AN INVESTIGATION INTO THE MOTIVATIONAL FACTORS BEHIND THE ATTENDANCE OF WALES YOUNG FARMERS CLUB MEMBERS AGED 18 TO 26 AT THE ROYAL WELSH SHOW

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Signed Statement

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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Katie Bugler
Abstract

Wales YFC is a youth organisation for those aged between 10 and 26. Each year a number of competitions and entertainment sources are hosted by the organisation at the Royal Welsh Show for their members and supporters to interact in. They have established a substantial presence at the show, offering their members additional aspects that would not be available from purely attending as a member of the general public.

This dissertation investigates the motivational factors influencing the attendance of Wales Young Farmers Club members aged 18 to 26 at the Royal Welsh Show, with the objective of determining the most prominent factor influencing that motivation. Whilst also identifying how members believe the organisation should improve upon its presence and involvement to ensure their future motivation to attend the show. In order to provide an answer to the prime research question, research has been carried out through the critical analysis of literature and the collection of both quantitative and qualitative data through primary research.

Findings have shown there to be several factors motivating member’s attendance, with the importance of these factors varying throughout the members in terms of their age and years of membership. Some factors have appeared to become a stronger motivation as member’s age and years of membership increase. The results have shown the Royal Welsh Show to be an event attended by the majority of Wales YFC members and therefore the assumption has been made that participating in the aspects taking place at the show is an important part of being a member of Wales YFC. Based on further research, it must be noted that members feel that the presence of the organisation is not being used to its full potential. Members suggest Wales YFC would greatly benefit from extending their presence and involvement in the show further than their area, giving members the opportunity to be involved in everything the show has to offer whilst promoting YFC to the general public.

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FYFC – Federation of Young Farmers Clubs
NFYFC – National Federation of Young Farmers Clubs
RWAS – Royal Welsh Agricultural Society
RWS – Royal Welsh Show
YFC – Young Farmers Club
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CHAPTER 1: INTRODUCTION
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1.1 Introduction to Research Project

The project was conducted to investigate the motivational reasons behind the attendance of Wales Young Farmers Club (YFC) members aged 18 to 26 at the Royal Welsh Show (RWS). Wales YFC is a youth organisation for young people aged between the ages of 10 and 26 and is now in its 80th year after being established in 1937 to support the YFC Club’s already existing in Wales (Wales Young Farmers Clubs Online, 2016). In 2012 it became a Charitable Company, to safeguard its members and future (Wales YFC Online, 2016). The organisation is made up of a network of twelve County Federations, covering the whole of Wales (see Appendix 1) and within these there are 155 clubs. Wales YFC’s members has seen a recent drop in figures (see Appendix 2). In the YFC year running 2012 – 2013 their total number of members was 5,713 with 50% of these members being aged 18 to 26, then decreasing to 5,662 members across the whole of Wales in the YFC year 2015 – 2016 (Wales YFC Annual Report 15-16 Online, 2017).

The organisation aims to provide their members “with a unique opportunity to develop skills, work with their local communities, travel abroad, take part in a varied competitions programme and enjoy a dynamic social life” (National Federation of Young Farmers Clubs Online, 2016), allowing their members to develop life-long skills. Throughout the year members of Wales YFC compete in a variety of competitions, such as stock judging, public speaking, pantomime, fencing, cookery, floral and many more. All of these competitions take place at a number of events that are able to happen due to Wales YFC’s outstanding sponsors (see Appendix 3) and allow members to develop new skills, meet new friends and find new confidence (Wales YFC Online, 2016). The pinnacle of the Wales YFC competition events programme is held at the RWS. Wales YFC members attend the show each year, with over 500 attending in 2016 (Wales YFC Online, 2016) to compete in YFC competitions such as shearing, dancing, cookery, crafts, tug of war, rugby and many more (see Appendix 4). These competitions take place over the show week at the
Wales YFC centre and stage, and see all twelve counties competing to gain the overall title (Wales YFC Online, 2016). Members qualify to compete after competing for their club at their counties Rally Day, which is held each year as an initial qualifier. Those members who win at their county go forward to represent that county in the same competition but against members from the other counties across Wales at the show.

The Royal Welsh Show is a large scale agricultural show established in 1904 and hosted by the Royal Welsh Agricultural Society (RWAS) (Royal Welsh Agricultural Society Online, 2016). The show takes place annually at the Royal Welsh Showground in Builth Wells, usually in the last week of July (RWAS Online, 2016). It boasts a variety of attractions, consisting of livestock, horticulture, forestry, food hall, shearing and wool handling, sheep dog trials, cookery and handicrafts, farriery and ornamental, poultry and pigeons (Visit Wales Online, 2016). Alongside these attractions entertainment displays take place at regular intervals throughout each day, in the shows Main Ring and Cattle Ring. In 2014 these displays included The King’s Troop Royal Horse Artillery display, Falconry displays, The Royal Signals Motorcycle Display team and Countryside Sports such as The Hunter Trials and Pony Club Games (Wales Online, 2014).

The Welsh uniqueness provided by the show brings in visitors each year with more than 200,000 attending every year since 2005. The most recent attendee figures of 2016 show that 236,853 attended over the four days (RWAS Online, 2016). This was a substantial drop in attendance from the 2015 figure of 242,726 attendees which was the highest amount of attendees since the first show (RWAS Online, 2016). A number of these attendees would have consisted of competing members of Wales YFC and supporters, as over 500 members competed at the 2016 show (Wales YFC Online, 2016).

Another element attracting members to the show is Wales YFC’s Young People’s Village (YPV). In 2015 over 3,000 campers and 14,000 people attended the YPV which is described as the main attraction of night life throughout the week (Heyevent Online, 2015). It is now in its 27th year and hosted by the organisation for members, and other young people from across
the United Kingdom to camp and enjoy four nights of live music entertainment whilst attending the RWS (Wales YFC Online, 2017). It is where a number of Wales YFC members choose to stay whilst attending the show, offering tent/caravan plots to those who have chosen to stay with them as well as onsite shops, bars and a funfair all hosted just a 10 minute walk away from the showground (ITV Online, 2015). One of the reasons for people’s attendance at the village may be the nightly entertainment provided throughout the week such as Radio 1 DJ’s and bands such as S Club 7 (Wales YFC Online, 2016). All of these aspects offered come at an additional charge to the Royal Welsh Show’s admission fee of £26.00 per day (RWAS Online, 2016). A camping plot at the village is priced from £180.00 upwards and entry to the nightly entertainment is charged at £15.00 per night or a week long wristband is available for £45.00 (Wales YFC Online, 2016). Although the YPV is hosted as a separate event to the Royal Welsh Show, the entertainment provided can lead it to being classed as another aspect of the Wales YFC calendar that brings their members to the show.

As a result of Wales YFC’s presence and involvement at the Royal Welsh Show the motivation behind member’s attendance was researched and evaluated within this project to discover whether they attend for the cultural learning experience, competitions or socialisation aspects on offer to them courtesy of both Wales YFC and the Royal Welsh Show.
1.2 Research Aim and Objectives

1.2.1 Research Aim

The research aim for the project was to evaluate the factors motivating Wales YFC members aged 18 to 26 to attend the Royal Welsh Show leading to potential recommendations to both Wales YFC and the Royal Welsh Show, as well as other events in the same sector, for them to sustain and increase members attendance.

