



## **INTERACTION EFFECT OF MOTIVATION TO ATTEND ON ATTENDEES' PARTICIPATION OF FILM FESTIVAL**

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<b>Article history:</b>	<b>Abstract:</b>
<p><b>Received:</b> 28<sup>th</sup> June 2024  <b>Accepted:</b> 26<sup>th</sup> July 2024</p>	<p>This study determined the relationship between motivation to attend and attendee's participation of film festival in Port Harcourt. The study employed primary sourced data that were gotten from a structured questionnaire filled by the respondents. The Taro Yemene was deployed to determine the sample size of 350 respondents while the Spearman's rank order correlation coefficient was deployed to test the hypotheses at 0.05 level of significance. The study utilized the SPSS 23 software to analyze the data. The study found that that there is significant relationship between content specificity, intellectual enrichment, socialization, escapism, prestige/social status and celebrity presence and attendee's participation of film festival in Port Harcourt. The study concluded that motivation to attend amplifies attendee's participation of film festival in Port Harcourt. Therefore, the study recommended that a unique film selection should ensue in film festivals to curate a diverse and unique selection of films that carter to different tastes and preferences and Interactive experience by offering immersive experiences, such as virtual reality exhibitions, workshops or masterclasses to encourage intellectual enrichment and complement film screenings.</p>

**Keywords:** Content Specificity, Intellectual Enrichment, Socialization, Escapism, Celebrity Presence.

### **INTRODUCTION**

Film industry around the world is becoming a show-business industry hence, one of the most popular topics for festivals. After the World War II, a lot of new film festivals appeared such as: Cannes International Film Festival, The Berlin International Film Festival, Woodstock, or the Edinburgh Festival (Cudny, 2014). Today, there are hundreds of film festivals, from generic style festivals that may have a 'fringe' attachment, to themed festivals such as science fiction film festivals (Beeton, 2005). These festivals have increased over the years for a variety of reasons: economic, socio-cultural, and political (Baez & Devesa, 2014). Thus, government of countries now encourage and support events and film festivals as strategy for economic development, nations building and destination marketing (Bowdin et al., 2012; Theocharis, 2008). Film festivals attendance provides an important source of revenue to host destinations since it attracts visitors. Aside, the direct impact of film festivals' attendance also gives the industry a different image. One of the main attributes of film festivals is its competitiveness. Since competition among film festivals and destinations is increasing, the need for the analysis of motivations for attending film festivals and events cannot be overemphasized (Getz, 2006). Motives are core factors in decision making processes and a precursor of satisfaction (Crompton & McKay, 2007).

The motives for attending a film festival are an important marketing tool for market segmentation and effective promotion (Lee, 2000; Kim, Borges and Chon, 2006). Managers and organisers of film festivals need to achieve a better understanding of attendees' motivations in order to design improved products and services.

The biggest difference between competitive and non-competitive film festivals is its content specificity, intellectual enrichment, socialization it promotes, and celebrity presence (Baez & Devesa, 2014; Burgess, 2008). The extent of competitiveness of a film festival is determined by factors such as its nature, content, location, socialization, intellectual enrichment, and the organizing body among others (Getz, 2008; Getz et al. 2006). In simply put, attendees' motivation are the factors that drive individuals to participate in events, conference, and meetings (Uysal & Hagan, 2013). According to Deci and Ryan (2020), attendees are motivated by either intrinsic factors (e.g, personal interest, learning) and or extrinsic factors (e.g, social recognition, rewards) or both.

Film festival attendees are a diverse group of individuals united by their passion. A number of studies have been done on festivals and events with their many advantages for communities (Getz, 1993). However, many festivals are still in the early stage in both practical



management and theoretical study, particularly film festivals which have increased each year leading to more attention being paid by destination marketing organizers and researchers. According to Park, Reisinger and Kang (2008), understanding consumer's motivations is a key prerequisite to creating desirable experiences and satisfaction for customers. By understanding tourists' motivations, their needs can be fulfilled through marketing activities (Xie, Costa & Morais, 2008). Fodness (1994) also stated that effective marketing is impossible without identifying, understanding, and prioritizing consumers' motivation. Increasing interests and more involvements in festivals have contributed to the growth of festivals. However, little attention has been paid to film festivals and attendee's motivation. It is on this backdrop that this study tends to examine the motivation to attend and attendee's participation of film festival in Port Harcourt.

