

Event Tourism Marketing and Customer Satisfaction in Benin City

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Abstract

The study examined event tourism marketing and customer satisfaction in Benin City. The broad objective of this study was to evaluate the relationship between event tourism marketing and customer satisfaction in Benin City. The specific objectives were to evaluate the relationship product, price, promotion and place as dimensions of event tourism marketing enable customers (tourists) to derive satisfaction in Benin. The study adopted the survey research design; data were collected through the aid of a structured questionnaire. Research questionnaire was structured according to the research questions and distributed to the sample population of four hundred (400) respondents. Two hundred and fifty (250) research questionnaires were retrieved while one hundred and fifty (150) research questionnaires were not retrieved. Descriptive statistics technique was used to analyze the quantitative data. Coding was done in the Statistical Packages for Social Science analysis and the output interpreted. Inferential statistics such as regression analysis were used to estimate the existence of relationship among variables. The study revealed that there was significant and positive relationship between price, place tourism and customer satisfaction in Benin City. It was however recommended that marketers of event in Benin City should see the events tourism to be marketed as a total package. The whole aspect of the event product, including the event venue, and quality of entertainment should be well packaged to enhance tourist's satisfaction. Marketing organizations and potential marketers in Benin City should improve on integrated marketing communication in order to attract tourists to event or carnivals.

INTRODUCTION

Events are considered as a fundamental part of society and a complex phenomenon. The awareness of events is growing as an extended concept in the special, socio-cultural, political and environment context (Moufakkir & Pernecky, 2014). It is estimated that a billion events take place every year, having a significant impact on the

countries' genuine progress indicator (GPI) (Tassiopoulos, 2010). Events can be sport, cultural, or business events, which engage many participants and have a significant impact on the reputation of the host destination (Tassiopoulos, 2010). Today, events are central issue within our culture perhaps as never before. Governments and marketing organisations now support and promote events as part of their strategies for economic development, nation building and destination marketing (Umenwaliri, Ojukwu, Umoru & Onwuchuekwa, 2021). Events are considered a special economic offer, different from both tangible products and non-material services. With regard to economics, events certainly are a market offer in the process of exchange with the aim of fulfilling specific, heterogeneous and non-material consumer needs (Gupta, Khanna, & Gupta, 2020). The attractiveness of an event emerges from its specific and original offer, uniqueness and time restriction, which differs the events from goods and services, specifically designed basic idea is linked to recognizable atmosphere and ambience that surpass ordinary economic offer for the customers (Anenechukwu, 2019).

Event tourism marketing allows a company to break through the advertising clutter, and target an audience by enhancing or creating an image through an association with a particular event, while reinforcing the product or service to result in sales (Gupta, Khanna & Gupta, 2003). Event tourism marketing has also been defined as a communication tool whose purpose is to disseminate a company's marketing messages by involving with the target group via experiential activity (Drengner, Gaus, & Jahn, 2008). Contemporary offer of events incorporates various services for broadening and completing the event program. With regard to the quality of service, the event visitors accommodate certain expectations and demands, were events are important motivator of tourism and figure prominently in the development and marketing plans of most destinations (Diun-Aweto *et al.*, 2019).

The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness. Event tourism marketing is a fast growing professional field in which tourists constitute a potential market for planned events and the tourism industry has become a vital stakeholder in their success and attractiveness (Getz, 2008). In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences. Travel satisfaction has been generally used as an assessment tool for the evaluation of travel experiences (Etuk, Eze & Esu, 2017). Customer satisfaction is often used to predict the likelihood of customers returning (Omorie, 2012). Tourists' positive experiences of service, products, and other resources provided by tourism destinations could produce repeat visits as well as positive word-of-mouth effects to potential tourists such as friends and/or relatives (Brooker & Burgess, 2018). The broad objective of this study is to evaluate the relationship between event tourism marketing and customer satisfaction. While the specific objectives is to determine the extent to

which product price, promotion and place as dimensions of event tourism marketing enable customers (tourists) to derive satisfaction. Benin City is one of the major cities in Edo State and the city is endowed naturally with tourist attraction sites and season cultural events that attract tourists from diver's places and this tourists traffic in Benin City has not been fully utilized potentially (Etuk, Eze & Esu, 2017). The poor marketing of event tourism has been identified as a major bottle-neck to the growth, satisfaction and development of tourism in Benin City. To fill knowledge gap, this study investigated event tourism marketing and customer satisfaction in Benin City.