1.2.2 Research Objectives

A total of four research objectives were comprised for the project:

1. To critically review motivational attendance literature on events.
2. To establish the extent of the young farmer’s participation and attendance at the event, and how members feel this participation could be improved upon.
3. To identify the factors motivating young farmer’s members to attend this event, determining the most influential factor of motivation.
4. To make conclusions about the motivation behind the attendance of young farmers members aged 18 to 26 at the Royal Welsh Show and to make recommendations for the show to sustain the attendance of the young farmers and for other events held at the showground to improve the attendance of members at their show.
1.3 Outline of Thesis

**Chapter 1** provides an insight into both Wales Young Farmers Club and the Royal Welsh Show, and discusses Wales YFC member’s participation at the show. It also defines the aims and objectives of the research project.

**Chapter 2** presents the critical literature review. It is divided into four main themes; major events, motivation of event attendance, motivational theory, and customer expectations and satisfaction. Each themes influences on event attendance have been extensively reviewed.

**Chapter 3** discusses the research methodology in terms of the applied techniques and procedures undertaken. The research design and how it was planned and implemented, alongside recommendations for if the methodology was to be conducted again are also included in this chapter.

**Chapter 4** outlines the main data gathered from the research discussed in Chapters 2 and 3 and summarises the results in accordance with the research projects aims and objectives.

**Chapter 5** indicates findings that support the insights gained in Chapter 2, and presents a final conclusion of the project. The research projects aims and objective are discussed according to what has been learnt from the project. Recommendations are made for Wales Young Farmers Club and the Royal Welsh Show.
CHAPTER 2:
LITERATURE REVIEW
Chapter 2: Literature Review

The overall goal of this chapter was to establish the significance of factors affecting customer’s attendance at events through critically reviewing available literature based upon major events, motivation of event attendance, motivation theory, and customer expectations and satisfaction.

2.1 Major Events

Allen et al (2008) describe a major event as an event that is capable of attracting significant visitor numbers and media coverage as well as economic benefits due to its scale and media interests. This statement is reiterated by Torkilden (2005:469) who states major events as being “large enough and prestigious enough to attract the attention of national media, attract large spectator numbers and provide economic benefits”. Major events usually take part within a community such as a town or city, often being first developed by those who live within that community (Allen et al, 2008). Torkilden (2005) describe major events as being significant at all levels of society and institutions in most countries today. Raj and Musgrave (2009) state that one form of a major event is that of a cultural event, creating cultural and community distinctiveness. Cultural events have become extremely popular with more visitors becoming motivated to attend them purely for their cultural attraction, “Everyone wants to celebrate their particular form of culture, tradition, difference or similarity with others” (Yeoman et al, 2011:xix). Getz and Page (2016) discuss the growth in cultural tourists and event-goers expectations, referring to they’re needs to engage emotionally and cognitively with places they visit through cultural performances, food and beverages, or meeting local people (Getz and Page, 2016). The cultural attractions offered to those who attend the Royal Welsh Show include a variety of these aspects and play a huge part in the numbers that attend as “Events are central to culture and lifestyle in today’s society” (Finkel et al, 2013:32).
2.2 Motivations behind Event Attendance

The majority of visitors and participants only attend events on a motivational bases, if something about the event does not attract their attention or interest they have no motivation to attend it. Finkel et al (2013) discuss the need for event managers to have a better understanding of the motives behind peoples attendance at events and the factors that enhance their participation in the event. Through understanding what motivates attendance and participation Finkel et al (2013) states that event managers may then be able to improve the products and services on offer. Allowing them to continuously attract existing participants by offering new experiences but also to attract new participants, “motives are a precursor of satisfaction and a factor in decision making, which in turn can lead to better attendance figures” (Finkel et al, 2013:45-46).

Attendees may be motivated to an event by a range of factors. Shone and Parry (2004) believe that a person’s participation in an event can be as a result of a variety of potential motives. They mention tourism, personal expectations, supporting others participating in activities at the event and attending events as a form of both entertainment and relaxation as possible reasons behind event attendance (Shone and Parry, 2004). Getz (2012) also suggests the entertainment opportunities as being a motivation to attend a specific event but also suggests that the attractiveness of the location the event is situated in as being a factor.

Uysal and Li (2008) presented a literature review of festival and event motivation, which identified the most frequently mentioned motivations as being socialisation (24.0%), family togetherness (18.8%), novelty (19.0%) and escape (15.7%). Alongside these main factors other major motivations included cultural exploration (5.0%), entertainment (5.8%) and attractions (4.1%). Finkel et al (2013) back up Uysal and Li’s (2008) finding of family togetherness as a motivation for attendance mentioning that an event offering a wide variety of attractions to the public, that are suitable for all ages, could result in one motivation to attend being for all round family fun. They evaluated the responses of a survey based upon motivation for event
attendance, the findings showed that ‘family togetherness’ was the most important motivational factor for event attendance, regardless of the children’s age. Ranked second amongst families with older children was socialisation, whereas the second most important motivational factor for families with younger children was the chance to escape everyday life (Finkel et al, 2013). Finkel et al’s (2013) survey findings of family togetherness and socialisation as motivational factors, reiterate findings in a study of attendees at a North American hot air balloon festival by Mohr et al (1993). The study showed customers have five needs for attending events such as festivals; socialisation, family togetherness, excitement, escape and event novelty (Mohr et al, 1993). These customer needs are all previously stated in other literature reviewed above, showing that they are strong factors of a customer’s motivation to attend events and have been for many years.

Torkildsen (2005) mentions that a possible motivation for attendance at an event is to volunteer at said event, stating that hundreds of people choose to volunteering in the running of mega, major and hallmark events. Tum et al (2006) state that those who choose to volunteer at an event choose to offer their services and time, usually in exchange for attendance at the event rather than for monetary values. O’Toole (2011) back up this claim by stating that event volunteers motivations are not financial.

Shone and Parry (2004) suggest that there are a wide range of potential motives for an individual’s event attendance such as social, physiological, organizational and personal (see Figure 2.1). All four of these motives can come under the form of either being a primary or a secondary motive for attendance or both (Shone and Parry, 2004). A primary motive refers to the initial aspect that creates the motivation for attendance and a secondary motive refers to other aspects that may be gained from attendance.
2.2.1 Social Motivation

There is a dominant emphasis on socialisation as a motivation to attend events in extent literature (Quinn, 2013). Shone and Parry (2013) state that motivation towards an event can be largely determined by social factors, “the need for social integration, interaction between individuals and communities, mutual support, bonding and the reinforcement of social norms and structures” (Shone and Parry, 2013:36). Getz (2012) regard the social motivations and benefits as being an important aspect of event attendance, mentioning peoples attendance may be to engage in quality time with friends and family, as well as enjoying a sense of belonging and sharing this experience. Van der Wagen and White (2010) go on to discuss how ensuring that one type of potential consumer is motivated to attend can result in a wider range of attendees, due to that persons abilities to motivate others such as friends and family to attend with them. Getz (2012) offers another out look at Van der Wagen and White (2010) belief that one person’s attendance can influence another’s through stating that a person’s lifestyle and social class can play a heavy part on their choices of attendance. For example, “Buying tickets to some arts festivals might be considered the thing to do if one is in
the higher social classes” (Getz, 2012:255). They feel they have a social obligation to attend the same events as those in their social class. “Lifestyle is in part a social construct dependant on others as reference points and participants” (Getz, 2012: 255), this reiterates the point made by Van der Wagen and White (2010) that some people become motivated to attend an event purely because others such as friends and family are already doing so. Grappi and Montanari (2011) add to this theory with their findings that social identification can also play a role in determining repeat visitation at events such as festivals. This was on the base that the more an attendee found themselves identifying with the usual group of attendees at an event, the more likely they were to return in the future (Grappi and Montanari, 2011).

