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Social media as a marketing tool for events

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Abstract

Purpose – This study relied on the Theory of Planned Behavior (TPB) to assess factors that affected event fans' decisions regarding their intention to attend events by using social network websites. The purpose of this study is to examine the impact of event fans' attitudes, subjective norms and perceived behavioral control on their intentions to go to events based on social networking sites (SNSs) marketing. In addition, the researchers examined the impact of perceived enjoyment on event fans' attitudes towards events pages on SNS.

Design/methodology/approach – This study used a quantitative research method and used an online survey distributed on Qualtrics and based on the TPB. Populations in the study were followers of events pages on Facebook, Twitter and Instagram. The sample was convenience.

Findings – By using the partial least square-structural equation modeling (PLS-SEM), the study found that all the research hypothesis were supported except (*H2*). While event fans' attitudes had not a statistically significant impact on their behavioral intentions towards using social media to go to events (*H2*), perceived enjoyment had a statistically significant impact on event fans' attitudes towards events pages on SNS (*H1*). According to the research findings, event fans were influenced by their subjective norms (*H3*) and perceived behavioral control (*H4*). These factors significantly influenced event fans' behavioral intention, which led to their actual behavior (*H5*).

Practical implications – This study provided evidence supporting that subjective norms and perceived behavioral control were effective in forming intention towards events page, which in turn affected actual behavior, while perceived enjoyment was effective in forming events fan attitudes towards events' social media pages. This may indicate a need for positive images of the events depicted through social media. In addition, when using social media as a marketing medium for events, event marketers and organizers should understand how other important people's opinions and perceptions affect the intention and behavior formation. This implies the need to stress the social acceptance of the events, and use family ties, family and other social-units elements of events.

Social implications – This study provided statistical evidence supporting the applicability of the TPB within the context of event marketing and using social media. This implies a better understanding of the rational decision-making process, along with the social factors affecting the process of forming behavioral intentions and intentions. Furthermore, perceived enjoyment was incorporated within the model. Perceived enjoyment was effective in forming positive attitudes towards events' social media pages. This highlights the need to provide information and contents in an enjoyable and user-friendly way.

Originality/value – The value of this study is derived from its aim to highlight the importance of social media as an effective marketing tool for events. Moreover, this study sought to contribute to the literature on social media by exploring how social media affected event attendees' behavior and attitudes and by gauging the impact of social media on the event industry.

Keywords PLS, Social media, Social media marketing, Social media engagement, Event marketing, The theory of planned behavior

Paper type Research paper



摘要

研究目的 – 本论文以计划行为理论为基础,旨在评估通过社交网站来影响会展顾客参会意愿的各项因素。本论文基于社交网络营销,检验其会展顾客态度、主观规范、以及感知行为控制等对于顾客参会意愿的影响因素。此外,本论文研究人员还检验感知享受如何影响会展顾客对社交网络上会展主页的态度。

研究设计/方法/途径 – 本论文采用定量研究方法,借用在线问卷采样方式,Qualtrics 作为问卷发放平台,以计划行为理论为基础。本论文的研究人群是在 Facebook、Twitter、和 Instagram 上会展主页的粉丝顾客。本论文采用便捷采样方式。

研究结果 – 本论文采用偏最小二乘回归方程 (PLS-SEM) 统计方法检验研究假设,并发现,除 $H2$ 外其他假设论断均成立。会展顾客对于使用社交媒体的态度并未显著影响其参会意愿 ($H2$),然而,感知享受对于会展顾客粉丝社交网站上会展主页有着显著影响 ($H1$)。研究结果表明,会展顾客的态度受到主观规范 ($H3$) 和感知行为控制 ($H4$) 的影响。这些因素均显著影响了会展顾客的参会意愿,最终导致实际参会行为 ($H5$)。

研究理论限制/意义 – 本论文采用实际测量数据以应用计划行为理论在会展营销和社交媒体的研究。此外,本论文测试了三种不同社交媒体: Facebook、Twitter、和 Instagram 的粉丝用户。其研究结果证实了本论文采用的理论框架对于不同领域和社交媒体背景下的有效性。

研究实践意义 – 本论文用数据证实了主观规范和感知行为控制对会展粉丝参会意愿有着显著影响,其最终导致真正参会行为。本论文还证实了感知享受显著影响了顾客粉丝会展社交主页的态度。其研究结果表明会展企业有必要在社交媒体上树立积极的会展形象。此外,会展营销人员和组织者在使用社交媒体作为营销手段的时候,应该认识到其他人的意见和感知对于参会人员的意愿和行为产生影响。