LITERATURE REVIEW

Conceptual Review

Event Tourism Marketing

Tourism is the activities of tourists travelling to staying in places outside their usual environment for not more than the consecutive year for leisure, business and other purposes (Umenwaliri et al., 2021). Tourist industry consist of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists (Okonkwo, & Odey, 2018). Tourism refers to the activity of people (tourists) travelling to and staying in places outside their usual environment for leisure, recreation and business purposes. This also, involves visiting various destinations, experiencing their culture, attractions and typically involves spending funds on accommodations, transportation, food and other services (Etuk, Eze, & Esu, 2017). Moreover, tourism produces social benefits to the region such as small and medium-sized enterprises' development, creation of new jobs, and improvement of infrastructure (Okonkwo, & Odey, 2018). Event-tourism marketing as a systematic plan to develop and market event at a specific destination for those travelling in pursuit of special interest tourism (Getz & Page, 2016). Event-tourism marketing also entails, acquisitioning/sourcing of assets, allocation/control of funds, human resources and other resources to achieve the objectives of the destination/host (George, Henthorne, & Williams, 2018).

Event-tourism is widely recognized as a service sold to the tourist (customer), the tourist experience is the product, as with all products the tourist experience must be designed to highlight the benefits for the customer, it must satisfy the customer's needs, fit the customer's budget and be communicated on platforms that are convenient to consumers (Kim & Walker, 2012). Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness (Umenwaliri et al., 2021). Equally, event marketing is a fast growing professional field in which tourists

constitute a potential market for planned events and the tourism industry has become a vital stakeholder in their success and attractiveness (Locatelli, & Mancini, 2014).

Event tourism marketing is a process that comprises coming up with, organizing, carrying out, pricing, promoting and disseminating concepts, products and services to facilitate exchanges that will satisfy both individual and organizational objectives. Marketing for event tourism business is therefore focused on the marketing mix of product, place, pricing and promotion and centers on planning for tourism from the demand and supply idea to please both visitors and communities (Ogunberu, 2011).

Dimensions and Development of Marketing Mix of Event Tourism Marketing

The dimensions are variables used to proxy marketing mix of event tourism marketing in this study. The dimensions are product, price, place and promotion.

Product Tourism Marketing

Product tourism marketing focuses on promoting specific products within the tourism industry, such as hotels, resorts, tourist attractions and travel packages (Etuk, Eze & Esu, 2017). It involves creating targeted campaigns to showcase the unique features, benefits, and experiences offered by these products to attract travelers (Okonkwo, & Odey, 2018). Product and event tourism marketing require understanding the target audience, crafting compelling messages, utilizing appropriate channels (such as social media, online advertising, partnerships), and measuring the effectiveness of campaigns to ensure maximum impact and return on investment. Product in event marketing is the event itself, as well as the overall marketing effort (Alexandru, 2013). Prideaux (2005) outlined the physical aspect of event product as the event venue, quality of food, and quality of entertainment. These determine, to a large extent the category of target audience that would be attracted. In tourism industry, product is a non-tangible item regarded as service rendered to tourist as an essential desire yearning for satisfaction. Product is anything that can be offered to satisfy tourist needs and wants (Wahlers, & Bach, 2014). The concept of a product is not limited to physical objects, this means that anything capable of satisfying a need can be called a product. Products include experiences, persons, places, organizations, physical item and ideas (Sorrentino, Fu, Romano, Quintano, & Risitano, 2020).

Price Tourism Marketing

Price plays a significant role in tourism marketing, influencing travelers' decisions on where to go and what activities to participate in (Gupta, Khanna, & Gupta, 2020). In price tourism marketing, the focus is on promoting destinations and experiences based on their affordability and value for money. This can include offering discounted travel packages, special deals on accommodations, or bundled services at competitive prices to attract budget-conscious travelers (Umenwaliri, Ojukwu, Umoru &

Onwuchuekwa, 2021). Price in event marketing represents the sacrifices (time, energy, money, and efforts) to be made or spent by the tourists in order to get the benefits of the event product. The determination of the price of the tourism product will impact on profit margins, supply, demand and marketing strategy (Okonkwo & Odey, 2018). Kim et al. (2014) perceived value or value for money as an important factor to consider because if tourists perceive a higher value compared to the price they paid it will lead to greater satisfaction. Even when the product is described as intangible, valuable attributes of the overall experience are physical factors such as infrastructures, the appearance of personnel, representation of the service, and other customer facilities (Panda & Das, 2014).

Place Tourism Marketing

In event tourism marketing, the concept of place refers to the destination or location where the event takes place (Wang & Jin, 2019). Place marketing focuses on promoting the destination as an attractive and suitable location for hosting events, thereby drawing visitors and generating economic benefits for the local community (Speakman, & Sharpley, 2012). Effectively marketing the destination can be desirable place for events, event tourism marketing aims to attract a steady flow of visitors, boost tourism revenues, stimulate economic growth, and enhance the destination's reputation as a vibrant and dynamic place to visit and host events (Omoriegic, 2012). Place includes the various activities the event marketer undertakes to make the event product accessible and available to target customers (Sorrentino *et al.*, 2020). The physical location of the event arena could be encouraging or discouraging to intending or existing customers (Onuoha & Ogbuji, 2016). Event tourism locations and destination are an essential component of the industry without which any event would not be hosted. Event locations are a very important part of the whole event management process as it serves as a part of the marketing of the venue or servicing of event clients. Some specific event destinations exist and they create additional revenue by renting out their facilities to functions and corporate events ranging from galleries, theatres, universities, museums (Zhang, Jiang, & Li, 2013).

