participants are satisfied with the content a page is posting. This can be measured by the amount of engagement a page may receive.

### 4.6.3 Creating Online Relationships

Within the survey, the author asked their participants their main reason for using social media. The participants were able to tick where applies best to them; the most popular result was connecting with friends and family. This is seen in the graph below. Over 10% of respondents use social media to search for events to be involved in, showing that events are becoming a regular occurrence to an individual’s life on an average day. We’re at the period of visibly looking for events, due to competition, as there is a wide range of opportunities around the UK. Delivering reasoning towards marketers to use social media to market an event.
FIGURE 31: Q.8 WHAT IS YOUR PERSONAL USE FOR SOCIAL MEDIA?

As many of the participants use social media for the social aspect, it allows the foundation for relationships to begin on these event pages as they have a common interest. The graph below demonstrates the number of times someone has initiated contact online.

FIGURE 32: Q.10 WITHIN THE LAST YEAR HOW OFTEN HAVE YOU POSTED ON AN EVENTS PAGE?
Even though 40% of the respondents hadn’t posted on an event page in the previous year, 60% have. 7 of the respondents have even posted on a page 11 or more times. This shows their effort to engage online with others. Adding on, this shows the extent to how common it is for people to engage online.

Communication has been shown towards one another repeatedly on the event pages. Followers are keen and eager to respond to others queries and questions they need answering.

**FIGURE 33: WORCESTER CITY RUN FAN ENGAGEMENT**

This is a screenshot taken from Worcester city’s run page. It shows 3 different individuals commenting on a post written by whom we assume they don’t know. The language is friendly and comforting. The individual who wrote the original post is sharing an experience he had at the event, which to those who may find embarrassing. The support from the others who comment on experiencing the same dilemma, comforts them and this overall keeps a warmth and positive outlook on those involved in the event. This overall interaction creates loyal and sustainable customers towards the event, encouraging future engagement. “Loyalty increase profitability by
decreasing the cost of new customer acquisition. Customer loyalty comes from customer satisfaction” (Carter, 2013, p.6).

A visitor asked on the big love festival page about the official pictures and videos of the event and then ended the post with “Mannn I miss raving! Big love to you all xx” This shows the emotion she has towards the event. To increase individual satisfaction and emotion towards the event, the page admin responded with an answer and “We miss you too! X X” This comment shows that the event views the fan as an individual rather than a customer, and shows the relationship the event is creating with its followers.

Due to the type of post the fan may post this can have an effect on the engagement levels from others. A graph presented below shows the type of posts that followers are more likely to post; this may have an effect on the level of engagement they receive.

**FIGURE 34: Q.11 IF YOU HAVE EVER POSTED ON AN EVENTS PAGE, WHAT TYPE OF THING ARE YOU LIKELY TO POST?**
Many of the posts include just general text, according too Page (2016) if posts end with a question they are more likely to get 162% more interaction than an average posts, as well as posts that have 150-200 characters are more likely to perform the best (Page, 2016). This is something a follower and customer should consider to get the best form of interaction.

However, results from the graph of the survey show a diverse approach towards communicating with someone they may not know. Majority of the results are neutral.

**FIGURE 35: Q.16 WOULD YOU EVER COMMUNICATE WITH PEOPLE ON EVENT PAGES YOU MAY NOT KNOW?**

With a quarter of the participants undecided if they would communicate, there was only 5% in-between those who probably would or wouldn’t communicate. This shows a un-certain answer and therefore provides opportunity for communication to begin.

### 4.10 Chapter Summary

This chapter highlights and discusses the author’s results from her primary research. Overall fan interaction could improve, due to fans liking and following the page for a wide range of reasoning; it is hard for the page admin to produce posts that are suitable for everyone’s needs. The heterogeneity of fan interests causes unfocused conversations. However, with various posts and polls asking in regards of what they expect and what could increase engagement and also an increase in followers. There are common techniques that have shown to attract engagement and attention, these
marketing techniques were to use hashtags, open ended questions, pictures and competitions. Ensuring relationships, satisfaction and communities is present on the page generates engagement.
Chapter 5

Conclusion
5.0 CONCLUSION

5.1 INTRODUCTION
Throughout this chapter the author will discuss, analyse and interpret the data they had collected. “The conclusion chapter tells readers what has been done and its implication. It tells readers what you have discovered in the investigation of your research thesis” (Sligo, 2016, p.118). This will be done in collaboration with their literature review. Merging the data together, the researcher has produced an overall summary of their research with additional comments from a personal perspective and a business perspective. This overall should provide key detail to support growth of community events for the future.