However, Shone and Parry (2004) state that events comprised of a range of activities, may actually be attended by varied groups and segments of participants who possess different motives from others. This may be the case for an event such as the Royal Welsh Show and therefore Shone and Parry (2004) believe the event is required to implement a range of methods to motivate all groups and segments to attend and are unable to target the motivations of just one specific group.

Although it is apparent socialisation has a strong influence over motivations for event attendance. Getz (2008:404) offers another suggestion that many may attend an event purely because of the fear of missing out on the action, “Much of the appeal of events is that they are never the same, and you have to ‘be there' to enjoy the unique experience fully; if you miss it, it’s a lost opportunity”.


2.3 Approaches to Motivation

2.3.1 Extrinsic and Intrinsic Motivation

Finkel et al (2013) refer to people’s motivations to attend events as being adopted in to different approaches: intrinsic and extrinsic motivation. Wale et al (2010) agrees with this statement and mentions that these approaches motivate specific buying behaviour and can therefore determine which events a consumer will choose to attend.

Intrinsic motivation is defined as the doing of an activity to receive satisfaction and for the personal needs of the individual carrying out the activity, whereas extrinsic motivation in contrast is defined as the individual carrying out the activity due to external influences and not for personal gain (Finkel et al, 2013). This definition is backed up by Getz (2012) who states that those aspects that offer free time and choice are what motivates an individual intrinsically, whereas those that are required of us such as attendance due to work commitments are extrinsic motivations. Wale et al (2010) refer to extrinsic motivation as being able to be analysed from a sociological perspective, whereas intrinsic motivation takes more of a psychological perspective.

Many believe that intrinsic factors of motivation such as relaxation and escape are more influential on an individual’s choice of attending an event than extrinsic factors. Frey and Osterloh (2002) contradicts this through believing intrinsic and extrinsic forms of motivation interlink and that in some circumstances extrinsic motivations such as work commitments that allow you to gain knowledge etc. from attendance at an event can out way the intrinsic motivations.
2.3.2 Push and Pull Factors

Another approach in which motivational factors can be viewed is in the form of two categories, ‘push’ and ‘pull’. These two factors are both based upon intrinsic motivation, with one being intrinsic to the individual and the other to the event (Wale et al, 2010).

Wale et al (2010) describes push factors as being intrinsic to the individual and what influences that individual to make a purchase decision. Bowdin et al (2006) refers to them as the factors that propel us towards an event, for example escapism or curiosity. Push factors are intangible and refer to the psychological benefits an individual believes they will receive from attending an event and using the facilities on offer (Wale et al, 2010). As push factors are internal and person specific it means that no two people will be the same, we each have different push factors that motivate us to attend an event that may differ from those we chose to attend with. These push factor motivations are what attracts an individual to attend an event in terms of what they will gain personally for themselves, “The push factors are those that attendees see as a way that they can satisfying a desire or a need, such as a wish to be entertained or to relax, to get thrills or excitement, to experience nostalgia, to escape day-to-day life (Wale et al, 2010:141).

Pull factors are the attractions that are intrinsic to the event and described as being event-specific attributes or outer motivations (Wale et al, 2010). They can be the attributes of the event that are its destination and location or the attractions within it that are so appealing to an individual they have the ability to pull them towards attending the event, “Pull motivations…are connected to external situational or cognitive aspects and are inspired by a destination’s attractiveness, recreation facilities, cultural attractions, entertainment and natural scenery” (Robinson et al, 2011:133). Bowdin et al (2006) describes pull factors as being those that draw us to an event and gives examples of these being aspects of the event such as wine and gourmet food. An events ability to pull an individual into attending through they’re knowledge of what it has to offer them can lie with its marketing materials. Event organisers need to ensure that all marketing material reflects the visually appealing aspect of
the events location and its attractions (Wale et al, 2010). Woodside and Martin (2008) mention that although most assume both push and pull factors are regarded as forms of motivation, it is argued that pull factors should not be. This is as a result of the belief that they mainly refer to a tourism activity, for example simply attending an event to participate in an activity is not attending for the event put purely for that activity (Woodside and Martin, 2008). Bowdlin et al (2006) discusses tourism as a positive impact of hosting a major event as these tourism activities can play a detrimental part in attracting an individual to the location of an event and in turn attracting them to attend that event. Getz (2008) argues that it is the events themselves that exert a ‘pull’ on attendees particularly when special interests are involved, for example when athletes seek to attend an event in which they are able to compete in.

2.4 Customer Expectations and Satisfaction

Wale et al (2010:167) states that before attending an event customers have “a set of expectations which the performance of the event will be judged”. Raj et al (2009) talks of how a customer’s expectations can play an integral part in their motivation to attend an event and suggests that customer expectations may derive from the following; recommendations from family and friends, word of mouth, promotional or advertising campaigns from the marketing organiser, and the brand image of the event. Berndt and Brink (2004) backs up Raj et al (2009) statement that outside factors such as family and friends have an influence over customer expectations but also adds personal needs such as norms, values, learning ability, personality and lifestyle as influences. Whereas, Tum et al (2006) states differently that expectations are devised from what a customer has previously experienced, either in the form of attending the same event previously or a competitor’s event. They also state advertisement, promotion and the media as influences to customer’s expectations through offering customers an insight into what will happen at the event (Tum et al, 2006).
“Event customers now take it as a matter of right that they will get a reliable, high-quality product and courteous, well-informed service” (Tum et al, 2006:55), therefore having high expectations for the event before even attending. Yeoman et al (2011) believe high expectations can be a downfall for an event, stating “High expectations may sell more tickets for one event but if those expectations are not met then future business will be lost”. Raj et al (2009) agrees that future business may be lost if a customer’s high expectations are not met but on the other hand states if those high expectations are met an event manager would expect an increase in future ticket sales. It is imperative that where customers have high expectations before attending that these are met upon attendance, as the repercussions of un-met expectations can be devastating for the an events future. Expectations are either confirmed with the event reaching or exceeding them, or disconfirmed with a lower performance than expected (Wale et al, 2010). A study by Andersson et al (2012) found when attending an event, customer experiences exceeded expectations when they were able to participate in things they did not expect to take place. “Therefore, incorporating surprise is a good way to exceed customer experiences” (Andersson et al, 2012:276).

Confirmed customer expectations result in customer satisfaction whereas those that are disconfirmed with an experience being lower than their expectations result in dissatisfaction (Hoffman and Bateson, 2017). Customer satisfaction and dissatisfaction “is a comparison of customer expectations with their perceptions about the actual service encounter” (Hoffman and Bateson, 2017:288). Tum et al (2006) describe obtaining customer satisfaction as being a principal objective of any event manager, as dissatisfaction can result in negative feedback in the form of reviews of the event but also word of mouth to friends and family, therefore affecting future attendance at the event.

Hoffman and Bateson (2017) see negative feedback as an opportunity to generate customer satisfaction, as those who effectively respond to complaints are able to generate positive word-of-mouth in showing they aim to improve. They describe positive word-of-mouth as transforming into customer loyalty and new customers, and any customer dissatisfaction must be addressed effectively. Van der Wagen and White (2010) reiterate the
importance of reviewing all feedback received allowing the event to be adapted accordingly through incorporating any ‘learnings’ into future planning. Ensuring successful activities are re-used and those less successful are improved or avoided, generating future satisfaction and continuing to attract those who were motivated to attend previously.

2.5 Summary

To summarise, the analysed literature has revealed a range of factors behind motivation for event attendance with one of these being celebrating culture. A number of major events today offer a cultural perspective motivating people to attend to celebrate their culture both emotionally and cognitively. Various other factors such as socialisation, family togetherness, novelty, entertainment, and escape. However, a focus on socialisation as a prominent factor behind motivation for event attendance appears to have formed with Getz (2012), Shone and Parry (2004), and Uysal and Li (2008) all presenting theories on various aspects of socialisation as a motive. Exploring areas such as a consumer’s lifestyle and social class, as well as combining their socialisation needs with their needs to attend for family togetherness.