研究原创性/价值 – 本论文的研究价值主要是其强调社交媒体作为会展有效营销手段的重要性。此外,本论文还探索了社交媒体如何影响参会人员的行为和态度,以及社交媒体对于整个会展行业的影响,这将对社交媒体有关的研究有着积极的贡献。

关键词 – 关键词偏最小二乘, 社交媒体, 社交媒体营销, 社交媒体参与, 事件营销, 计划行为理论

Introduction

Events and festivals have become a core element of growing hospitality and tourism industries (Gibson and Conell, 2005; Getz and Page, 2016). It is used to improve tourism and hospitality supply, thereby expanding alternative tourism products (Connell *et al.*, 2015). Festivals have the potential to provide an array of experiences that attract both locals and visitors, offering the context for social, leisure and cultural experiences (Axelsen and Swan, 2010; Nicholson and Pearce, 2001). According to global meeting and events forecast report 2017, the number of events, attendees and event budget will increase.

Likewise, social media has dramatically changed the planning for and engagement with travel experiences (Gretzel and Yoo, 2008). In the context of online marketing, social media has become one of the fastest growing communication medium/technologies adopted in the internet environment and the tourism marketing as well (Buhalis and Law, 2008; Gretzel *et al.*, 2008). It has changed the way people communicate, making it the new norm in social communication for our modern civilization (Qualman, 2009). As a result of the integration of people and the rapid development of social media, marketers in general and, in this case, event marketers in particular, have realized the importance of social media as a marketing tool. They have started using it as a marketing channel to communicate with their customers (Kaplan and Haenlein, 2010). When an organization announces a new product or an event through social networking sites (SNSs), users learn about it rapidly and can interact with it before trying it out as a product or a service or attending it as an event (Cong, 2013).

One of the main goals of event marketing is to help attendees learn more about the event and experience something new (Hoyle, 2002). Social media networking offers a great opportunity to interact with event organizers, marketers and attendees. As a result,

event managers are expected to pay attention to social media and include it in their event marketing plans (Lee *et al.*, 2012). Furthermore, potential event attendees can depend on other people's experiences shared on social media because of the experiential nature of this sector (Litvin *et al.*, 2008). In addition to the informational benefits of social media, research has shown that reading people's posts related to their travel experiences made travel planning more enjoyable (Gretzel and Yoo, 2008; Lin and Lu, 2011). Furthermore, enjoyment acts as a stimulus of online travel content generated by travelers (Gretzel *et al.*, 2008).

While social media has improved event marketing, literature about social media and the event industry is in the early stages of inquiry. The purpose of this study was to fill the research gap by using the Theory of Planned Behavior (TPB) (Ajzen, 1991), to assess factors that affected event participants' decision to attend, or intention to participate in, events by using information from social network websites. The study explored the impact of SNSs in regard to motivating people to attend events. More specifically, the research examined the impact of event fans' attitudes, subjective norms and perceived behavioral control on their intentions to go to events based on SNSs marketing. In addition, the researchers examined the impact of perceived enjoyment on event fans' attitudes towards events pages on SNSs.

Literature review

Social media marketing

Social media marketing is said to be more cost effective than traditional marketing channels. In this context, Kirtis and Karahan (2011) explored the importance of social media marketing and whether the marketing cost in social media was less than the marketing cost in traditional media. Their study concluded that social media is an effective marketing tool that helped reduce marketing expenses because it is fast, accessible and an easy method to share information.

While most social media literature defines social media in general, Kotler *et al.* (2006, p. 30) put a definition for social media marketing. They defined it as "a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others". As such, business enterprises have adopted social media as a communication channel to reach customers (Neti, 2011). Many studies have offered empirical analysis about specific industries' use of social media in their marketing methods, while there is a consensus on the importance and usefulness of social media in most marketing plans regardless of the industry.

Ab Hamid *et al.* (2013) examined hotel customer perception on the importance of social media in making their purchase decision and how social media impacts customers trust in the service provider and retention. They found positive correlations between the use of social media, trust and hotel customer retention. The authors, therefore, recommended that hotel managers focus on social media as an effective marketing tool.

Sin *et al.* (2012) tested factors that affected young Malaysian consumers' online purchase intention through social media. They built their study tool based on the Technology Acceptance Model TAM and the Theory of Reasoned Action (TRA). Three factors were examined in this study: perceived ease of use, perceived usefulness and subjective norms. The study concluded that perceived usefulness was the factor that most influenced young consumers' online purchase intentions through social media, followed by perceived ease of use and subjective norms. Further, Ayeh *et al.* (2013) investigated the intention to use consumer-generated media for travel planning. They found that ease of use, usefulness, similarity of interest, trustworthiness and enjoyment have a direct effect on travelers' attitude as well as travelers' attitude has a direct effect on travelers' intention.