5.2 REVIEW OF OBJECTIVES AND RESEARCH QUESTIONS
The objective the study was to investigate the effectiveness social media has on businesses in terms of customer engagement. This was to be drawn from the research and literature review provided. Using various forms of research the author wanted to understand why festival attendees interact with festivals via social media. Adding on, understand how community events in the focused area engage through their social media platforms. Critical evaluation was conducted to meet the research questions provided.

5.3 KEY CONCLUSIONS
The author has drawn key conclusions from the research they have previously investigated. Certain aspects of social media can create a beneficial experience in the marketing process of small-scaled community events.
Creating and maintaining online relationships was described in the literature review and explored further in the research. This is through communication from the event organisers and its fans. This process is vital for promotion, as mentioned in the marketing mix. The study shows how social media has an intangible platform between an event business and their consumers. Findings from the researchers research showed communication was a key reason for the use of social media and how being part of an online community is an added bonus. Social media allows marketers to expand their relationships with consumers so it can evolve further than it could with traditional marketing. This provides additional benefits for both the business and the consumer.

Social networking trends demonstrated a larger impact on engagement. The use of different techniques unconsciously creates a desire to have the intention to become involve and interact with others. This was seen through the study, the use of hashtags, competitions, celebrity endorsement and open-ended questions, showed the greatest impact. This offered opportunities towards the marketer to understand their target audience in greater depth, providing opportunities for them to generate communication specifically tailored towards them.

Customer loyalty was shown repeatedly throughout the study. Repetition of attendance towards events is an ideal example of loyal fans towards the brands. This is completed through the implementation of creating a successful event tailored to the target market. Using social media provides businesses opportunities to create an event with a large success rate by offering feedback and a place they are able to express their feelings.
5.4 RECOMMENDATIONS FOR BEST PRACTICE

Social media is a world wide marketing tool. It can be used for a wide range of services. Due to the increase competition of events and the rise of tourism in the recent years, this offers an opportunity for community events to use social media in an effective way. This would lead to an increase of popularity and affect towards their cost-effectiveness. So therefore based upon the research produced it is recommended that community events take into consideration the following points:

- Adopt and keep up to date with the latest trends and techniques used online to make the page more visibly pleasing and open to worldwide customers.
- Take into consideration of follower’s emotions and needs.
- Create a realistic strategy that has specific smart goals to use social media more wisely. This will give you more control over social media.
- Encourage relationships are being created to build a online community and satisfy consumers needs.

With these suggestions to use when marketing a particular event through the world of social media. This can help create interaction and engagement from followers to learn how to create a more successful event.

5.5 RECOMMENDATIONS FOR FUTURE RESEARCH

The researchers study has produced clear and concise points that have resulted in creating points to consider for future recommendations. However, there are certain aspects of the study that could be improved for future research.

To begin the research didn’t specify towards the region of Herefordshire and Worcestershire as much as the author would of liked, and has provided little detail towards events in that region. Questions tailored to the region and ensuring participant’s from the region answer the questions could provide more benefits for that community. However, the overall results could still become beneficial to the
region of Herefordshire and Worcestershire. Additionally, the quantitative sample could have been larger. The use of a small sample makes the chance of the author creating assumptions and false predications. Furthermore, having the correct sample size gives the researcher a greater ability to be able to witness differences.

As mentioned previously social media marketing is still being researched heavily, so therefore limited research has been conducted on the engagement created online. So for more detailed data and concise recommendations further investigation needs to be considered.

5.6 Reflection on Student Learning Experience

Reflection upon the student has gained them further experience and skills that can be transferable for future prospects. Throughout the research the communication required to access data began relationships for future work in the event industry. Using time skills and large amounts of research for this academic piece of writing will give the author some of the key requirements to succeed and understand the work life.