But the commonly known event venues are hotels, resorts, convention and exhibition centres, sports and fitness centres, stadiums, heritage sites, theme parks, shopping centres and markets. (Allen et al. 2011). Event tourism is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction (Eneji, Odey & Bullus, 2016). Marino and Napolitano (2015) found that both destination beliefs and tourist satisfaction can influence international tourists' post-visit intentions, not only by increasing the willingness to visit again, but also by raising the desire to buy products made in the tourist country. Event tourism destination authorities

have made widespread use of cultural festivals as a medium to attract cultural tourists, extend the tourist season and add vibrancy to the local cultural scene (Locatelli, & Mancini, 2014). As more destinations around the world develop, eventful city program themselves as festival cities (Gold & Gold, 2020). The question whether festivals provide genuine distinction in a globalizing world becomes even more pertinent (Cudny, 2016).

Promotion Tourism Marketing

In event tourism marketing, promotion is a critical component aimed at creating awareness, generating interest, and driving attendance for specific events or activities (Anenechukwu, 2019).

Promotion strategies are designed to effectively communicate the value proposition of the event, encourage participation, and maximize its impact on the target audience (Brooker & Burgess, 2018). Promotion in event tourism marketing typically involves a mix of traditional and digital marketing tactics tailored to reach and engage the desired audience. Some common promotion strategies includes; advertising (Wang & Jin, 2019). Utilizing various advertising channels such as print media, radio, television, online banners, and social media ads to reach a wide audience and create visibility for the event, public relations leveraging activities to secure media coverage, press releases, interviews, and feature stories about the event in newspapers, magazines and other relevant media outlets (Eleni & Giuliano, 2018). Deploying a comprehensive promotion strategy, event tourism marketers can effectively communicate the value proposition of the event, drive ticket sales, increase attendance, enhance the event's reputation, and ultimately contribute to the success and economic impact of the event and the destination (Nnenanya, Chinedu & Onuoha, 2016). Promotion includes all the activities the event marketer undertakes to communicate and promote the event product to the target market. It demands from the event marketer the ability to use appropriate promotional mix such as advertising, personal selling, sales promotion, public/publicity and direct marketing relation to ensure that the message of the event reaches and have the desired impact on the target market (Onuoha & Ogbuji, 2016). Awareness of an upcoming event within vicinity may not be timely disseminated. Globalization has aided in making business networks increasingly important and easy to communicate with the outside world (Koo, Byon, & Baker, 2014). Event marketers and vendors could pass information to event audience by means of various communication tools via online marketing/advert, cable TV commercials. The product (event), price of event participation, hospitality arrangements, geographical feature and location are of significant for tourists to take decision to attend an event or not (Wicker, Hallmann, Breuer, & Feiler, 2012).

Customer (Tourist) Satisfaction

Customer satisfaction is one of the essential components of any organization's strategies, as the customer is the ultimate source of income for any industry (Kaplanidou, Kerwin, & Karadakis, 2013). Therefore, many researchers consider customer satisfaction to be the best indicator of a company's future profit. Satisfaction surveys are one of the most essential tools that are used in gathering information about tourist opinions of a destination (Alegre & Garau, 2010). Satisfaction refers to the perceived discrepancy between prior expectation and perceived performance after consumption when performance differs from expectation, dissatisfaction occurs (Moufakkir, & Pernecky, 2014). In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences. Travel satisfaction has been generally used as an assessment tool for the evaluation of travel experiences (Brooker & Burgess (2018). Customer satisfaction is often used to predict the likelihood of customers returning Rathnayake (2015) believed that customer satisfaction could measure the difference between customer's expectations and perceived value of a product or service that is product price, service efficiency, service attendant's attitude, the overall performance of the company and the expected intimacy regarding the company.) Kim, Duncan and Chung (2014) mentioned that customer satisfaction has been an important term in the marketing literature over the decades because satisfied customers are able to acquire long term benefits such as customer loyalty and continuous profitability for enterprises. Customer satisfaction is observed in the fact that customers can get far more benefits than costs like money, time and effort (Kuru, & Pasek, 2016).