Facebook event pages and social media, in general, help potential attendees identify local events, encounter reviews and create more public relationships rapidly and easily; these factors play a critical role for event organizers and helps increase overall attendance (Becker *et al.*, 2009). Additionally, social interactions among fans on Facebook event pages are expected to create an emotionally engaging environment, which will, potentially, increase the number of attendees. Hence, Facebook event pages were selected for the current study, which aimed to explore how emotional factors, such as arousal and valence, affected users' utilization of social media as well as their attitudes toward using social media to learn about and attend events (Lee *et al.*, 2012).

Further, prior studies used perceived enjoyment as one predictors of technology adoption and social media acceptance. Liu and Arnett (2000) examine the contributing factors of website success. They found enjoyment was one of the most important factors of website success. In technology acceptance literature, enjoyment as intrinsic motivation has been found as a predictor in technology acceptance behavior (Zhang *et al.*, 2008). Moreover, Lee *et al.* (2012) investigated the factors that influence special event fans' attitudes and behavior toward Facebook event pages. The findings indicated that perceived enjoyment of Facebook has significantly influences users' attitudes and intentions toward an event.

Social media is one of the best available marketing tools to enable a brand to connect with potential consumers by winning consumers' trust. In her research, Neti (2011) discussed the concepts of social media, social media marketing and the growth and benefits of social media. Her study concluded that social media is no longer fad. Rather, it has become one of the main communication tools between consumers themselves and consumers and businesses. Neti's study also found that blogging had a positive impact on a company's branding and growth. The study recommended that every business should adopt social media as a marketing tool.

Therefore, *H1*, *H2* and *H3* were as follows:

- H1*. Perceived enjoyment will influence event fans attitudes towards using social media as a tool to find out about and decide to attend events.
- H2*. Event fans' attitudes will influence their behavioral intentions towards using social media as a tool to find out about and decide to attend events.
- H3*. Event fans' subjective norms will influence event fan's behavioral intentions towards using social media as a tool to find out about and decide to attend events.

Event marketing

Marketing is crucial for any industry because it plays a primary role in attracting customers. Without marketing, event organizers will not be able to attract an audience for their events. Event products generally include a combination of goods, sponsorships, vendors and ticket sales, which represents a challenge for event marketers (Van der Wagen and Carlos, 2005). According to Business Dictionary (2015), event marketing is the "activity of designing or developing a themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization". This definition makes it clear that event marketing is part of service marketing. When marketing something intangible such as an exhibit or a music festival, service is a significant component. The challenge is that it is difficult to market something that the customer cannot take home, such as the event's atmosphere. Therefore, event marketers need to provide physical evidence to convince

their target market to attend the event such as brochures, advertisements, billboards and more (Strydom, 2004).

There is no doubt that the internet in general and social media, in particular, have influenced our daily lives (Zhang *et al.*, 2008). Social media has empowered consumers and allowed them to easily get information about products or services and share information. As a result, consumers' behaviors are influenced significantly by social media (Mangold and Faulds, 2009). It is apparent that the event marketing domain is not exempt from social media. In fact, social media serves as an important marketing tool to enhance communication between marketers and their audiences, especially as traditional advertising methods' effectiveness are diminishing with time (Lee *et al.*, 2012).

Dholakia and Durham (2010) conducted a study about a Facebook fan page they created to investigate how much a business can influence its customers. They launched a Facebook page to attract fans and then peppered them with messages and offers. The authors promoted a popular Houston-based bakery and café chain and observed behaviors of customers who became fans of the page versus those who were not fans. The study found that fans increased their store visits per month after they joined the page. Fans generated more positive word-of-mouth than did non-fans. The fans also reported having significantly greater emotional attachment to the store, which suggests a higher tendency to recommend the store to friends.

Therefore, *H4* and *H5* were as follows:

- H4.* Perceived behavioral control will influence event fans' behavioral intentions towards as a tool to find out about and decide to attend events.
- H5.* Event fans' behavioral intentions about using social media will influence their decisions to attend events.

The theory of planned behavior

The TPB was used to understand factors that affected event fans' decisions about attending or planning to attend events by using social network websites. The TRA has been widely used to explain factors that affect potential users' behavioral intentions to use a new system or technology (King and He, 2006). Indeed, the TPB is an extension of the TRA (Ajzen and Fishbein, 1980). This version of the TPB helped overcome the shortfall of the TRA by adding perceived behavioral control as a variable (Ajzen, 1991). Thus, the TPB emerged as a framework to understand, predict and change individuals' behavior (Ajzen, 2012).