5.7 Chapter Summary

Overall the study was conducted at an appropriate satisfactory level, producing answers to the author’s questions. Various points have been made to provide recommendations for best practice and future event managers. However the author has shown simple considerations that could be improved if the study was repeated again. There were implications that could of improved to certain aspects of the study to improve future research. Although, the author is satisfied with the results and can see the data providing helpful suggestions to future event organisers and marketers. So therefore engaging online produces an overwhelming impact towards community events as a brand.
CHAPTER 6

Appendices
APPENDIX A - QUESTIONNAIRE
This is the questionnaire used for the researchers quantitative data.

Thank you for agreeing to take part in the survey. The results will provide the author with data as to how event attendees engage with events through social media. This questionnaire will take 5-10 minutes to complete. All the data will remain anonymous and the answers you provide will be kept in the strictest confidentiality.

If you wish you no longer want to take part, you have the option to opt out at any time during the survey and none of the questions you have answered will be saved and used.

The author will investigate the interaction between attendees of community festivals and events’ social media pages, focussing on Herefordshire and Worcestershire. The report will examine the specific techniques used within the social media pages (Facebook, Twitter and Instagram) to encourage customer engagement. The research will explore how events’ social media pages can contribute to their success and will make recommendations for best practice.

If you wish to talk to the author about the research then please contact them at:

st20061224@outlook.cardiffmet.ac.uk

Please tick here to confirm that you are 18 years old or above.
Q1 What is your gender?

- Male (1)
- Female (2)
- Other (3)
- Prefer not to say (4)

Q2 What is your age?

- 18-24 (1)
- 25-34 (2)
- 35-44 (3)
- 45-54 (4)
- 55-64 (5)
- 65-74 (6)
- 75+ (7)
- Prefer not to say (8)
Q3 How many social media accounts do you have?

- 1 (1)
- 2 (2)
- 3 (3)
- 4+ (4)

Q4 How often do you use social media in an average day?

- less than an hour (1)
- 1-2 hours (2)
- 2-4 hours (3)
- 5+ more hours (4)
Q5 On a daily basis which social media account do you use the most?

- Facebook (1)
- Twitter (2)
- Snapchat (3)
- Instagram (4)
- YouTube (5)
- Other (please specify) (6)
Q6 What is your personal use for social media? (please tick where appropriate).

- [ ] Uploading photos/videos (1)
- [ ] Blogging (2)
- [ ] Creating polls (3)
- [ ] Connecting with friends/family (4)
- [ ] Reading latest news (5)
- [ ] Search for events or communities to be involved in (6)
- [ ] business (7)
- [ ] Other (please specify) (8)

Q7 What kind of pages do you follow/subscribe to on social media?

- [ ] Educational (1)
- [ ] Entertainment (2)
- [ ] Informational (3)
- [ ] Other (please specify) (4)
Q8 Within the last year how often have you posted on an events page on social media?

- never (1)
- 1-5 times (2)
- 6-10 times (3)
- 11+ times (4)

Q9 If you ever have posted on an events page, what type of thing are you likely to post?

- polls (1)
- photos (2)
- Videos (3)
- Post on their wall (4)
- Other (please specify) (5)

- never posted (6)
Q10 Please tick the type of event you have attended the most

○ Food/Drink (1)

○ Music (2)

○ Corporate (3)

○ Sports (4)

○ Charity (5)

○ Other (please specify) (6)

Q11 Why do you follow event pages on social media, if you do?

○ Gather information (1)

○ Reminder of the event (2)

○ Expand social network (3)

○ Other (please specify) (4)

○ none applies (5)
Q12 Do you feel your reasoning for following the event page is being fulfilled?

- Yes (1)
- maybe (2)
- No (if not please specify why) (3)

Q13 Do you find reading event pages on social media informative?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)
- Definitely not (5)
Q14 Would you ever communicate with people on event pages of whom you don’t know?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)
- Definitely not (5)

Q15 By following the event page and receiving notifications, do you feel this motivates you towards going to their event?

- agree (1)
- somewhat agree (2)
- neutral (3)
- somewhat disagree (4)
- disagree (5)
Q16 How often do you view the event pages you follow in a year?

- never (1)
- 1-2 times (2)
- 3-5 times (3)
- 5 times or more (4)

Q17 How likely are you to attend events in your local area?

- likely (1)
- Somewhat likely (2)
- Neutral (3)
- Somewhat not likely (4)
- Not likely (5)
Q18 Would you attend the same event every year?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)
- Definitely not (5)

Q19 How do you find out about events that run in your local area?