### **STATEMENT OF THE PROBLEM**

During the last decades, researchers have paid attention to festivals. Nevertheless, even though there are studies on the motivation and satisfaction of the participants to the festivals all over the world, the literature is less rich when considering segmentation of the participants (Yolal et al., 2012; Yolal, Cetinel & Uysal, 2009; Gursay & Kendall, 2006). Research in this field with evidence from Port Harcourt, to the best of our knowledge, is rather scarce. This study attempts to fill this gap by offering a potential motivation to attend and attendee's participation of film festival in Port Harcourt. Moreover, it is expected that this particular study would provide information that may help festival organizers, decision-makers and city officials to tailor better film festivals experiences.

### **OBJECTIVES OF THE STUDY**

The main aim of the study is to examine the motivation to attend and attendee's participation of film festival in Port Harcourt. The specific objectives are to:

- i. Examine the relationship between content specificity and attendee's participation of film festival in Port Harcourt.
- ii. Determine the relationship between intellectual enrichment and attendee's participation of film festival in Port Harcourt.
- iii. Evaluate the relationship between socialization and attendee's participation of film festival in Port Harcourt.
- iv. Investigate the relationship between escapism and attendee's participation of film festival in Port Harcourt.

- v. Access relationship between prestige/social status and attendee's participation of film festival in Port Harcourt.
- vi. Examine relationship between celebrity presence and attendee's participation of film festival in Port Harcourt.

### **RESEARCH QUESTIONS**

The following questions were answered in the course of this study:

- i. How does content specificity affect attendee's participation of film festival in Port Harcourt?
- ii. To what extent does intellectual enrichment affect attendee's participation of film festival in Port Harcourt?
- iii. To what extent does socialization affect attendee's participation of film festival in Port Harcourt?
- iv. How does escapism affect attendee's participation of film festival in Port Harcourt?
- v. To what extent does prestige/social status affect attendee's participation of film festival in Port Harcourt?
- vi. How does celebrity presence affect attendee's participation of film festival in Port Harcourt?

### **RESEARCH HYPOTHESIS**

The following null hypotheses were formed in this study:

- i. **Ho<sub>1</sub>:** There is no significant relationship between content specificity and attendee's participation of film festival in Port Harcourt.
- ii. **Ho<sub>2</sub>:** There is no significant relationship between intellectual enrichment and attendee's participation of film festival in Port Harcourt.
- iii. **Ho<sub>3</sub>:** There is no significant relationship between socialization and attendee's participation of film festival in Port Harcourt.
- iv. **Ho<sub>4</sub>:** There is no significant relationship between escapism and attendee's participation of film festival in Port Harcourt.
- v. **Ho<sub>5</sub>:** There is no significant relationship between prestige/social status and attendee's participation of film festival in Port Harcourt.
- vi. **Ho<sub>6</sub>:** There is no significant relationship between celebrity presence and attendee's participation of film festival in Port Harcourt.

### **LITERATURE REVIEW**

#### **Theoretical Framework: Institutional Theory**

This theory basically attends to the deeper and more resilient aspects of social structure. The theory explains why and how film festivals came into existence, what motivates attendees to participate and the specific role



they play in providing stability and meaning to the film industry. According to Scott, (2009); (2006), the theory considers the processes by which structures, including schemas; rules, norms, and routines, become established as authoritative guidelines for social behaviour. He explains that its inquiries into the elements that motivate participants to participate in events and in the context of this discourse, indices that motivates festivals participants to attend film festivals in Port Harcourt needed to be established. Though, Scott asserts some factors such as content specificity; intellectual enrichment; socialization; escapism; prestige/social status, and celebrity presence are critical indices that motivates participants to participate in social events. However, these factors that have not been tested in the context of attendees of film festivals in Port Harcourt but we find institutional theory useful because it does not only explain why structures such as film festivals become entrenched, but also factors that inspire attendees to participate.

### **CONCEPTUAL ORIENTATION**

#### **The Concept of Motivation to Attend**

Motivation to attend may be defined as a decision-making process through which individual chooses desired outcomes and sets in motion the behaviors appropriate to acquiring them (Huczynski & Buchanan, 2020). It is the willingness to put forth effort in the pursuit of desired goals (Monday et al., 2020). Rosenzweig et al., (2019) explained that motivation to attend is influenced by the expectation of success and the perceived value of the outcome, suggesting that individuals are more likely to attend activities they find beneficial and achievable. Locke and Latham (2021) defined motivation to attend as the product of clear and specific objectives, emphasizing that individuals are more likely to engage in activities aligned with well-defined, SMART goals that contribute to their aspirations.

#### **The Meaning of Attendees' Participation**

Attendees' participation refers to the active involvement and engagement of participants in a meeting, conference, workshop, or event (Carter, 2024). Stefansdottir (2020) defined attendees' participation as active engagement and involvement of individuals attending an event, conference, meeting, or gathering. It involves physical, emotional, and intellectual involvement in the activities, discussions, and experiences offered during the event (Stefansdottir, 2020). According to Stringer (2021), attendees' participation is the active engagement and involvement of audience members in the film festival experience, including watching films, attending question and answer

sessions, participating in workshops and interacting with film makers and other attendees. Russell (2022) defined attendees' participation as involvement of persons and or group of persons in an event to fosters connections among attendees, creating a sense of belonging and shared experience that extends beyond the event.