The TPB (Ajzen, 1991) links beliefs and behavior and describes the strength of attentions as a central factor in which the immediate antecedent is the performance of a behavior. These attentions reflect the motivational influences that prompt a certain behavior. Therefore, predicting an individual's intention is largely built on three antecedents: the individual's attitude about behavior, subjective norms and perceived behavioral control.

Attitude towards a behavior is assumed to be based on behavioral beliefs and refers to an individual's evaluation of the likely consequences of the target behavior (Ajzen, 2012, 2005). Subjective norms are social factors that affect behavior. These norms are based on the opinions of important referents such as family members and close friends regarding what individuals must do or whether should they perform the behavior (Ajzen, 1991). Finally, perceived behavioral control can predict behaviors that describe a person's perception of the ease or difficulty of performing a certain behavior of interest (Ajzen, 2012, 2005). These three

antecedents of intention determine the strength of an individual's intentions toward a behavior; their importance varies across behaviors and situations (Ajzen, 1991).

The TPB has been applied in many studies to help in understanding the psychosocial variables which predict people's use of SNS as a marketing tool to read the news, share information, watch videos about events and attend events. For example, Pavlou and Fygenon (2006) applied Ajzen's (1991) TPB to explain and predict the process of e-commerce adoption by consumers. In particular, they defined the process through two online consumer behaviors: getting information and purchasing a product from a web vendor. Their results revealed the importance of trust and technology adoption variables (perceived usefulness and ease of use) as salient beliefs for predicting e-commerce adoption. Also, George (2004, p. 190) focused on online behavior and "the relationships among beliefs about Internet privacy and trustworthiness, along with beliefs about perceived behavioral control and the expectations" of others who mattered. George's results showed that beliefs about trustworthiness are positively related to attitudes toward buying online, which in turn positively affect purchasing behavior. Moreover, self-efficacy regarding purchasing is positively related to perceived behavioral control, which in turn affects online purchasing behavior.

Finally, many studies have used the TPB to predict a behavior. Social media networking sites represent an online communication channel for marketing and building relationships. However, application of this theory to understand the use of social media networks as a marketing tool is still new and needs more research. In this study, therefore, we focused on filling this gap by using the TPB to investigate social media as a marketing tool, particularly in the events industry.

Research methodology

This study used a quantitative research method, using an online survey distributed on Qualtrics. The researchers developed a questionnaire based on the TPB. The survey respondents were followers of events pages on Facebook. The sample was convenience.

Participants were primarily recruited through Qualtrics Sample Creation Service. Each participant was paid US\$5.50 to complete the survey. The requirements for participation were:

- event fans who followed US festival pages on Facebook, Twitter or Instagram;
- event fans who followed musical events on Facebook, Twitter or Instagram; and
- age greater than 18 years old.

More specifically, the survey screen question was: Please indicate which option(s) best describe you (Please select all that apply).

- I'm a fan of a festival page on Facebook.
- I'm a fan of a festival page on Twitter.
- I'm a fan of a festival page on Instagram.
- I'm a fan of musical event on Facebook.
- I'm a fan of musical event on Twitter.
- I'm a fan of musical event on Instagram.
- None of these describe me.

Also, in the survey’s introduction, the researchers highlighted that respondents must be 18 years and older to take the survey.

The TPB was used in this study to examine followers’ behavior and attitudes towards using social media as a marketing tool. By using the TPB, we explored factors which influenced participants’ decision to use social media as a marketing tool for events.

Research sample

This study used a sample of test 189 event followers in the USA by collecting responses to an online survey to try to answer the research question:

RQ1. “What factors influence you to use social media as a motivation tool to attend events?”

The study identified four factors: perceived enjoyment, attitudes, subjective norms (expectations of persons, expectations of event fan’s family) and perceived behavioral control. The questionnaire included screening questions, personal information, perceived enjoyment, attitudes, subjective norms and perceived control behavior towards an intention to continue using social media as a marketing tool.

Data collection

This study used an online survey to collect data. Data were collected from December 2015 to January 2016. The Qualtrics recruitment message provided more information about the study and contact information for the researchers. After participants linked to the survey URL, a page of research information was displayed before the survey questions. The survey took approximately 25 to 30 minutes to complete. The research introduction explained the research topic and respondents’ confidentiality in participation. The participants could finish the survey at their own pace. They were also allowed to skip questions or stop completing the survey at any time.

Data analysis and discussion

Data were compiled and statistically analyzed by using Smartpls 3 software. The data explored the five research hypotheses. A linear regression analysis was conducted to examine the proposed predictors of intention to attend events by using social media and the effect of perceived enjoyment on event fans attitudes. In addition to perceived enjoyment variable, the standard TPB variables, attitude, subjective norms and perceived control behavior were entered.