- Flyers/leaflets (1)
- Word of mouth (2)
- Social media (3)
- Radio (4)
- Television (5)
- Banners (6)
- Other (please specify) (7)
Q20 Which answer is the most appropriate reason as to why you attend events?

- Meeting with friends (1)
- Entertainment provided (2)
- Food and drink provided (3)
- Raise money for charity (4)
- Education (5)
- The location (6)
- Business (7)
- Other (please specify) (8)

- I don’t attend events (9)

Thank you for completing the survey.

If you do have any queries about your data, please contact the researcher at:

st20061224@outlook.cardiffmet.ac.uk
APPENDIX B – ETHICS FORM
A copy of signed documentation from Cardiff metropolitan ethics committee of the authors ethics form. All amendments have been made to ensure this project is ethically correct.
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document **Ethics application guidance notes** will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

**PLEASE NOTE:**
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

**PART ONE**

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Kimberley Degville</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Helene Grousset-Rees</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff Metropolitan University – school of management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>St20061224</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>BA Events management</td>
</tr>
<tr>
<td>Project Title:</td>
<td>A critical investigation into the effectiveness of social media as a customer engagement tool for attendees of regional and community events: case study of Herefordshire and Worcestershire events.</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>December</td>
</tr>
<tr>
<td>Approximate duration of data:</td>
<td>3 months</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>n/a</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>n/a</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?:</td>
<td>n/a</td>
</tr>
<tr>
<td>Will the study involve human samples and/or human cell lines?:</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Does your project fall entirely within one of the following categories:

| Paper based, involving only documents in the public domain | n/a |
| Laboratory based, not involving human participants or human samples | n/a |

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APPLICATION FOR ETHICS APPROVAL

| Practice based not involving human participants (eg curatorial, practice audit) | n/a |
| Compulsory projects in professional practice (eg Initial Teacher Education) | n/a |
| A project for which external approval has been obtained (e.g., NHS) | n/a |

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required.

If you have answered NO to all of these questions, you must complete Part 2 of this form.

In no more than 150 words, give a non-technical summary of the project

The author will investigate the interaction between attendees of community festivals and events’ social media pages, focusing on Herefordshire and Worcestershire. The report will examine the specific techniques used within the social media pages (Facebook, Twitter and Instagram) to encourage customer engagement. Secondary and primary data will be used to evaluate current practices. Godey et al, (2016) p.5834 explain the opportunities social media create for businesses, brands and customers: “social media provide marketers with remarkable opportunities to reach consumers in their social communities and build more personal relationships”. The research will explore how events’ social media pages can contribute to their success and will make recommendations for best practice.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

Signature of the applicant: ___________________________ Date: 5/12/17

FOR STUDENT PROJECTS ONLY

Name of supervisor: ___________________________ Date: 19/12/17

Signature of supervisor: ___________________________

Research Ethics Committee use only

Decision reached: Project approved
Project approved in principle
Decision deferred
Project not approved

Application for ethics approval v6 October 2016

90
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

<table>
<thead>
<tr>
<th>Project reference number: Click here to enter text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project rejected</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name: Click here to enter text</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAVIAH CARUSSE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date: Click here to enter date</th>
</tr>
</thead>
<tbody>
<tr>
<td>19/11/2014</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signature:</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Signature]</td>
</tr>
</tbody>
</table>

Details of any conditions upon which approval is dependant:

<table>
<thead>
<tr>
<th>Click here to enter text.</th>
</tr>
</thead>
<tbody>
<tr>
<td>None ge data or method.</td>
</tr>
</tbody>
</table>

PART TWO

A RESEARCH DESIGN

A1 Will you be using an approved protocol in your project? No

A2 If yes, please state the name and code of the approved protocol to be used¹

N/A

A3 Describe the research design to be used in your project

Netography:
The student will analyse the content, activities and conversations online to assess the engagement between the events and the public who engage with the page. Using event social media pages the author will research the communication tools and techniques the admin uses to engage with their customers.