### **Dimensions of Constructs**

Motivation to attend is a decision-making multidimensional construct, thus the independent construct of this study. The construct in the context of events participation is measured by the following: Content specificity (Taylor, 2023; Lee, 2021, & Jones, 2019); Intellectual enrichment (Johnson, 2022; Flores, 2021, & Davis, 2020); Socialization (Garcia, 2022; Miller, 2021 & Thompson, 2020); Escapism (Fletcher, 2023; Nguyen, 2022; Clark, 2021); Prestige/ Social Status (Gibson, 2023; Rubin, 2022 & Parker, 2021); Celebrity presence (Johnson, 2022; Smith, 202; & Brown, 2020). Hence, the above mentioned six dimensions were adopted in the current study. However, attendees' participation as it applied to the current study is seen as unidimensional construct. Thus, the dependable variable of this study.

### **Empirical Review**

#### **Content Specificity and Attendees' Participation**

Savelli et al. (2024) carried out study on films, festivals and contemporary worlds: for an anthropology of the visual. The ambition of the study was to contribute to the identification of a new festival period characteristic of the 2000s from a French point of view. The approach of the authors gathered here has consisted in thinking about the emergence of festival societies in the twenty-first century from an anthropological perspective, focusing on their modes of existence on the one hand and questioning the way in which, through their acts of programming, festivals think about and found the representation of contemporary worlds on the other hand. Lee et al. (2016) examined the role of identity salience in the leisure behaviour of film festival participants: the case of the Busan international film festival. The study examined several central constructs regarding leisure behaviors and the dynamic relationships among these key variables to develop a social psychological model that explains participation at the Busan International Film Festival. Using data from the Busan International Film Festival participants during the 2009 BIFF, which attracted 173,516 local and foreign visitors and showed 355 films from 70 countries in 803 screenings, the study developed a comprehensive socio-psychological model for film festival participation.



### **Intellectual Enrichment and Attendees' Participation**

Baxter et al. (2020) studied experiencing education through film: Behind the scenes of the CIES film festivalette. Ercolano et al (2017) investigated individual motivations and thematically-oriented film festival attendance: an empirical study based on spectators of the Artecinema international documentary festival in Naples (Italy). The study aimed to contribute to the recent literature that has studied the determinants of festival attendance by focusing on a case study represented by the 2015 edition of Artecinema. Using original survey data, our paper aims to provide an empirical analysis of motivations explaining why people attend this type of festival. The study identified three independent latent motivations related to entertainment, love of arts, and social relations.

### **Socialization and Attendees' Participation**

Diestro-Dópido (2021) examined film festivals: cinema and cultural exchange. The study explored film festivals as sites of cinematic, cultural, social, political and economic exchange, as well as the multiple ways in which these events produce cultural value. The study draws on three detailed case studies: the Buenos Aires Festival de Cine Independiente, known as BAFICI, in Argentina; the BFI London Film Festival in the UK; and the San Sebastian International Film Festival in Spain. Ozduzen (2016) studied film festivals and social movements intertwined: the spatial activism of the Istanbul Film Festival audience during the Gezi protests. The study focuses on the relationship between film festivals and political activism by taking the International Istanbul Film Festival (IIFF) audience as a case study during the Gezi uprising. The findings of the study make a unique interdisciplinary contribution to the existing literature on film festivals as well as urban research and social movements.

### **Escapism and Attendees' Participation**

Mahdzar (2022) looked into exploring relationships between experience realms and satisfaction of visitors within festival event. The study attempts to explore the visitors' experiences in Bazaar Ramadhan. A total of 132 responses were collected from visitors that visits bazaar Ramadhan and from visitors that had experience visiting the bazaar. Correlation and regression analysis were performed to test the relationship between the variables. Based on the results, there were positive associations between the five realms of event experience and visitors' satisfaction. Sobitan and Vlachos (2020) investigated immersive event

experience and attendee motivation: a quantitative analysis using sensory, localization, and participatory factors. A targeted online survey obtained a sample of n = 201 participants who had attended an immersive event within the past year. The results revealed that novelty and entertainment are highly important to attendee motivation

### **Prestige/Social Status and Attendees' Participation**

Yolal et al. (2019) examined multidimensional scaling of spectators' motivations to attend a film festival. The purpose of the article is to examine spectators' motivations to attend a film festival in the context of demographic characteristics. For the purpose, data were collected utilizing a self-administered questionnaire from the 742 audience members who attended the film screenings during the 18th International Eskisehir Film Festival. Findings of the study suggested that international Eskisehir Film Festival participants were mostly young, single, high school graduates and visited the festival with their friends. Motivational factors were grouped under four dimensions, namely novelty, socialization, escape, and togetherness.