Sample profile

The study investigated the opinion of events fans toward social media marketing for events. We collected data from event page fans from three popular social media websites (Facebook, Twitter and Instagram). Table I shows that the majority of events pages fans followed Facebook events pages. Twitter was in second place, then Instagram. From the 189 participants, the following table describes total participation in the events investigated:

A total of 189 usable questionnaires were collected in this study. Among the 189 respondents, 65 per cent were female, and 35 per cent were male. Most of our respondents (37 per cent) were age 30 to 39. 67 percent of the respondents had an education level of associate’s degree or above.

Measures

The constructs of interest in this study included perceived enjoyment, attitude, subjective norms, perceived control behavior, intention and actual behavior. We adopted measures from previous literature. All constructs were measured using multi-item scales and were carried out by using a five-point Likert scale, ranging from strongly agree (1) to strongly disagree (5). The survey items were adapted from previous literature as shown in [Table II](#).

Results

Data were compiled and statistically analyzed by using the partial least square-structural equation modeling (PLS-SEM). The data explored the five research hypotheses. Following a two-step analytical approach, we first conducted the assessment of individual item reliability, internal consistency and convergent validity of our measurement scale as shown in [Table II](#). Then, we evaluated the structural model.

Measurement model results

For evaluating the convergent validity, the researchers tested:

- The composite reliability (CR) should be greater than 0.70 ([Chin and Marcoulides, 1998](#)).
- The average variance extracted (AVE) should be greater than 0.50 ([Fornell and Larcker, 1981](#)).
- All item loadings should be greater than 0.70 ([Chin and Marcoulides, 1998](#)).

The results of the analysis are shown in [Table III](#). All three criteria of convergent validity were satisfied, as shown in [Table III](#); the composite reliability ranged from 0.92 to 0.96 and the AVEs from 0.67 to 0.85. The item loadings were all higher than 0.7.

For assessing discriminant validity, this study adopted the criteria suggested by [Gefen et al. \(2003\)](#). It required the square root of the average variance extracted (AVE) for a construct to be greater than its correlation with other constructs in the model. The diagonal elements in [Table IV](#) represent the square root of AVE for each construct, while the off-diagonal elements are correlations between constructs. These results show all the square roots are larger than any correlation, and there is no cross loading.

In addition, the researchers tested discriminant validity by running Heterotrait-monotrait (HTMT) criterion test. [Table V](#) below showed the output from HTMT analysis. From the HTMT results, all the values in [Table V](#) are less than 0.85 which means there is no discriminant validity problems according to the HTMT criterions.

Structural model results

Assessment of the structural model analysis was based on the test of the hypothesized effects in our research model. [Figure 1](#) shows the results of the hypothesized structural model test, including the variance explained (R^2 value) of the dependent variable, estimated path coefficients with significant paths indicated by asterisks and associated t -values of the

No. of fans of the specific events of a total participants of 196

1	The fans of a festival page on Facebook	96	51%
2	The fans of a festival page on Twitter	48	25%
3	The fans of a festival page on Instagram	45	24%

Table I.
Number and
percentage of fans by
social media and
event types

Construct	Measures	Source
Perceived enjoyment	I have fun when I share photos about events on Facebook I have fun when I share videos events on social media I have fun when I share news about events on social media I enjoy when I share videos about events on social media I enjoy when I share news about events on social media I enjoy receiving information about events on social media	Lee <i>et al.</i> (2012)
Attitudes	Using social media to get up-to-date information about the event is a good idea Using social media to communicate with others about the event is a good idea I enjoy to share experiences about the event on social media I like to get involved with others about the event on social media Through social media, conversation with others is possible Through social media, opinion exchange with others is possible	George (2004) Peslak <i>et al.</i> (2012) Lee <i>et al.</i> (2012)
Subjective norms	My friend(s) follow the event page on Facebook My friend(s) share experiences about the event on Facebook My friend(s) think I should follow the event page on Facebook My friend(s) think I should participate in activities offered on the event's Facebook page My friend(s) think I should share experiences about the event on Facebook Others with whom I am close place a high value on sharing experiences about the event on Facebook Close family members think I should share experiences about the event on Facebook Close family members think I should participate in activities offered on the event's Facebook page Close family members share experiences about the event on Facebook Close family members follow the event page on Facebook or Twitter Close family members participate in activities offered on the event's Facebook page Close family members think I should follow the event page on Facebook	George (2004) Peslak <i>et al.</i> (2012) Sin <i>et al.</i> (2012) Limayem <i>et al.</i> (2000)
Perceived behavioral control	The event's Facebook pages make it easy for me to build a relationship with the event When I view the events' Facebook page, I have the ability to evaluate the trustworthiness of the online information about the event I like to compare my own evaluation with those left by others	George (2004) Limayem <i>et al.</i> (2000)
Intention	I predict I will frequently post messages on the event's Facebook page with great enthusiasm	George (2004) Peslak <i>et al.</i> (2012)

Table II.
Survey items

(continued)

Table II.