The data collected from the events' social media pages will consist of the researcher field notes about their experience of viewing the pages. Analysing such aspects as:

- The form of communication used in both a conversation with an ‘follower’ to a multi feed for the attention of all ‘followers’
- Pictures/videos posted
- Interactive polls

Analysis:
- The qualitative data will be through Microsoft word to transcript the recording and write notes and data that can be used to support my proposal.
- Thematic analysis
- Analytical coding = Axial coding

Survey:
The project’s overall design is to gather data from festival goers to understand their personal use of social media in relation to their favourite festivals. The student will post an online survey onto the social media pages that are made available to the public of the ideal event. The sampling method will be as follows:

- Cross-sectional survey (gather data over one period of time)
- Have 80-120 surveys completed
- Consent: participants will be required to confirm that they are over 18 and give consent before starting the survey.
- Participation will take no longer than 5-10 minutes
- A pilot study will be used before the research begins, only 3 participants will complete the survey to assess the content of the survey.

¹ An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here

Application for ethics approval v6 October 2016
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- The researcher will not ask for personal details, (name, address, number), the results will remain anonymous and confidential.
- Statistical analysis will be conducted.

Events the researcher is interested in: Bewdley festival (539 followers on Facebook), Worcester music festival (3688 followers on Facebook, Worcester foodie festival, 2154 followers on Facebook, Pershore plum festival, 699 followers on Facebook, livestock festival, 7512 followers on Facebook, Worcester cider and perry festival, 4242 followers) – all Facebook data gathered from the 2nd November, data may differ.

The survey will provide the researcher with an insight as to how customers use social media to engage with the event based on what the events post publicly.

All events above have a twitter account available for the public, the researcher will post a link of the survey and ask the event admin to retweet, and this will provide evidence of acceptance towards the research. Adding onto this, the Facebook pages of the events are all available to the public domain, allowing anyone to post onto these pages. A pilot will be posted on social media to understand how the public will initially react to the research.

<table>
<thead>
<tr>
<th>A4 Will the project involve deceptive or covert research?</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>n/a</td>
</tr>
<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>n/a</td>
</tr>
<tr>
<td>A7 If yes, please explain what they are and the measures that are proposed to address them</td>
<td>n/a</td>
</tr>
</tbody>
</table>

B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?

Produced a questionnaire in A level psychology to research the key facial features that people recognise and stereotype as a murderer. This was to study the traits and characteristics of a killer.

B2 Student project only

What previous experience of research involving human participants relevant to this project does your supervisor have?

Supervisor has experience in both qualitative and quantitative studies.

C POTENTIAL RISKS

C1 What potential risks do you foresee?

Project:
- The researcher does not receive a sufficient amount of respondents to analyse.
Self and participants:
- The researcher will anticipate risk of details being shared of those who have completed the survey and that all data received will kept in restrict confidence.

C2 How will you deal with the potential risks?

Project:
- Share and promote questionnaire widely ensure it is relevant and targeted towards social media.

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Self:
- All data collected will be received online therefore there is no direct contact

Participants:
- Are anonymous throughout the research
- No personal details will be asked for
- It is not contentious
- The participants have a right of withdrawing at any time.

When submitting your application you MUST attach a copy of the following:
- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website.
APPENDIX C – QUESTIONNAIRE RESULTS
OVERVIEW OF THE RESULTS RECEIVED FROM THE SURVEY FROM EVERY QUESTION

Q2 - please confirm that you are 18 years old or above.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>i am 18 years old and above</td>
<td>100.00%</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>80</td>
</tr>
</tbody>
</table>
Q3 - What is your gender?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>21.25%</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>77.50%</td>
<td>62</td>
</tr>
<tr>
<td>3</td>
<td>Other</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Prefer not to say</td>
<td>1.25%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>80</td>
</tr>
</tbody>
</table>
Q4 - What is your age?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18-24</td>
<td>53.75%</td>
<td>43</td>
</tr>
<tr>
<td>2</td>
<td>25-34</td>
<td>22.50%</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>35-44</td>
<td>2.50%</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>45-54</td>
<td>11.25%</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>55-64</td>
<td>5.00%</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>65-74</td>
<td>2.50%</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>75+</td>
<td>1.25%</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Prefer not to say</td>
<td>1.25%</td>
<td>1</td>
</tr>
</tbody>
</table>