### **Celebrity Presence and Attendees' Participation**

Yen and Croy (2016) examined film tourism: celebrity involvement, celebrity worship and destination image. The purpose of the research was to examine the relationship between celebrity involvement and destination image, and to clarify the role of celebrity worship for film tourists. A quantitative method is adopted to examine the hypotheses, and by applying multiple regression analysis. Questionnaire data from 390 Taiwanese purposeful film tourists indicate that celebrity involvement is positively related to destination image. The findings contribute to understanding this specific type of film tourist, and especially the role of celebrity in their image, motivations and decision. Research implications suggest that celebrity and film can be an effective promotional tool to induce these specific film tourists. Reijnders and Xu (2018) investigated getting close to the media world? On the attraction of encountering film industry professionals at Shanghai International Film Festival. The study probes into the meanings attached to media encounters in the Chinese context, by focusing on film festival-goers' motivations and experiences at the 19th Shanghai International Film Festival. Based on in-depth interviews and participant observation, results show that SIFF goers expect to get close to film industry professionals, and by attending talks, they hope to gain insights into



the film production process and discover the personal drives of production team members.

**Operational Framework of the study**

Operational framework of the study showing the conceptualized relationship between motivation to

attend and attendees’ participation of film festival in Port Harcourt. The independent variable of the model has six dimensions. The dependent variable which is attendees’ participation is a uni-dimensional construct as shown in Figure 1.

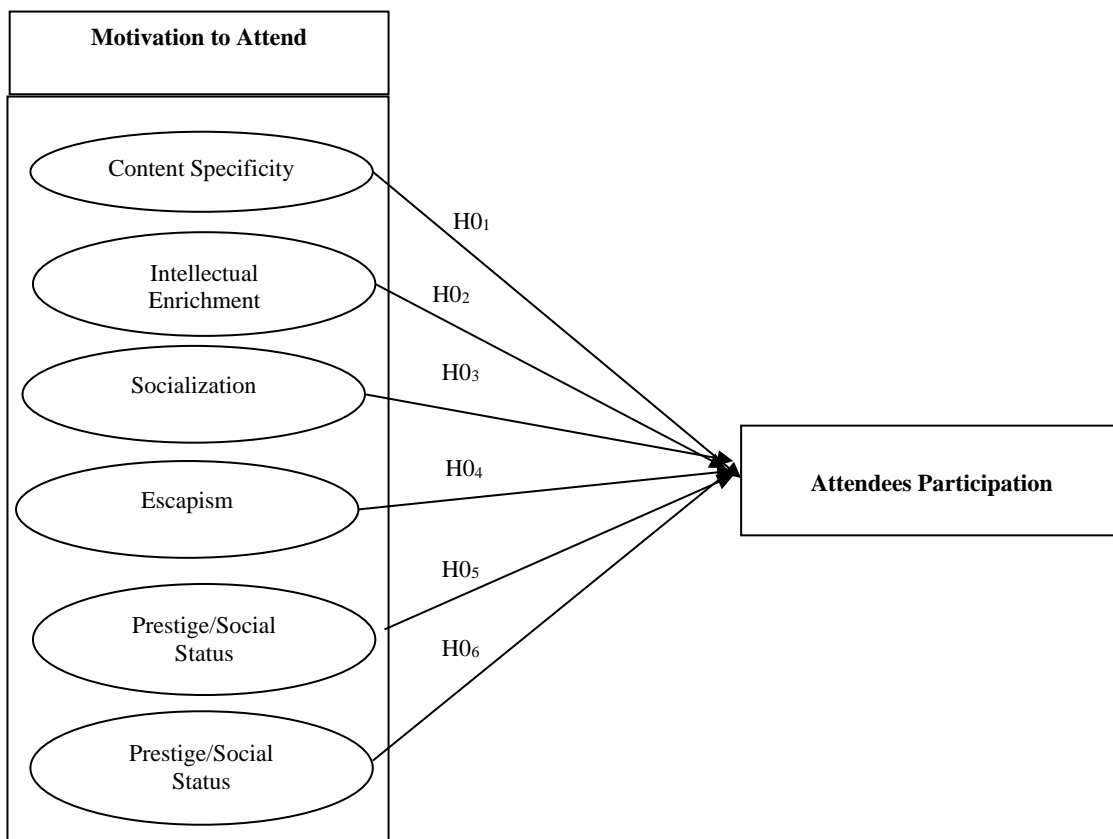


Figure 1: Motivation to attend and attendee’s participation of Film Festival Model for Port Harcourt. Source: Researcher’s Operationalization (2025).