Construct	Measures	Source
Behavior	I intend to frequently post messages on the event's Facebook page with great enthusiasm	Sin <i>et al.</i> (2012)
	I predict I will frequently post responses on the event's Facebook page with great enthusiasm	Lee <i>et al.</i> (2012)
	I intend to frequently post responses on the event's Facebook page with great enthusiasm	Limayem <i>et al.</i> (2000)
	I currently use Facebook to obtain some information about the events that I am going to attend	Peslak <i>et al.</i> (2012)
	I will continue to use Facebook to obtain more information about the events that I am going to attend	
	I will continue to use Facebook to post messages on the event page that I am going to attend with great enthusiasm	
	I will continue to use Facebook to post responses on the event page that I am going to attend with great enthusiasm	

paths. Bootstrap resampling was used to perform the significant testing for each path. An examination of the R^2 value demonstrates that the model explains a substantial amount of the variance in the outcome variable.

Table VI shows the results of the hypothesized structural model, including the R^2 , estimated path coefficients, F square, corrected bias CI, t -values and p -Value. Based on the model performance statistics, the proposed model has a good fit to the data. Bootstrapping was used to test the significance of each path (White *et al.*, 2003). Our model explains 47 per cent of the variance in event fan attitudes, 59 per cent of the variance in event fans' intention and 55 per cent of the variance in event fans' actual behavior. The significant antecedents were perceived enjoyment, event fans' attitudes, subjective norms, perceived behavioral control and event fans' intention, with path coefficients at 0.682, 0.045, 0.419, 0.388 and 0.793, respectively. This provides support for $H1$, $H3$, $H4$ and $H5$.

Conclusion

The objective of this study was to examine the antecedent of event-fans/festival-fans' intention including event fans' attitude, subjective norms (family and friends) and perceived behavioral control along with the effect of social network to understand and predict their intention to go to events after using social network websites. Data were collected Online via Qualtrics and used to validate the model. In addition, the researchers examined the impact of perceived enjoyment on event fans' attitudes towards events pages on SNS. While event fans' attitudes had not a statistically significant impact on their behavioral intentions towards using social media to go to events ($H2$), perceived enjoyment had a statistically significant impact on event fans' attitudes towards events pages on SNS ($H1$). Similar results were found in the literature. Lee *et al.* (2012) investigated the factors that influence special event fans' attitudes and behavior toward Facebook event pages. The findings indicated that perceived enjoyment of Facebook has significantly influences users' attitudes and intentions toward an event. As expected, event fans' subjective norms also have a statistically significant impact on event fans' behavioral intentions towards using social media to go to events ($H3$). Similar to this result, Pelling and White (2009) conducted a study of young people's social networking website use. They found that attitude and subjective

Construct	Loading	Mean	SD	t-value
<i>Perceived enjoyment</i> <i>CR = 0.93; AVE = 0.69</i>				
I have fun when I share photos about events on Facebook	0.891	0.892	0.014	64.825
I have fun when I share videos events on social media	0.860	0.860	0.027	31.311
I have fun when I share news about events on social media	0.823	0.823	0.030	27.586
I enjoy when I share videos about events on social media	0.836	0.835	0.026	32.455
I enjoy when I share news about events on social media	0.821	0.820	0.029	28.139
I enjoy receiving information about events on social media	0.755	0.755	0.041	18.602
<i>Event fans' attitudes</i> <i>CR = 0.92; AVE = 0.67</i>				
Using social media to get up-to-date information about the event is a good idea	0.789	0.789	0.036	21.841
Using social media to communicate with others about the event is a good idea	0.814	0.812	0.034	23.900
I enjoy to share experiences about the event on social media	0.848	0.846	0.023	36.885
I like to get involved with others about the event on social media	0.826	0.824	0.024	34.113
Through social media, conversation with others is possible	0.796	0.794	0.034	23.502
Through social media, opinion exchange with others is possible	0.825	0.822	0.032	26.120
<i>Event fans subjective norms</i> <i>CR = 0.96; AVE = 0.68</i>				
My friend(s) follow the event page on Facebook	0.857	0.855	0.023	36.559
My friend(s) share experiences about the event on Facebook	0.854	0.853	0.023	37.588
My friend(s) think I should follow the event page on Facebook	0.778	0.776	0.027	28.679
My friend(s) think I should participate in activities offered on the event's Facebook page	0.806	0.805	0.032	24.815
My friend(s) think I should share experiences about the event on Facebook	0.798	0.796	0.029	27.087
Others with whom I am close place a high value on sharing experiences about the event on Facebook	0.836	0.836	0.025	33.633
Close family members think I should share experiences about the event on Facebook	0.843	0.842	0.021	40.333
Close family members think I should participate in activities offered on the event's Facebook page	0.831	0.831	0.027	30.419
Close family members share experiences about the event on Facebook	0.789	0.786	0.048	16.565
Close family members follow the event page on Facebook or Twitter	0.822	0.821	0.031	26.551
Close family members participate in activities offered on the event's Facebook page	0.813	0.813	0.028	28.872
Close family members think I should follow the event page on Facebook	0.843	0.842	0.022	37.828
<i>Perceived behavioral control</i> <i>CR = 0.89; AVE = 0.73</i>				
The event's Facebook pages make it easy for me to build a relationship with the event	0.857	0.857	0.021	40.496
When I view the events' Facebook page, I have the ability to evaluate the trustworthiness of the online information about the event	0.855	0.854	0.025	34.062
I like to compare my own evaluation with those left by others	0.857	0.856	0.023	36.556
<i>(continued)</i>				