Total | 100% | 80
Q5 - How many social media accounts do you have?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>7.79%</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>22.08%</td>
<td>17</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>16.88%</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>4+</td>
<td>53.25%</td>
<td>41</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100%</td>
<td>77</td>
</tr>
</tbody>
</table>
Q6 - How often do you use social media in an average day?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>less than an hour</td>
<td>11.84%</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>1-2 hours</td>
<td>34.21%</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>2-4 hours</td>
<td>32.89%</td>
<td>25</td>
</tr>
<tr>
<td>4</td>
<td>5+ more hours</td>
<td>21.05%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>76</td>
</tr>
</tbody>
</table>
Q7 - On a daily basis which social media account do you use the most?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook</td>
<td>44.30%</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>Twitter</td>
<td>7.59%</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Snapchat</td>
<td>16.46%</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>Instagram</td>
<td>18.99%</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>YouTube</td>
<td>7.59%</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Other (please specify)</td>
<td>5.06%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>79</td>
</tr>
</tbody>
</table>

Other (please specify)
Q8 - What is your personal use for social media? (please tick where appropriate).

- Connecting with friends/family
- Reading latest news
- Search for events or communities to be involved in
- Business
- Other (please specify)
<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Uploading photos/videos</td>
<td>19.57%</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>Blogging</td>
<td>1.09%</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Creating polls</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Connecting with friends/family</td>
<td>36.96%</td>
<td>68</td>
</tr>
<tr>
<td>5</td>
<td>Reading latest news</td>
<td>20.11%</td>
<td>37</td>
</tr>
<tr>
<td>6</td>
<td>Search for events or communities to be involved in</td>
<td>10.33%</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>business</td>
<td>7.61%</td>
<td>14</td>
</tr>
<tr>
<td>8</td>
<td>Other (please specify)</td>
<td>4.35%</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>184</strong></td>
</tr>
</tbody>
</table>

Other (please specify)

Other (please specify) - Text

Finding recipes

Entertainment

Boredom

Never use social media

Never use social media

Watching random video after random video resulting in days flying by!! Damn those cute cats and stupid dogs that can't catch!!
Memes

Watching funny videos

Q9 - What kind of pages do you follow/subscribe to on social media?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Educational</td>
<td>7.69%</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Entertainment</td>
<td>60.26%</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>Infromational</td>
<td>21.79%</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Other (please specify)</td>
<td>10.26%</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>78</strong></td>
</tr>
</tbody>
</table>

Other (please specify)
Other (please specify) - Text

all of the above

Never use social media

Never use social media

Community and Occupational Business Pages

Mainly just friends, a few celebs and wildlife stuff

All of the above

Q10 - Within the last year how often have you posted on an events page on social media?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>never</td>
<td>40.00%</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>1-5 times</td>
<td>43.75%</td>
<td>35</td>
</tr>
</tbody>
</table>
### Q11 - If you ever have posted on an events page, what type of thing are you likely to post?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>polls</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>photos</td>
<td>15.19%</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Videos</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Post on their wall</td>
<td>41.77%</td>
<td>33</td>
</tr>
<tr>
<td>5</td>
<td>Other (please specify)</td>
<td>1.27%</td>
<td>1</td>
</tr>
</tbody>
</table>
### Comments on photos

**Q12 - Please tick the type of event you have attended the most**

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Food/Drink</td>
<td>30.77%</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>Music</td>
<td>42.31%</td>
<td>33</td>
</tr>
</tbody>
</table>

Other (please specify) - Text

- Other (please specify) - Text

---

6 never posted | 39.24% | 31

Total | 100% | 79


<table>
<thead>
<tr>
<th>3</th>
<th>Corporate</th>
<th>3.85%</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Sports</td>
<td>19.23%</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Charity</td>
<td>1.28%</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Other (please specify)</td>
<td>2.56%</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>78</td>
</tr>
</tbody>
</table>

Other (please specify)

Other (please specify) - Text

Cars related

Online Market Nights

Q13 - Why do you follow event pages on social media, if you do?

![Bar chart showing reasons for following event pages on social media](chart.png)
<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gather information</td>
<td>41.03%</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>Reminder of the event</td>
<td>43.59%</td>
<td>34</td>
</tr>
<tr>
<td>3</td>
<td>Expand social network</td>
<td>1.28%</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Other (please specify)</td>
<td>1.28%</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>none applies</td>
<td>12.82%</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>78</td>
</tr>
</tbody>
</table>

Other (please specify)

Other (please specify) - Text

I don't?