Other literature revealed that a strong motivation for event attendance is a customer’s expectations, with theories suggesting that high expectations generated from the media and advertisement motive a customer to try the event for themselves. However, further analysis revealed that customer expectations must be met resulting in customer satisfaction in order for the motivation to attend the event to continue. A customer’s previous experience may generate their motivation to attend the event in the future. It must also be noted that one customer’s previous experience can influence another’s as if that customer reviews their experience as satisfactory other customers are encouraged and motivated to also attend and experience the event for themselves. Whereas, if the customer reviews their experience as a negative one, potential future customers may lose their motivation to attend as their expectations become less appealing.
CHAPTER 3:
METHODOLOGY
Chapter 3: Methodology

3.1 Description and Justification of Methods

Basic research is able to be divided into two methods; qualitative and quantitative. Qualitative research methodology allows the researcher to gain knowledge of participant’s interests and opinions and motivations, whereas quantitative research methodology allows the researcher to collect numerical data or data that is able to be transformed into statistics (Merriam, 2009).

The research project aimed to collect both secondary and primary data. Secondary data referring to data that is not specifically collected for the research project and primary data being data that is collected purely for the project (Williamson et al, 2002). “As researchers we hope to better understand the subject of our inquiry and to share that understanding as a possible contribution to the field and those affected by it” (Seidman, 2013:72). The research was carried out to understand and determine the most influential motivation for Wales YFC member’s attendance at the Royal Welsh Show and to feedback the findings to both organisations.

Malhotra and Birks (2003) state that an appropriate data collection method can make a huge contribution to the successfulness of a research project and as a result of the sample size needing to be reached and the time frame in which to do so, the researcher chose to use the research method of a questionnaire (see Appendix 6). This was due to the questionnaire method offering the researcher the opportunity to generate both qualitative and quantitative data whilst reaching a vast number of participants within a short time frame.

Other research methods were considered such as interviews and discussion groups. Interviews abilities to “yield a great deal of rich information” (Weathington et al, 2010:232) would have made them a suitable method. As they present the interviewer with the opportunity to ensure participants understand the questions asked and to ask follow up questions expanding upon or clarifying participants answers (Weathington et al, 2010). This
advantage interviews brings would have been beneficial to the research project in terms of discovering participants views on how Wales YFC could improve their involvement at the RWS to attract a larger attendance of members. However, Weathington et al (2010) also states interviews as being both time intensive and expensive to conduct. As the researcher is of limited time and funds this makes the research method less appropriate for the project. The research methods of interviews and discussion groups would have also restricted the participants from answering personal questions freely and anonymously, as when face to face participants may have been influenced by or felt obligated to agree with the researcher’s opinions (Easterby-Smith et al, 2012). Face-to-face interviews and discussion groups do not offer participants the same level of anonymity as a questionnaire and therefore more restricted information and inadequate data may have been generated.

Both of these methods would have enabled the researcher to gain more detailed information from participants, as questionnaires only allow for participants to express shorter and less in-depth answers (Easterby-Smith et al, 2012). As a questionnaire generates a larger amount of quantitative data and less qualitative data than other research methods, the researcher chose to add text boxes alongside questions for participants to express their reasons for choosing the answer and this allowed for a larger amount of qualitative data to be generated. The option of participants being able to expand upon they’re answers meant that the questionnaire offered the chance for participants to express themselves in more qualitative detail but still anonymously and freely.

According to Kuada (2012) when wishing to distribute your questionnaire to a large number of samples within a limited time frame the most appropriate form of distribution is via online e-mail and other online methods e.g. social media pages. He also mentions that the behavioural and cultural tendencies of the samples should be considered when deciphering the best form of questionnaire distribution. Taking these aspects into consideration the researcher distributed the questionnaire by creating an online web-survey. The researcher received approval from Wales YFC (see Appendix 7) to send
the online web-survey to the relevant samples through an email (see Appendix 8) sent to the organisation requesting them to share the link to their twelve county federations, who were then requested to distribute it to their clubs. The online link was also posted to Wales YFC’s Facebook and Twitter pages, were the relevant samples were requested to take part (see Appendix 9). Online social media sources such as Facebook and Twitter were chosen, as a large proportion of the general public particularly those in the chosen sample now have access to these sources, ‘More than 250 million people are active Facebook users….More consumers are connected than ever before, and every second your company is not engaging them in social media is a wasted opportunity.’ (Zarrella, 2009:01).

3.2 Research Design

3.2.1 The Questionnaire Design

Brace (2008) discusses the importance of the questionnaires design, in gaining high quality data for your research project. He mentions aspects such as the length, quality, wording and flow of the questionnaire should be thoroughly analysed throughout the questionnaires design. The length of the questionnaire in particular has the ability to play a huge role in the number of participants choosing to ‘drop out’ of participating in the whole of the online questionnaire. Figure 3.1 shows the rate participants drop out in comparison to the length of the questionnaire, displaying the percentage of the questionnaire that is completed before they drop out on the y-axis of the chart.
When designing the questionnaire the researcher ensured the average participant would take no longer than 10 minutes to complete it by allowing a maximum of 30 questions to be included and constructing a pilot questionnaire, noting the length of time a participant took to complete this. Easterby-Smith et al (2012) state that a pilot questionnaire allows the researcher to design a questionnaire that yields accurate and reliable data from its participants.

Ekiri (2015) suggests a researcher should ensure they provide a formulated, structured and objective set of questions that ensure the data gained from participants is regarding the research topic and its aims and objectives. Therefore the questionnaire was divided into four sections, the first section collected information on subjects such as the participant’s age and gender. The second contained questions seeking to gain information about participant’s involvement within YFC and the thirds questions were to collect information on participant’s involvements and opinions of the Royal Welsh Show. The fourth section included questions on improvement of Wales YFC’s participation at the Royal Welsh Spring Festival and Wales Winter Fair, which are both events held at the same location as the Royal Welsh Show.
3.2.2 Target Population and Sampling Design

“A sample is considered to be representative of a population to the extent that there is no difference between the sample and the population in terms of the variables of interest” (Daniel, 2011:73). Maylor and Blackmon (2005) state that the choice of the sample and the use of the correct sampling methods are a key factor in ensuring valid and measurable data is gathered for the research project.

The relevant sample was chosen through taking the objectives of the research project into consideration. The sample population was narrowed to just Wales YFC members in order to specify a target. The age range of the population was decided upon as the lower age limit set was a result of ethics restricting those under the age of 18 from taking part and the higher limit of 26 being the maximum age of Wales YFC members. As this sample frame covers 50% of the target population of Wales YFC members (Wales YFC Annual Report 15-16 Online, 2017) it can therefore be taken as a suitable representation of Wales YFC members interests.

However, as the questionnaire is self-administered the researcher had no control over whether an accurate representation of the target population was generated. As a result a higher percentage of participants were females and certain counties of the organisation received a higher representation than others, resulting in an uneven representation of both the gender and location of the target population, and the possibility of the sample being biased (Mitchell and Jolley, 2010).

3.2.3 Reliability and Validity

According to Ekinci (2015) reliable and valid information is only gathered when ensuring the right questions are asked to the right people and therefore it is important to utilize the most suitable method of data collection that is logical to both the researcher and the respondents. Validity refers to “the extent to which the data collection method…describes or measures what it is supposed to describe or measure” (Crowther and Lancaster, 2008:80). In
order to produce a reasonable representation of the target population the researcher aimed to gather the completion of 100 questionnaires. This was due to there being roughly 2,000 members aged 18 to 26 in Wales YFC and this was 1/20 of that amount.