Table III.
Measurement
properties

Social media

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Table III.

Construct	Loading	Mean	SD	t-value
<i>Event fans intention</i>				
<i>CR = 0.96; AVE = 0.85</i>				
I predict I will frequently post messages on the event's Facebook page with great enthusiasm	0.913	0.912	0.015	59.567
I intend to frequently post messages on the event's Facebook page with great enthusiasm	0.941	0.941	0.010	92.727
I predict I will frequently post responses on the event's Facebook page with great enthusiasm	0.917	0.916	0.018	50.357
I intend to frequently post responses on the event's Facebook page with great enthusiasm	0.923	0.921	0.015	63.240
<i>Event fans behavior</i>				
<i>CR = 0.95; AVE = 0.82</i>				
I currently use Facebook to obtain some information about the events that I am going to attend	0.894	0.895	0.017	54.100
I will continue to use Facebook to obtain more information about the events that I am going to attend	0.911	0.910	0.016	57.089
I will continue to use Facebook to post messages on the event page that I am going to attend with great enthusiasm	0.916	0.915	0.014	65.431
I will continue to use Facebook to post responses on the event page that I am going to attend with great enthusiasm	0.901	0.901	0.015	59.155

Table IV.
Fornel–Larcker
Criterion

Construct	Behavior	Behavioral intention	Event fans attitudes	Perceived behavioral control	Perceived enjoyment	Subjective norms
Behavior	0.906					
Behavioral intention	0.739	0.924				
Event fans attitudes	0.527	0.477	0.816			
Perceived behavioral control	0.635	0.700	0.516	0.856		
Perceived enjoyment	0.608	0.559	0.682	0.568	0.832	
Subjective norms	0.727	0.712	0.553	0.690	0.589	0.823

Table V.
HTMT Results

Construct	Behavior	Behavioral intention	Event fans attitudes	Perceived behavioral control	Perceived enjoyment	Subjective norms
Behavior						
Behavioral intention	0.790					
Event fans attitudes	0.565	0.509				
Perceived behavioral control	0.729	0.795	0.593			
Perceived enjoyment	0.660	0.603	0.743	0.656		
Subjective norms	0.767	0.747	0.584	0.779	0.629	

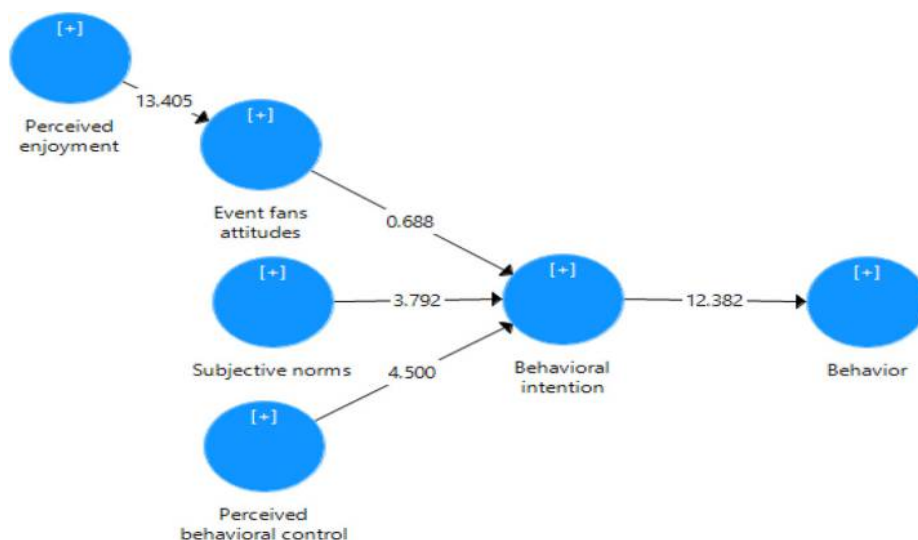


Figure 1.
Relationships
between variables in
the research model

Table VI.
Results of partial
least square-
structural equation
modeling (PLS-SEM)