**RESEARCH METHODOLOGY**

**Research Design**

The research design adopted in this study is the survey method. The survey method relies on a sample of elements from the population of the study.

**Population for the Study**

The target population for this study consisted of film festivals attendees in Port Harcourt. The population size of the study could not be determined as it was unknown.

**Sampling Procedure/Sample Size Determination**



Sampling refers to the process of selecting units of observation from the population (Kothari, 1990). Since the population of this study is unknown, the researchers thus, adopted the Freud and Williams (1992) formula to determine the sample size.

where:

n = Sample size

z = Standard deviation for desired confidence value/level of confidence

p = Probability or percentage of positive responses

q = Probability or percentage of negative responses

e = Level of significance/margin error

n = unknown,

z = 1.96,

p = 0.69,

q = 0.33,

e = 0.05

$$n = \frac{(1.96)^2 (0.69)(0.33)}{(0.005)^2}$$

$$n = \frac{3.8416(0.2277)}{0.0025}$$

$$n = \frac{0.8747}{0.0025}$$

$$n = 350$$

#### Instrumentation

Questionnaire was used for the survey purpose in this research. In designing the questionnaires, extra caution was taken for better clarification of each question. The questionnaire was formed through the adaptation of questionnaires from previous journals. The questionnaires were divided into two sections; Section A deal with the demographic characteristics of the respondents, and Section B answer the question raised in the study. Postulated in line with the research

questions and hypotheses of this study options and alternatives were provided for each respondent to pick or tick one of the options based on four (4) point likert scale with weight assigned as; Strongly Agree (SA)= 4, Agree (A) = 3, Disagree(D)=2, Strongly Disagree (SD)=1.

Validation and Reliability of the Research Instrument Validity according to Uzuagulu (1998) is the extent to which a test measures what it is supposed to measure. In other to ascertain the content validity of the instrument, the researcher employed the use of face validity on the questionnaire which was based on subjective evaluation. This assessment was ascertained by experts in the researcher's faculty. On the basis of this review, few changes were made to some of the items. The structure and language of the questionnaire were modified in the light of their corrections. The instrument was structured in such a way as to minimize the effect of errors like inconsistency and ambiguity.

Reliability is used to tests if a study fulfils its predicted aims and hypothesis. It basically addresses the overall consistency of a research study's measure (Cumming, 2014). To ascertain the reliability of the study, a pilot test was conducted to determine the extent at which the items in the instrument measure each of the constructs. The variables in the questionnaires were tested for its reliability using SPSS version 23. The reliability test for each variable in the instrument were examined for its Cronbach's Alpha with the results the variables in the instrument having Cronbach's Alpha reading > 0.7., as suggested in Hair et al., (2006) and Nunnally (1967) as shown in Table 1.

**Table 1: Reliability of Dimensions of Motivation to Attend Construct**

Construct	Number of Items	Cronbach's Alpha
Content Specificity	4	.884
Intellectual Enrichment	4	.782
Socialization	4	.792
Escapism	4	.749
Prestige/Social Status	4	.834
Celebrity Presence	4	.884

**Source: Researcher's Computation (2025).**

#### Data Analysis Techniques

Descriptive statistics was used to analyses questionnaire distribution and respondents' demographics characteristics. Pearson's correlation was used to decide the degree of linear relationship between any two of the image variables. According to James and Lani (2013) if the Correlation Coefficient value is (+1), it shows that the relationship is positive and strong, and if it is (-1) the relationship is strong but inverse, therefore the Correlation Coefficient should not be



more than (+1) and should not be less than (-1), while (0), indicates a weak relationship, and is either positive or negative.

**RESULTS AND FINDINGS**

Univariate Analysis of Dimensions of the Independent Variable

Table 2 to 7 shows the mean score of the items used to gather information from the respondents.

**Table 2: Item Analysis of Content Specificity**

Items	N	Min	Max	Mean	Std. Deviation
Film festivals should be organized based on content of interest	247	1	4	2.71	.744
How Specific was the film festival's content to your needs and goals?	247	1	4	3.53	.814
Film festivals are unique to its content compared to other events	247	1	4	2.77	.774
Does the festival provide content that resonates with your personal interests or preferences?	247	1	4	3.26	.702

Source: Researcher's Computation (2025).