Q14 - Do you feel your reasoning for following the event page is being fulfilled?
<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>77.03%</td>
<td>57</td>
</tr>
<tr>
<td>2</td>
<td>maybe</td>
<td>18.92%</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>No (if not please specify why)</td>
<td>4.05%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>74</td>
</tr>
</tbody>
</table>

No (if not please specify why)

I never said I followed an event page lol

Q15 - Do you find reading event pages on social media informative?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Definitely yes</td>
<td>29.49%</td>
<td>23</td>
</tr>
</tbody>
</table>
Q16 - Would you ever communicate with people on event pages of whom you don't know?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Definitely yes</td>
<td>7.59%</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Probably yes</td>
<td>22.78%</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>Might or might not</td>
<td>25.32%</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Probably not</td>
<td>27.85%</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>Definitely not</td>
<td>16.46%</td>
<td>13</td>
</tr>
</tbody>
</table>

Total 100% 78
Q17 - By following the event page and receiving notifications, do you feel this motivates you towards going to their event?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>agree</td>
<td>20.25%</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>somewhat agree</td>
<td>51.90%</td>
<td>41</td>
</tr>
<tr>
<td>3</td>
<td>neutral</td>
<td>20.25%</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>somewhat disagree</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>disagree</td>
<td>6.33%</td>
<td>5</td>
</tr>
</tbody>
</table>

**Total**: 100%  79
Q18 - How often do you view the event pages you follow in a year?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>never</td>
<td>10.13%</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>1-2 times</td>
<td>49.37%</td>
<td>39</td>
</tr>
<tr>
<td>3</td>
<td>3-5 times</td>
<td>27.85%</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>5 times or more</td>
<td>12.66%</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>79</td>
</tr>
</tbody>
</table>
Q19 - How likely are you to attend events in your local area?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>likely</td>
<td>22.78%</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>Somewhat likely</td>
<td>49.37%</td>
<td>39</td>
</tr>
<tr>
<td>3</td>
<td>Neutral</td>
<td>16.46%</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>Somewhat not likely</td>
<td>7.59%</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Not likely</td>
<td>3.80%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>79</td>
</tr>
</tbody>
</table>
Q20 - Would you attend the same event every year?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Definitely yes</td>
<td>12.66%</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Probably yes</td>
<td>45.57%</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Might or might not</td>
<td>34.18%</td>
<td>27</td>
</tr>
<tr>
<td>4</td>
<td>Probably not</td>
<td>7.59%</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Definitely not</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>79</td>
</tr>
</tbody>
</table>
Q21 - How do you find out about events that run in your local area?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Flyers/leaflets</td>
<td>15.19%</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Word of mouth</td>
<td>25.32%</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Social media</td>
<td>53.16%</td>
<td>42</td>
</tr>
<tr>
<td>4</td>
<td>Radio</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Television</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Banners</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Other (please specify)</td>
<td>3.80%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>79</td>
</tr>
</tbody>
</table>
Q22 - Which answer is the most appropriate reason as to why you attend events?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Meeting with friends</td>
<td>54.43%</td>
<td>43</td>
</tr>
<tr>
<td>2</td>
<td>Entertainment provided</td>
<td>29.11%</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Food and drink provided</td>
<td>2.53%</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>raise money for charity</td>
<td>5.06%</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>education</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>The location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>----------------------</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>6</td>
<td>The location</td>
<td>3.80%</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Business</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Other (please specify)</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>I don't attend events</td>
<td>1.27%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>79</td>
</tr>
</tbody>
</table>
APPENDIX D – ENGAGEMENT POST WORCESTER CITY RUN
Screenshot of highest engagement post from worcester city run

• Well done to all those who took part. I was a marshal on the marathon at the top of the farm track

• See you there

And good luck to everyone

#coolrunnings

#peacebdejourney

#kisstheluckyegg

• Nervous and excited this morning! Good luck to everyone running either the 10K or Half Marathon - enjoy and run safely. Good luck to Matthew who is taking part in his first event, running for YoungMinds.