Hypothesized relationship	Path coefficient	<i>t</i> value	<i>F</i> square	Bias corrected CI	<i>p</i> values	Conclusion
<i>H1</i> Perceived enjoyment → Event fans attitudes	0.682	13.405	0.869	0.180	0.05	Accept <i>H1</i>
<i>H2</i> Attitudes → Intention	0.045	0.688	0.003	0.039	0.49	Reject <i>H2</i>
<i>H3</i> Subjective norms → Intention	0.419	3.792	0.203	0.232	0.000	Accept <i>H3</i>
<i>H4</i> Perceived behavioral control → Intention	0.388	4.500	0.184	0.197	0.000	Accept <i>H4</i>
<i>H5</i> Intention → Actual Behavior	0.739	12.382	1.205	0.461	0.000	Accept <i>H5</i>

norms had a significant impact on intentions to engage in high level social networking website use and that intention had a significant impact on the actual behavior.

Moreover, perceived behavioral control influenced event fans' behavioral intentions towards using social media to go to events (*H4*). The findings for this hypothesis were similar to previous research. George (2004) focused on the relationships between beliefs about internet privacy and trustworthiness, along with beliefs about perceived behavioral control and the expectations of others who mattered and online buying behavior. The results concluded that beliefs about trustworthiness were positively related to attitudes toward buying online, which in turn positively affected purchasing behavior. Moreover, beliefs about self-efficacy regarding purchasing were positively related to perceived behavioral control, which in turn affected online purchasing behavior.

Event fans' behavioral intentions towards using social media also strongly effected these fans' decisions to attend events (*H5*). Similar to this result, Limayem *et al.* (2000) found that behavioral intention with web-based learning system use had a positive impact on actual usage.

Figure 1 shows the research findings. The model shows the relationships between variables in the research model as related to the TPB with adding perceived enjoyment.

Implications

Theoretical implications

This study provided statistical evidence supporting the applicability of the TPB within the context of event marketing and using social media. This implies a better understanding of the rational decision-making process, along with the social factors affecting the process of forming behavioral intentions and intentions. Furthermore, perceived enjoyment was incorporated within the model. Perceived enjoyment was effective in forming positive attitudes towards events' social media pages. This highlights the need to provide information and contents in an enjoyable and user-friendly way.

This study targeted respondents using three different social media sites; Facebook, Twitter and Instagram. This provided evidence for the usefulness of the theoretical framework used in this study within different contexts and social media sites.

Practical implications

This study provided evidence supporting that subjective norms and perceived behavioral control were effective in forming intention towards events page, which in turn affected actual behavior, while perceived enjoyment was effective in forming events fan attitudes towards events' social media pages. This may indicate a need for positive images of the events depicted through social media. In addition, when using social media as a marketing medium for events, event marketers and organizers should understand how other important people's opinions and perceptions affect the intention and behavior formation. This implies the need to stress the social acceptance of the events and use family ties, family and other social-units elements of events.

Perceived enjoyment seems to be an influential factor when it is come to promote events. This highlights the need to build user-friendly events' page with enjoyable interface and promote consumers feedback and info sharing with their enjoyable stories and experiences about events.

Social media networks are a relatively new marketing tool that allow people to connect, interact and share with their friends. An event marketer should use social media to help plan, promote and build events. If the marketing goal is to encourage many people to become interested in the event, then social media is a perfect tool for spreading the word to a core base of customers, members and donors.

Limitations and future research

This study has several limitations. First, because of the convenience sample, the population of this study was not optimally diverse. A larger, more diverse sample in terms of age, ethnicity, gender and education may help future research to have more robust results. The sample used was accepted to be adequate for this study. However, a larger and more diverse pool for the sample would improve the generalization of the implied findings. Second, because of the low level of participation and the privacy terms of some events pages, the researcher could not specify some specific events to survey. Therefore, the researcher used an online research company (Qualtrics) to obtain the data. Third, this study proposed intention to attend events and actual behavior as dependent variables. A future extension of this research would be the inclusion of more dependent variables, such as event ticket purchase intention by using SNSs or brand loyalty on SNSs. Fourth, this study only investigated event fans' opinions about social media as a marketing tool for events. Future research may investigate event marketers' opinions about social media as a marketing tool for events.

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