The results as shown in Table 2 indicate varying perceptions of content specificity in film festivals in Port Harcourt. Respondents moderately agreed that festivals should be organized based on content of interest (M=2.71, SD=0.744) and that festivals are unique in content compared to other events (M=2.77, SD=0.774). However, there is stronger agreement regarding the alignment of festival content with attendees' needs and goals (M=3.53, SD=0.814) and the resonance of festival content with personal preferences (M=3.26, SD=0.702). This suggests that while there is some recognition of content-specificity, greater efforts to align festival content with unique interests and goals could further enhance their appeal. The standard deviations indicate relatively consistent responses across all items.

**Table 3: Item Analysis of Intellectual Enrichment**

Items	N	Min	Max	Mean	Std. Deviation
Film festival themes and topics are relevant for personal and professional interests	247	1	4	2.64	.814
Knowledge is acquired through film festivals	247	1	4	2.25	.872
Intellectual stimulation is needed for film festivals	247	1	4	2.71	.711
Does attending the festival inspire creative or intellectual growth?	247	1	4	2.88	.833

Source: Researcher's Computation (2025).

The result of the descriptive statistics as shown in Table 3 revealed a moderate agreement among respondents regarding the intellectual and personal relevance of film festivals. The mean score of 2.64 suggests that themes and topics are somewhat aligned with personal and professional interests. Knowledge acquisition through festivals received a slightly lower mean of 2.25, indicating a weaker perception of learning opportunities. However, intellectual stimulation (mean = 2.71) and inspiration for creative growth (mean = 2.88) scored higher, reflecting stronger agreement on the festivals' capacity to foster intellectual and creative enrichment. The standard deviations, ranging from 0.711 to 0.872, indicate moderate variability in responses, suggesting diverse experiences among attendees. Overall, film festivals are perceived as intellectually engaging, though with room for enhanced relevance and learning opportunities.

**Table 4: Item Analysis of Socialization**



Items	N	Min	Max	Mean	Std. Deviation
People attend film festivals in order to meet new people and make friends.	247	1	4	2.69	.768
New opportunities are created through socialization in film festivals.	247	1	4	2.71	.807
Do you think it is important to socialize with new people in events like film festivals?	247	1	4	2.85	.745
Are there social events or interactive activities that encourage engagement among attendees?	247	1	4	3.07	.791

Source: Researcher's Computation (2025).

The data as shown in Table 4 revealed a moderate tendency for socialization at film festivals in Port Harcourt. Respondents agree that social events and interactive activities encourage attendee engagement (Mean = 3.07, SD = 0.791), showing this as a prominent feature. The importance of socializing at such events is also acknowledged (Mean = 2.85, SD = 0.745). However, the act of meeting new people and making friends (Mean = 2.69, SD = 0.768) and creating new opportunities through socialization (Mean = 2.71, SD = 0.807) show slightly lower averages, indicating room for improvement in fostering these aspects. Overall, while film festivals support engagement, greater focus on social networking opportunities could further enhance attendees' experiences.

**Table 5: Item Analysis of Escapism**

	N	Min	Max	Mean	Std. Deviation
Do you think people attend film festivals to get away from things in their thought?	247	1	4	2.94	.711
Do you think people get lost in the festival due to escapism?	247	1	4	2.59	.735
People fail to understand the purpose of their being in the festival due to escapism.	247	1	4	2.87	.878
Do the films showcased offer immersive or transportive experiences?	247	1	4	2.62	.894

Source: Researcher's Computation (2025).

The responses as shown in Table 5 suggested a moderate agreement with the idea that escapism influences attendance at film festivals in Port Harcourt. The mean score of 2.94 for using festivals as a mental getaway indicates that many participants view this as a key motive. Similarly, the mean of 2.87 suggests that escapism might cause some attendees to lose focus on their purpose at the event. The immersive or transportive nature of the films is also moderately supported (mean = 2.62), though slightly less pronounced. Overall, the data reveals that while escapism plays a role, its influence varies, with attendees not fully agreeing on its dominance as a factor.

**Table 6: Item Analysis of Prestige/Social Status**

	N	Min	Max	Mean	Std. Deviation
It is important to attend film festivals based on your social status and professional reputation?	247	1	4	2.58	.733



Would you rate the prestige of the Port Harcourt film festival?	247	1	4	2.73	.806
People attend film festival to network with industry professionals.	247	1	4	2.56	.724
Is attending the festival considered a prestigious activity within your social circle?	247	1	4	2.47	.772

Source: Researcher’s Computation (2025).