Crowther and Lancaster (2008) refer to reliability as relating to whether a particular data collection method will yield the same results on varied locations. To ensure the reliability of the methodology the researcher has designed the questions to be relatable to the whole of Wales YFC’s members, meaning any member of the relevant sample is able to participate.

3.2.4 Fieldwork

As previously mentioned the questionnaire was distributed to the relevant samples using online methods such as e-mail, and social media pages. It was decided to run the questionnaire for a period of six weeks to allow adequate time for the questionnaire to reach all members of the relevant sample group.

The researcher aimed to gather a minimum of 100 participants in order to gather a reasonable percentage of the chosen sample group. At the end of the six week period of running the questionnaire a total of 105 responses were received. Of these a total of 19 were male and 86 were female, with the age range being split as 48 participants being aged 18 to 21 and 57 participants being aged 22 to 26.

3.3 Recommendations for Improvements

An initial recommendation would be to distribute the questionnaire using a more structured method than online distribution. Although this method resulted in a large number of participants taking part, the researcher was unable to have any control over those who did chose to take part. This resulted in an uneven representation of the target population being generated in terms of gender and location. If the researcher was to conduct this area of
the project again they would choose to target a specific number of members from each county federation with this number being the same from the whole twelve federations. Within the chosen number both the genders and age categories would be split 50/50, resulting in an even representation being generated. However, the researcher would still recommend ensuring full anonymity of participants as this allows for them to answer freely and in more detail, whilst keeping in line with ethics requirements. A suggested method of distributing the questionnaire would using an online system, with the researcher attending a Wales YFC event where members from all counties are present and approaching members of the correct specification and asking for their participation. To ensure the anonymity of participants the researcher suggests this should be done using an online devise such as a tablet or laptop. This would give the participant the opportunity to fill out the questionnaire and submit their answers without the researcher being able to determine which set of answers are theirs.
CHAPTER 4:
RESULTS, ANALYSIS
AND DISCUSSION
Chapter 4: Results, Analysis and Discussion

4.1 General Information Results

The results from the general information section of the questionnaire will now be analysed in order to determine whether the distribution method of the questionnaire has resulted in an accurate representation of the sample group being generated.

Table 4.1 Participants years of membership

<table>
<thead>
<tr>
<th>Years of Membership</th>
<th>No. of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 4 years</td>
<td>17</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>53</td>
</tr>
<tr>
<td>10 years +</td>
<td>35</td>
</tr>
</tbody>
</table>

It is apparent from the results shown in Table 4.1 that those participants who had been members of Wales YFC for 5 to 9 years were the higher number of participants in the questionnaire with them being 49% of the total number taking part. Therefore, it is possible to assume that this sub group of the sample are the most prominent years of membership for Wales YFC, although this cannot be stated for certain as the distribution method of the questionnaire may have affected the results.
The above Figure 4.1 shows the percentages of the two age categories that took part in the questionnaire. The results display the participation of both age categories as being fairly evenly, with those being aged 22 – 26 slightly outweighing the younger age category. From this we are able to suggest that the distribution of the questionnaire has resulted in an accurate representation of the age categories.
The results shown in Figure 4.2 it is evident that there was a much higher participation level from female members. The large gap present between the percentages of the two genders has resulted in the validity of the project being affected as it is apparent that an even and accurate representation of the sample group has not been generated. This differentiation is the result of the researcher being unable to control who of the chosen sample took part in the questionnaire, due to it being distributed online and via email. An accurate representation of the two genders would have been 50/50, due to the actual gender split of Wales YFC members being 50/50 (Wales YFC Annual Report Online, 2017).
Figure 4.3 Levels of participation from each County Federation

Figure 4.3 displays an inaccurate representation of members from all twelve County Federations has been generated through the questionnaires distribution. It is clear that a greater number of members from Glamorgan have chosen to participate and this could have been as a result of the researcher being a member of the Glamorgan Federation and being able to ensure all seven clubs received the questionnaire link through circulating the link directly to the club secretaries. When compared with the actual proportion of members for each county in 2016 (see Appendix 2) the generation of results was surprising. This is especially considering the highest participating federation of Glamorgan had the second smallest number of members for that year with only 244 members. While a federation such as Montgomery who held the second largest amount of members for 2016 with 728, only had one member chose to take part in the research project. As the number of participants from each County Federation is of such large variation and doesn’t not represent the actual proportion of Wales YFC members in each county federation the validity and accuracy of the sample has been affected once again.
Figure 4.4 Percentage of participants from a farming background

Figure 4.4 displays the percentage of participants who are from a farming background. The results clearly reveal that the majority of members who participated were from a farming background with 97% stating they were. Due to the majority of participants coming from a farming background it is possible to assume that those 97% share the same social class and lifestyles as a result of their upbringing. This assumption of participants sharing those same attributes may later relate to the theory of Getz (2012) that sharing the same social class and lifestyle as others in attendance at an event, plays a role in a person’s choice to also attend.
4.2 YFC Involvement Results

The results generated from the YFC Involvement section of the questionnaire will be analysed below and used to determine participant’s levels of involvement in certain aspects of Young Farmers. These results were generated to be used later on in the project to cross tabulate between a member’s YFC involvement and they’re involvement at the Royal Welsh Show in order to meet one of the projects objectives of determining whether there is a correlation between these two factors.

Figure 4.5 Members attendance at YFC throughout the year

From the results featured in the above Figure 4.5 it is possible to determine that the most common form of attendance for members is weekly attendance at their club throughout the year. This suggests that the majority of members who participated in this research project are active YFC members who chose to participate in all aspects offered by the organisation.
Figure 4.6 displays the percentage of members who participate in YFC competitions and Figure 4.7 displays the percentage of members who participate in social events in YFC. It is apparent from the results that the exact same percentage of members participate in YFC competitions as those who participate in social events with YFC. It is possible to suggest that from the results recorded in both Figure 4.6 and Figure 4.7 that participating in competitions and the social opportunities and events being a member presents are of an equal importance to Wales YFC members.
The above results reveal that of the participants who took part in the research project 68% stated that they took part in competitions held at their county Rally Day, making these competitions the fourth most popular. As the competitions held at county Rally Days are the first rounds of those held at the Royal Welsh Show, this result of over half of the participants selecting that they compete within these competitions makes it possible to suggest that they are of an interest to Wales YFC members. Therefore allowing for the assumption that members may choose to attend the show in association with these competitions being hosted there.

As the results also show that a large number of participants choose to compete in not just one but several of the competitions stated, it is plausible to assume that competing in competitions is an important part of being a member of Wales YFC. Therefore, it is possible to suggest they may also be of importance in member’s decisions to attend the RWS.
Figure 4.9 Correlation between member’s weekly attendance at YFC and participation in YFC competitions

The above Figure 4.9 shows that the participants who chose to enter a balanced variety of all competitions were those that stated they attended YFC either on a weekly basis or 3 – 4 times a month. Those who stated they entered a variety of competitions were those participants who attended YFC on a weekly basis with over 50% of them stating that they entered 8 of the 17 competitions listed. These results back up earlier suggestions that those who attended their YFC club weekly were active members of Wales YFC as it is apparent they are actively entering a range of the competitions offered to them over the YFC year.
The results featured in Figure 4.10 show that the social events offered to members through YFC receive a balanced attendance rate from those who participated in the research project. As the percentages of participant’s attendance at the majority of the events mentioned it is possible to gain the impression that the social events on offer to Wales YFC members are aspects of membership that members choose to regularly indulge in.