• Already in Worcester in Hotel 5 mins from start. Ready for the half. I think xx

• Up and ready to go. On our way to Worcester. Good luck everyone x
• Eek this is happening, good luck everyone! X
• Good Luck Everybody, have a great run xx
• Good luck to all running especially those running for Worcestershire Association of carers.
• Gutted to be on holiday this year.... first Worcester one missed. Love your events, done Sunderland a few times too.
• Good morning and good luck to all taking part whether you are a runner or a volunteer
  I hope we all have a good one 😊
• Good luck to (names), go girls x
• Good luck to all the runners and well done to all the organisers. Hope you all have a lovely day. 🤗
• Ye good luck (names) will be looking for you
• Good luck all Redditch STARS who are running today!
• Good luck everyone. Gutted a knee injury stopped my training so won't be running today 😞
• What an awesome atmosphere down here, great effort team Worcester City Run x
• Have a great time and as I was once told "don't forget to breathe"
• 2nd ever half marathon, last one I had tonsillitis this one only a cold! See you soon 🏃
• Thank you to all the volunteers and support brilliant morning 😊
• Good luck to you all, especially all my colleagues from work xx
• Good luck to (name) and all the other runners
• Go girl, (name) be super proud of yourself! X
• See you at the finish line (names). I hope!!! 🎉
• Good luck Emma Hope you don’t ache too much!!
• Good luck everyone especially (List of names) running the 10k. Me, (List of names) running the half. So nervous 😵
• Good luck (List of names) You’re doing a fab thing! x
• Good luck to my lovely Daughter (name). Go girl! X
• Excited!!
• Good luck everyone
• OMG what am i doing 😳
• Good luck (name) 😊
• (name) are you running?
• Ready for the off...😊
• Good luck to all runners
• Good luck everyone!
• Come on (name)! !!
• En lopen jullie mee 😊😊 (And walk with you)
• Good luck
• Good luck
• Good luck (name)
• Good luck (name)
• Good luck (name)
• Have a good race (name) x
• Not running (name)???????
• Soon be there. 😊😊
• Exciting 🏃‍♂️🏃‍♂️🏃‍♂️🏃‍♂️
• Good luck everyone!
• (names) won’t be long now...... 🤗
• Good luck today (Names) Xx
• Good luck (Name) X
• Good luck (name) xx
• Good luck (Name) 🏃‍♂️
• oooooooh
• Good Luck! (Names) Xx
• Good luck (Name)
• Are you doing it (name)
APPENDIX E –
PUBLIC SHARED POST
Screenshots of public shared posts of Worcester city's run post

Eeeek! Today's the day! 😈=http://123
Show Attachment

Like Comment Share

7

Comment on this post...

Show Attachment

92
Kimberley Degville

Shared Worcester City Run's post.

September 17, 2017

It's race day! 😊😊
Show Attachment

Like Comment Share

University of Worcester Physiotherapy and Occupational Therapy shared Worcester City Run's post.

September 17, 2017

Good luck to any of our students who are running in the Worcester 10k this morning!
Show Attachment

Like Comment Share

One Fit Mama Worcestershire shared Worcester City Run's post.

September 17, 2017

Good luck to all the Mamas running in the Worcester 10k and Half Marathon today - I know there are a good few of you! 😊
I (Ruth) am running so come up and say hi if you see me, I'll be in my pink OFM top! 😊
If running isn't your thing, come along and cheer everybody on, it will be a great morning 🏃‍♀️🏃‍♀️🏃‍♀️... See More
Show Attachment

Like Comment Share
September 17, 2017
Show Attachment

![Image](image-url)

1 likes

Like Comment Share

One Fit Mama UK shared Worcester City Run's post.
September 17, 2017
Show Attachment

![Image](image-url)

4 likes

Like Comment Share

So proud of our Worcester instructor this morning up bright and early on her BIRTHDAY to run and raise money for mums with PND.
You rock RUTH! 😊💪
APPENDIX F – MESSAGE SENT TO PAGE ADMIN
Copy of message sent to page admins for acceptance to post the questionnaire online.

Hello, I am currently a university student in Cardiff and in the middle of writing my dissertation on the engagement of customers have online with events. Is it possible if I could post my survey onto your page please? Thank you,
Kimberley Degville

Yes not a problem

This is a screen shot received from Worcester beer, cider and perry festival. The same text was used throughout to every other event the author wanted to post onto.
APPENDIX G – TURN IT IN RECEIPT
7.0 REFERENCES


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