The result of the analysis as shown in Table 6 indicates a moderate agreement among respondents regarding the prestige and social value of attending film festivals in Port Harcourt. The mean scores, ranging from 2.47 to 2.73, suggest that while prestige and professional networking are recognized as factors, they are not overwhelmingly influential. The highest mean (2.73) reflects moderate acknowledgment of the festival's prestige, while the lowest (2.47) shows a slightly lesser alignment with the idea that attending is considered prestigious within social circles. The standard deviations (0.724–0.806) indicate relatively consistent opinions, with some variability in how respondents perceive these aspects. Overall, social status and networking are important but not dominant motivations for attendance.

**Table 7: Item Analysis of Celebrity Presence**

	N	Min	Max	Mean	Std. Deviation
The presence of celebrities boosts the attendance of film festivals?	247	1	4	2.36	.862
Do you think celebrity presence influence the goal of the film festival?	247	1	4	2.51	.859
Would you attend a film festival now if a notable celebrity is coming?	247	1	4	2.77	.914
Are there opportunities to interact with or see celebrities at the festival?	247	1	4	2.84	.778

Source: Researcher’s Computation (2025).

The results as show in Table 7 revealed a moderate influence of celebrity presence on film festival dynamics in Port Harcourt. Respondents agree that celebrity presence slightly boosts attendance (M=2.36, SD=0.862) and somewhat influences the goals of the festival (M=2.51, SD=0.859). The prospect of attending a festival featuring a notable celebrity is more appealing (M=2.77, SD=0.914), suggesting increased interest due to celebrity participation. Opportunities to interact with or see celebrities received the highest mean score (M=2.84, SD=0.778), indicating that such chances significantly enhance audience engagement. These findings underscore the role of celebrity presence in driving participation and shaping attendees’ experiences, albeit with some variability in their influence.

**Bivariate Analysis of the Independent and Dependent Variables**

The results of the analysis of the relationship between motivation to attend and attendees’ participation is shown in Table 8.

Table 8: Relationship between motivation to attend and attendees’ participation

		APAT	CSPE	IERM	SOCI	ESCP	PSOC	CEPR
Pearson Correlation	APAT	1.000						
	CSPE	-.045	1.000					
	IERM	.003	.199	1.000				
	SOCI	.034	.181	.947	1.000			
	ESCP	.974	-.024	-.007	.029	1.000		
	PSOC	-.114	.225	.656	.585	-.110	1.000	



	CEPR	.025	.175	.939	.993	.019	.582	1.000
Sig. (1-tailed)	APAT	.						
	CSPE	.012						
	IERM	.040	.000	.				
	SOCI	.020	.001	.000				
	ESCP	.000	.034	.043	.000	.		
	PSOC	.021	.000	.000	.000	.024		
	CEPR	.037	.001	.000	.000	.034	.000	.000.

Source: Researcher’s Computation (2025).

The results of the analysis of the relationship between motivation to attend and attendees’ participation shown in Table 8 reveals that the six hypotheses (i.e., H<sub>01</sub> - Content Specificity (r = -.045; p < .05); H<sub>02</sub> - Intellectual Enrichment (r = .003; p < .05); H<sub>03</sub> - Socialization (r = .034; p < .05), H<sub>04</sub> - Escapism (r = .974; p < .05); H<sub>05</sub> - Prestige / Social Class (r = -.114; p < .05), and H<sub>06</sub> - Celebrity Presence (r = .025; p < .05) were all supported. Regarding the strength and the direction of the relationship between each of the dimensions of motivation to attend- Content Specificity (r = -.045) have a medium and negative relationship; Intellectual Enrichment (r = .003) have a small and positive relationship; Socialization (r = .034) have a medium, Escapism (r = .974) have a large and positive relationship, Prestige / Social Class (r = -.114) have a large and positive relationship, and positive relationship; and Celebrity Presence (r = .025) have a small and positive relationship.

The results of the analysis of the relationship between motivation to attend and attendees’ participation is shown in Table 9.

**Table 9: Model Summary: Motivation to attend and attendees’ participation**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.974 <sup>a</sup>	.949	.948	.741	.949	986.227	6	316	.000

a. Predictors: (Constant), CSPE, IERM, SOCI, ESCP, PSOC, CEPR.

b. Dependent Variable: APAT

Source: Researcher’s Computation (2025).

From Table 9, it was depicted that the R-square of the model is .949 which implies that the six dimensions of motivation to attend explained 94.9% of the variance in attendees’ participation of film festival in Port Harcourt. Thus, the remaining 5.1% is due to other factors and residuals. Also, the multiple R = .974, hence revealed a significantly large relationship between independent variables (i.e., Dimensions of **Motivation to attend**) and the dependent variable (**Attendees’ participation**).

The results of the analysis of the relationship between motivation to attend and attendees’ participation as shown in Table 10 reveals the extent of the validity of the model.