It is apparent that the Young Peoples Village held by Wales YFC for those attending the RWS was the third most popular social event amongst participants, with 75% of them stating they attend this event. Due to a large percentage of participants stating they attend the YPV, there is the potential to assume that the YPV plays a factor in drawing members to attend.
4.3 Royal Welsh Show Involvement Results

The results produced from the Royal Welsh Show Involvement section of the questionnaire will now be analysed to determine what it is about the Royal Welsh Show that attracts Wales YFC member’s attendance.

Figure 4.11 Wales YFC members attendance at the Royal Welsh Show

It is possible to make the assumption that the majority of Wales YFC members attend the show, due to 99% of the respondents that took part in the questionnaire stating that they did attend. As this is such a high percentage it may suggest that the RWS is a popular event amongst all members of Wales YFC, especially if we were to compare the results of their attendance at shows of a similar nature and interest, such as Wales Winter Fair (see Figure 4.12) and the Spring Festival (see Figure 4.13).
As the percentage of respondents who attend these two events are lower than their attendance at the Royal Welsh Show, there is an indication from the results that the show is the most popular event of the three for Wales YFC members to attend. This indication would be more prominent if the attendance results of the Spring Festival (see Figure 4.13) were only being taken into consideration with a higher percentage of respondents stating that they do not attend this event than those that stated they did.
The results displayed in Figure 4.14 are of member’s attendance at the Royal Welsh Show before joining Wales YFC and show that the majority of members who participated in the project had previously attended the show before joining. This suggests that the fact they are members of Wales YFC is not the sole reason for their choices to attend the show and that the show must offer other factors that attract attendance than those that are present with being a member.
The research results suggest the sample group find YFC competitions, social opportunities and livestock as the three most attractive aspects of motivation to attend the show. Social opportunities was the most popular amongst respondents with 89% choosing this aspect as a reason for their attendance. The result backs up theories of Shone and Parry (2013), Van der Wagen and White (2010), and Getz (2012) that socialisation is dominant in people’s reasons behind attendance at events. Getz (2012) stated that a person’s lifestyle and social class can influence they’re choice to attend an event and the above results somewhat imply that this theory is correct. This is due to those participants who took part all share similar lifestyles and interests through they’re farming connections.

The second highest choice for respondent’s attendance was YFC competitions and from referring back to the results regarding respondents participation in YFC competitions (see Figure 4.6) and social events with YFC (see Figure 4.7) this only reiterates the original suggestion that both of these
aspects are of equal importance to the members of Wales YFC. It is then possible to suggest that the Royal Welsh Show’s ability to offer both of these aspects to members, is a high motive for their attendance. The result of YFC competitions being the second highest choice amongst the members also confirms the statement by Shone and Parry (2004) that supporting participants carrying out activities can be a motivation for attendance at an event. As the choice does not state whether they attend to compete in those YFC competitions or to watch others who are competing in them, it is possible that a number of the 85% of participants who choose this factor may have been referring to watching others compete. If this was the case it is also possible to assume that the results confirm the theory presented by both Shone and Parry (2004), and Getz (2012) that entertainment is a strong motivation towards attendance, as those who attend to watch the YFC competitions are attending to be entertained. This is especially possible due to the fact that a number of competitions that take place at the show such as dancing and singing competitions take place on the YFC stage and present a high entertainment value (Wales YFC Online, 2016).

It should also be noted that the third most popular aspect attracting participant attendance was the livestock attractions, with only 4% less of participants stating this aspect than YFC competitions. As livestock is an aspect that participants would attend for due to they’re interest in it, when referred back to the results in Figure 4.4 showing 97% of participants came from a farming background the results lead to the assumption that Getz (2012) theory that those who have share a similar lifestyle are drawn to attend an event because of similar interests. However, this theory is somewhat contradicted by the results featured in Figure 4.16 below, which displays the cross tabulation between whether a participant was or wasn’t from a farming background and the aspects that attracted them to attend the show.
Figure 4.16 Cross tabulation between farming background and the aspects attracting them to attend the show

The results in Figure 4.16 show that of the three most popular aspects amongst participants a fairly equal percentage is displayed of both those participants who stated they came from a farming background and those who stated they did not. This result shows some contradiction to Getz (2012) lifestyle theory as those who do not come from a farming background may have a different lifestyle those who are from, yet both sets of participants have an equal interest in attending for YFC competitions, social opportunities and livestock. The interest shown in livestock, displays the most contradiction to Getz (2012) theory as there is a link between farming and livestock and therefore it may be assumed that those who are not from a farming background would have such a stronger interest in this aspect.
Figure 4.17 Cross tabulation between weekly YFC attendance and the aspects attracting them to attend the show

Figure 4.17 looks at participants who stated they attended their YFC club on a weekly basis and what aspects attract them to attend the RWS. From the results it is evident that the two most popular aspects of the show amongst those who are assumed to be active members are social opportunities and YFC competitions. The results displayed show that the majority of the selected participants both chose these aspects, with 91% stating they attended for YFC competitions and 93% stating they attended for the social opportunities. As the percentage of participants who chose these two aspects is of a similar amount, the results once again back up earlier suggestions that YFC competitions and social opportunities are of equal importance to YFC members. This suggestion has been especially confirmed from analysis the results of those who attend YFC on a weekly basis as it was earlier assumed that they were active members of Wales YFC and therefore choose to participate in all aspects of membership.
The results in Figure 4.18 show the percentages of which age category make up those participants that selected each aspect of attendance at the show. It is apparent that the majority of aspects appear to have the same influence over each age category with their percentages being split almost 50/50. Although the majority of aspects see a higher percentage of those aged 22 – 26 selecting them, this suggestion that both age categories are equally influenced by the same aspects is made more prominent due to the fact that the results in Figure 4.1 show a slightly higher percentage of those aged 22 – 26 took part in the questionnaire.
Figure 4.19 displays the results of a cross tabulation between the number of years a participant has been a member of Wales YFC and the aspects that attract them to attend the RWS. The results show that YFC competitions appear to be of less importance to those members in their first four years of membership than it is to those who have been a member for five years+. Socialisation is also shown to be a more popular aspect amongst participants who have been members for four years or less, than YFC competitions is which contradicts previous results that show the two aspects to be of equal importance. Therefore, this leads to a new suggestion that competing in YFC competitions is less important in a members first four years of membership and becomes a more importance aspect as their years of membership progress.
The results also show that those who have only been a member for up to four years are more attracted to other aspects offered by the show than those who have been a member for longer. For example food hall exhibits and the stalls showed to be more popular aspects amongst those participants in this category than those in the other two categories. When this is compared with Figure 4.14 that displays 90% of members had attended the show before joining Wales YFC, these results allow for the assumption to be made that members who have been members for four years or less are still choosing to attend for the aspects that attracted them before joining. Whereas for those participants who have been a member for a longer period of time, the aspects offered by Wales YFC such as their competitions are of a heavier influence to them than other aspects offered just by the RWS.
As only 16% of participants stated they do not choose to compete in any competitions whilst attending the RWS it is possible to assume that the element of competition is an attraction to Wales YFC members and has the ability to attract a number of them to attend the show. The results clearly show that the competitions the majority of members compete in are those run by Wales YFC with 79% stating they compete in them. When compared with the results in Figure 4.15 which showed 85% of participants stated YFC competitions as one of their reasons for attending the show which is 6% less than those who stated they attend to compete in them. This differentiation in results allows for the suggestion that the remaining 6% who do not attend to compete may be attending to spectate and support those who are participating in the competitions. Therefore adding support to the theory of Shone and Parry (2004) that people are motivated to attend an event to support those who are participating in activities at that event, through showing that there is an added element to attending for aspects such as competitions and activities other than to participate in them.
Once again the results displayed in Figure 4.21 reveal socialisation as the highest factor for participant’s attendance at the show. The difference between the percentage of participants who stated socialisation as a factor and the second highest factor of entertainment was 36%, making it a clear winner amongst participants. This difference in the percentages of participants who stated socialisation and entertainment as reasons for attendance offers some argument against earlier suggestions that those who attend for YFC competitions may be attending for the entertainment value they supply. As a result of the assumption that the social opportunities and YFC competitions presented by the RWS being of equal importance to members, compared with the results revealing socialisation and entertainment as being unequal in importance it appears less likely that participants attend for the entertainment value of competitions but as a result of another aspect they offer.
When comparing the above findings with those of Uysal and Li (2008) there are some very clear differences as although both sets of findings display socialisation as the most influential factor in event motivation, the findings after this differ in order. Uysal and Li (2008) found novelty to be the next highest factor with 19%, closely followed by family togetherness at 18.8% and entertainment as being a rather low factor with 5.8%. However, the findings in Figure 4.21 revealed entertainment to be of a higher influence behind participant’s reasons for attending, receiving the second highest percentage of 57% and novelty is shown to be the third lowest influence with 16% of participants stating this as a reason for attendance at the show. Therefore the results featured above contradict the previous findings of Uysal and Li (2008) and display that for the Wales YFC members, entertainment is of a higher influence in terms of attending the Royal Welsh Show in comparison to others previous findings. As the two findings are based on participant’s motivations to attend two different events it is possible to suggest that the results reveal that different reasons influence peoples attendance at different events. Therefore it is possible to believe theories should only be used as a suggestion as to why people are motivated to attend an event and in order to discover people’s motivations to attend their event, event managers must carry out their own research into participants.
Of the participants who stated they attended the RWS only 13% do not choose to stay overnight. The results in Figure 4.23 show that of the 87% percent who chose to stay, 69% of those participants chose to stay for the whole week the show takes place and only 3% chose to stay for only one night. As a high proportion of participants chose to stay overnight and of those the majority stated they chose to stay for the whole week, the results suggest that there is a possibility that an extra aspect of the show is offered to them through choosing to stay. The possible aspects that attract participants to stay overnight has been investigated and the results will now be discussed.
Figure 4.24 Participants choice of place to stay overnight

Table 4.2 Participants ‘other’ choices of places to stay overnight

<table>
<thead>
<tr>
<th>Participant</th>
<th>‘Other’ Expanded Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Used to be YPV but last year was The Green</td>
</tr>
<tr>
<td>2</td>
<td>Girlfriend lives just outside of Builth</td>
</tr>
<tr>
<td>3</td>
<td>Family</td>
</tr>
<tr>
<td>4</td>
<td>Green Members</td>
</tr>
<tr>
<td>5</td>
<td>Campsite 3 miles out of Builth</td>
</tr>
<tr>
<td>6</td>
<td>Members Green Park</td>
</tr>
<tr>
<td>7</td>
<td>Green RW Caravan Park</td>
</tr>
<tr>
<td>8</td>
<td>White House Camping</td>
</tr>
<tr>
<td>9</td>
<td>Campsite just outside of Builth</td>
</tr>
</tbody>
</table>
For those who chose to stay overnight whilst attending the RWS there are a number of options available to them such as the Wales YFC Young Peoples Village that has been previously discussed. Figure 4.24 shows participant’s choices of where they stay and displayed in Table 4.2 is the expanded answers to those who state that they choose to stay at another option other than those given. The results in Figure 4.24 reveal the most popular choice amongst participants as being Penmaenau Camping with over half of participants choosing to stay her, suggesting it is a clear favourite amongst Wales YFC members. Wales YFC’s Young People’s Village was only the third most popular with a total of 15% of participants choosing to stay there. The difference in the percentages of participants who chose to stay at Penmaenau Camping in comparison to the YPV suggests that Penmaenau Camping is offering members of Wales YFC something that is far more enticing than Wales YFC’s own campsite is offering.
Table 4.3 Participants ‘other’ choices of reasons for staying overnight

<table>
<thead>
<tr>
<th>Participant</th>
<th>‘Other’ Expanded Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stay because friends and family are there</td>
</tr>
<tr>
<td>2</td>
<td>2 hours 30 mins to get home</td>
</tr>
<tr>
<td>3</td>
<td>Ease of not needing to travel</td>
</tr>
<tr>
<td>4</td>
<td>Socialising in the shed in Penmaenau</td>
</tr>
<tr>
<td>5</td>
<td>The social element Penmaenau has to offer</td>
</tr>
</tbody>
</table>

The results in Figure 4.25 reveal the vast majority of participants are attracted to stay overnight as a result of the pub’s in Builth with a close second attraction being the Royal Welsh Show’s Member’s Tent. As both of these attractions offer members social opportunities, the results once again add to the validity of Uysal and Li (2008) findings of socialisation as being the most frequent motivation for attending events. The addition to the validity of Uysal and Li (2008) is made more prominent when previous findings of participant’s motivation to attend the Royal Welsh Show are analysed in conjunction with
the findings in Figure 4.25 as both sets of results clearly display socialisation as a consistently high motivation in their choices to attend. This suggestion that motivation plays a role in participant’s decisions to stay overnight is backed up by the findings in Table 4.3 where once again the socialisation aspect of an attraction has been stated as a reason for staying.

The findings also contribute to the suggestion by Getz (2012) that entertainment is a major motivation as the top three attractions chosen by participants all offer them a source of entertainment due to the playing of music and consuming of alcohol on offer at these attractions. It is possible to suggest from the results in Figure 4.25 that both entertainment and socialisation are key motivations in Wales YFC member’s choices to stay overnight when attending the Royal Welsh Show. In fact when it comes to the nightly attraction of the RWS it is possible to assume the entertainment and socialisation values presented to members go hand in hand as a reason for they’re attendance.

When analysing the expanded answers to those participants who stated ‘other’ in both Table 4.2 and Table 4.3, it is noticeable that family was mentioned by a participant as a reason in both sets of results. Therefore the results displaying ‘family togetherness’ as a major motivational factor in Finkel et al (2013) study are strengthened by the above findings due to participants expressing their motivation to attend the RWS because of family being present at the show.
Figure 4.26 Cross tabulation between participant’s age category and reasons for staying overnight

Figure 4.27 Cross tabulation between participant’s years of membership and reasons for staying overnight
The findings in Figure 4.25 revealed Wales YFC’s Young People’s Village to be only the third most popular motivation for participants to stay overnight. As the YPV is hosted for Wales YFC members the researcher was surprised to discover this was not extremely popular amongst participants and when analysing the findings in Figure 4.26 discovered that the YPV was far more popular amongst those members in the younger of the two age categories with only 37% of the older stating it as a reason. Whereas, the findings for competing in YFC competitions showed the older category to have a greater interest than those members in the younger category. The findings in Figure 4.27 display a similar correlation with those in their first four years of membership being more attracted to attending the YPV than competing and then this being reversed for those who have been in membership for a longer period. Therefore suggesting that the YPV becomes less of an attraction as member’s age and they’re length of membership grows but competing in competitions becomes more of an attraction to them.
Figure 4.28 Participants thoughts towards YFC’s part in attracting visitors to the show

- Strongly disagree: 0%
- Somewhat disagree: 1%
- Neither agree nor disagree: 6%
- Somewhat agree: 41%
- Strongly agree: 52%