**Table 10: ANOVA<sup>a</sup>: Motivation to attend and attendees’ participation**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3250.473	6	541.746	986.227	.000 <sup>b</sup>
	Residual	173.582	316	.549		
	Total	3424.056	322			

a. Dependent Variable: APAT

b. Predictors: (Constant), CSPE, IERM, SOCI, ESCP, PSOC, CEPR.

Source: Researcher’s Computation (2025).

Table 10 indicates that the result of the analysis shows that F value was significant (F= 988.227, p=.000). This shows that the model is valid. Thus, based on the findings it can be concluded that there was a linear relationship between



motivation to attend and attendees' participation in respect of film festival in Port Harcourt. Aside reporting the extent of the validity of the model, Tabachnick & Fidell (2007) suggested reporting the dimension of motivation to attend that mostly predict attendees' participation, hence, motivation to attend attribute with the higher *beta* is considered the most predictor as shown in Table 11.

**Table 10: Coefficient Contributions of motivation to attend on attendees' participation**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.105	.417		2.649	.008	.284	1.925
CSPE	-.018	.011	-.022	-1.698	.090	-.039	.003
IERM	.077	.051	.065	1.503	.134	-.024	.179
SOCI	-.082	.136	-.069	-.602	.548	-.350	.186
ESCP	1.190	.016	.973	75.458	.000	1.159	1.221
PSOC	-.022	.017	-.022	-1.266	.206	-.057	.012
CEPR	.036	.125	.031	.290	.772	-.210	.282

Source: Researcher's Computation (2025).

In the context of the present study, the results as shown in Table 10 suggests that escapism recorded a highest beta value (beta = .973), followed by socialization (beta = .069), and Intellectual Enrichment (beta = .065). Hence, escapism mostly predicts attendees' participation of film festival in Port Harcourt.

**DISCUSSION OF FINDINGS**

The first objective of the present study examined the relationship between content specificity and attendees' participation of film festival in Port Harcourt. The results of this study revealed that a negative but significant relationship exists between content specificity and attendees' participation of film festival in Port Harcourt. The outcome of this study confirms the results of previous literature as reported in Savelli et al. (2024), and Lee et al. (2016). In addition, the second objective of this study examined the relationship between intellectual enrichment and attendees' participation of film festival in Port Harcourt. The results of this study revealed that a positive but significant relationship exists between intellectual enrichment and attendees' participation of film festival in Port Harcourt. The outcome of this study confirms the results of previous literature as reported in Baxter et al. (2020), and Ercolano et al (2017).

Furthermore, the third objective of this study examined the relationship between socialization and attendees' participation of film festival in Port Harcourt. The results of this study revealed that a positive and significant relationship exists between Socialization and attendees' participation of film festival in Port Harcourt. The

outcome of this study confirms the results of previous literature as reported in Diestro-Dópido (2021), and Ozduzen (2016). Once more, the fourth objective of the present study examined the relationship between escapism and attendees' participation of film festival in Port Harcourt. The results of this study revealed that a positive and significant relationship exists between escapism and attendees' participation of film festival in Port Harcourt. The outcome of this study confirms the results of previous literature as reported in Mahdzar (2022) Sobitan, and Vlachos (2020).

The fifth objective of the present study examined the relationship between prestige / social class and attendees' participation of film festival in Port Harcourt. The results of this study revealed that a positive and significant relationship exists between prestige / social class and attendees' participation of film festival in Port Harcourt. The outcome of this study confirms the results of previous literature as reported in Yolal et al. (2019). Finally, the sixth objective of the present study examined the relationship between celebrity presence and attendees' participation of film festival in Port Harcourt. The results of this study revealed that a positive and significant relationship exists between celebrity presence and attendees' participation of film festival in Port Harcourt. The outcome of this study confirms the results of previous literature as reported in Yen and Croy (2016), and Reijnders and Xu (2018).

**CONCLUSION AND POLICY IMPLICATIONS**

The present study was conducted on the basis of institutional theory. Congruently, in accordance with the



Motivation to attend and attendee's participation of Film Festival Model for Port Harcourt used for this study, research objectives, and hypothesis predictions were developed in consonance with the previous literature that explored the contributions of various constructs towards explaining the relationship between the constructs in the context of film festival in Port Harcourt. Fortunately, answers to these research objectives have been found; while all the proposed hypotheses were investigated and found to be supported.

It is therefore critical to state that dimensions of motivation to attend such as the content specificity, and intellectual enrichment factor of the film festival are critical quality indices organisers of film festival events should not endeavour to miss out while packaging film event. Aside, film festival should have socialization content, ability to provide escapism, and conform to the prestige / social class, of the participants. Finally, celebrity capable of adding satisfactory value to the event should be part of the festival to stimulate the satisfaction of the participants.

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