Figure 4.29 Participants thoughts towards whether YFC’s presence/involvement at the show could be improved

- Yes: 48%
- No: 16%
- Unsure: 36%
It is evident from the results in Figure 4.28 that members feel the aspects held by YFC at the RWS play a strong part in attracting visitors with only 1% of participants stating they did not agree. Therefore, it is plausible to believe Wales YFC must have an integral position in the show. However, findings in Figure 4.29 show that they feel that the YFC’s presence could be improved upon with a number of participants stating improvements that could be made (see Appendix 10). From analysing these suggestions the researcher is able to determine that a large proportion of participants feel that Wales YFC members need to become more involved in other aspects of the RWS through stewarding etc. in order to create a greater presence and advertisement of themselves. It also apparent from the suggestions that members feel greater advertisement should be made to the public to promote the benefits of YFC and to encourage others to join the organisation. Through taking up these suggestions of improvement by their members it is possible to determine that Wales YFC would be able to expand upon their position in the show and therefore attract greater numbers of visitors to the show in the future.
CHAPTER 5:
CONCLUSION AND
RECOMMENDATIONS
Chapter 5: Conclusion and Recommendations

5.1 Summary of Findings

Finding 1: Socialisation and YFC Competitions are the most influential motivation in member’s attendance at the Royal Welsh Show.

In the literature review possible factors influencing a person’s motivation to attend an event were analysed and several major aspects that motivate event attendance were identified such as socialisation, entertainment, family togetherness and novelty. It was noticed from analysing the literature that many theorists believe the most prominent motivation for event attendance to be socialisation with Shone and Parry (2004), Uysal and Li (2008) and Getz (2012) all discussing it as a key motivation. It was identified that social motivation refers to a variety of aspects such as lifestyle and social class (Getz, 2012), friends and family and the need for social interaction (Shone and Parry, 2004). The research strengthen the theory that socialisation is a prominent motivation in event attendance as findings determined socialisation to be most influential motivation for Wales YFC members attendance at the Royal Welsh Show, alongside competing in YFC competitions.

The research identified socialisation and YFC competitions to be the most popular reasons for attendance amongst participants, allowing for the suggestion that these aspects are considered to be of equal importance to Wales YFC members with them both attracting equal amounts of members to the RWS. When all participants’ answers were analysed as a collective the two were determined to be of an equal motivational attraction to members. However, further analyse of the research findings identified a differentiation between the importance of the two when a members age and years of membership are regarded. Research results revealed that those in the younger of the two age categories and those who had only been a member of Wales YFC for four years or less showed greater motivation towards attending for aspects that offered socialisation such as the Young People’s Village.
Whereas, those in the higher age category and who have been members for a longer period showed a stronger motivation towards attending to compete in YFC competitions. Therefore, the researcher feels it is plausible to suggest that although these two factors are of an equal motivation to the attendance of Wales YFC members as a collective, the level of motivation for the two alternates. Members who are younger or have just joined are initially highly motivated to attend the RWS for the social attraction and as the period of time and membership progresses the motivation to attend for YFC competitions becomes more important to them.

**Finding 2: Members feel Wales YFC needs to improve their presence and involvement at the Royal Welsh Show through engaging in aspects outside of the YFC area.**

The research aimed to discover how Wales YFC members felt the organisation needed to improve their presence/ involvement at the show in order for their motivation to attend to continue. From analysing the research it appeared that the majority of members believe that the organisation does need to improve upon their involvement. The researcher allowed participants to give suggestions as to how they feel it should be improved (see Appendix 10). From reviewing participants suggestions it is clear that many feel that Wales YFC need to engage in more aspects of the show that take place outside of the YFC centre and stage. Members felt this increase in engagement in other areas of the Royal Welsh Show could take place through participating in attractions that take place in the main ring and through members offering to steward various aspects of the show.

Other suggestions from participants were to increase the advertisement of YFC to the general public, in order to educate them of the benefits the organisation offers young people and to encourage new members to join. A number of participants felt that although Wales YFC have an established presence, they are using that presence purely for their members and should use it to engage with all visitors of the show.
It should also be noted that members feel the Young People’s Village needs to be improved upon and this finding was evident in the results which revealed the YPV to not be a substantial motivation for member’s attendance. It was practically found to be an unsubstantial motivation amongst the older age category of participants, suggestion that what is currently offered at the YPV only attracts those in the younger age category.

5.2 Conclusion

In conclusion the research project has achieved its main goals through addressed its aim and objectives. The factors motivating Wales YFC member’s attendance at the Royal Welsh Show were identified and the most influential factor determined. As from the research results it is evident that when analysed as a collective group, members are predominantly motivated to attend the Royal Welsh Show for socialisation and YFC competitions. Although several other aspects offered by the show were also found to motivate their attendance and findings show these other aspects that motivate attendance appear to vary amongst the members and this is especially dependent upon their age and years of membership.

Another objective of the research project has also been successful answered in regards to establishing the participation of Wales YFC members at the show and how they wish this participation to be improved up. Findings revealed that although members were currently content with they’re participation in the RWS, they felt that the organisation would benefit from future improvements consisting mainly in creating a presence for Wales YFC and they’re members across the whole event. Allowing for greater advertisement to members of the general public and giving them the opportunity to engage with members and learn about the organisation. This expansion in Wales YFC’s involvement at the Royal Welsh Show has the potential to result in the expansion of their membership numbers as the Royal Welsh Show presents members with the perfect platform to showcase the best of the organisation and the benefits being a member brings.
Although the aims and objectives of the project were achieved, limitations to the validity of the results occurred due to the distribution of the research method affecting an accurate representation of the sample group from being generated. As the distribution method did not allow the researcher to have any control over who answered the questionnaire, an uneven representation of the sample group’s gender and location was generated. Mostly, the uneven representation of participant’s location was as a result of the researcher posting the link from their own social network profile and therefore a larger proportion of participants from their location chose to undertake the questionnaire.

However, the findings gathered from the research provide both Wales Young Farmers Club and the Royal Welsh Show with an insight into the aspects motivating members to attend the event, that are able to be used as a reference when planning future shows. Furthermore, the results also establish firm support to previous academic researcher’s theories on event motivation but present the suggestion that motivation to attend an event is varied depended on event.

5.3 Recommendations

Based on the research findings the researcher would like to make a number of constructive recommendations to Wales YFC in order to maintain and possibly increase their member’s attendance at the Royal Welsh Show.

In accordance with the research findings, the researcher believes that Wales YFC are correctly motivating their members both socially and in terms of YFC competitions. However, it appears that various other aspects do not provide as much motivation to members and that a number of these show the potential to be increased. When acknowledge alongside the findings that members feel that Wales YFC could benefit from expanding their presence at the show, the researcher feels that choosing to expand their presence would also result in other aspects becoming of a greater motivation. For instance the researcher would highly recommend the organisation actions member’s
suggestions of their involvement expanding further than just the YFC area. As for example presenting members with the opportunity to showcase the organisation in areas such as the main ring allows for greater entertainment to be provide through YFC and therefore increases its influence as a motivation for both those competing with YFC and those spectating.

Another suggestion by members was to become more involved in stewarding the show and being placed on areas such as help points. If Wales YFC were to action this suggestion members would be presented with a platform to not only engage with the public but also the organisers of the RWS, therefore generating aspects of learning for member’s and creating stronger motivation towards this. It is evident that through expanding their involvement and presence throughout the showground, Wales YFC will be able to generate substantial motivation to a range of factors and appeal to a wider audience’s needs.
7. REFERENCES
7. Reference List


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