Relationship between Event Tourism Marketing and Customer (Tourist) Satisfaction

Event tourism marketing involves promoting destinations or attractions by highlighting specific events or activities that draw tourists. This includes concerts, festivals, sports events and conferences (Groomroos, 2015). Effective event tourism marketing focuses on creating compelling campaigns that showcase the unique experiences offered by the event and the destination (Wicker, Hallmann, Breuer & Feiler, 2012). Customer satisfaction in event tourism refers to the level of contentment and fulfillment experienced by tourists who attend events or participate in related activities (Angelova, & Zekiri, 2011). It is influenced by various factors such as the quality of the event, the overall experience, customer service, accessibility, amenities, and value for money (Anil, 2012). Customer satisfaction in event tourism, marketers need to collaborate with local businesses, tourism organizations, and sponsors to enhance the event experience and offer additional services and discounts to attendees (Gallarza, Arteaga,

& Gil-Saura, 2013). Effective marketing events and prioritizing customer satisfaction, destinations can attract more tourists, increase visitor spending, and build a positive reputation, leading to long-term success in event tourism (Moufakkir & Pernecky, 2014).

Event Tourism Destinations in Edo State

Edo Festival of Arts, Culture: Edo State Benin City is richly endowed with interesting and magnificent cultural display, vibrant costumes which enhance the event tourism beauties. **Victor Uwaifo Cultural Centre Benin:** Sir Victor Uwaifo is globally known for his cultural musical Afro-beat and dance band which display

Benin Igue Festival: Igue Festival is a celebration with its origin in the Benin Kingdom of Edo State, Southern Nigeria. The festival coincided with the marriage of Ewuare to a wife named Ewere. Celebrated between Christmas and New Year, the festival includes the Oba's blessing of the land and his people.

Okpeke Road Race: Okpeke road race is an annual event in Edo State, Nigeria. It is a 10 kilometer road race over hills and tarred roads, starting from Apana Road and ending in Okpeke town.

Benefits of event Tourism

Odia and Agbonifoh (2017) stated that tourism promotes international visibility, understanding and goodwill among the many different people. Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations.

Boucher, Calitz and Cullen (2018) expressed some benefits of event tourism marketing as follows;

Economic Impact: Events attract tourists, leading to increased spending on accommodation, food, transportation, and souvenirs, which boosts the local economy.

Destination Promotion: Hosting events showcases a destination's unique attributes, culture, and attractions, attracting visitors who may return for future vacations.

Brand Exposure: Events provide an opportunity for destination marketing organizations and local businesses to gain exposure and increase brand awareness through sponsorships, partnerships, and promotional activities.

Community Engagement: Events can foster community pride and involvement, as residents often participate in planning and hosting activities, leading to a sense of belonging and social cohesion.

Infrastructure Development: To accommodate large-scale events, destinations may invest in infrastructure improvements such as transportation upgrades, venue construction, and public space enhancements, which can benefit the local community long after the event ends.

Knowledge Exchange: Events often include conferences, workshops, and seminars, facilitating knowledge exchange and networking among industry professionals, researchers, and enthusiasts, which can stimulate innovation and collaboration.

Cultural Exchange: Events that celebrate cultural heritage, music, arts, and sports can promote intercultural understanding and appreciation, enriching the visitor experience and fostering global connections.

Challenges Facing Tourism in Edo State

The benefits accruing to a state from tourism abound. Developing countries like Nigeria, Edo State to be specific are faced with security, infrastructural and corruption challenges that deprived tourists from enjoying the developmental packages of tourism. The challenges are; Safety and security of lives and properties are needed in order to encourage tourism. Tourists value their lives and properties and cannot risk them to the security flaws of any nation (Elendu, 2013). Threats to security of lives and properties are serious challenges facing Nigeria. The incessant bombing in the Northern part of the country is scaring that people live in fears. The Cases of kidnapping in southern Nigeria is serious that nobody will think of bidding and hosting mega events. Local tourists even find it difficult to travel and participate in events for the fear of either being kidnapped or consumed by bomb explosions at the venue. Insecurity has made many investors to flee back to their country or to another country to invest (Ajake & Amalu, 2012).

Infrastructural Challenge

The engagement and satisfaction of tourists on events in Edo State, Benin City have been marred by many infrastructural challenges. First is the epileptic power or electricity supply in Nigeria always interrupts the smooth organization of events. In order to avoid embarrassment as a result of power outage, most Nigerian homes resort to generators (Elendu, 2013). Second, is poor road network is another problem that is capable of scaring tourists in Nigeria. Most Nigerian roads have been described as death traps rather than roads. The inadequacy or poor condition facilities pose a great challenge to Nigeria in hosting mega sports events such as Olympics, hence affecting the possibility of most foreign sports tourists coming to Nigeria. Provision of world class facilities is pre-requisite to host mega sports and other important events (Nnenanya, Chinedu & Onuoha, 2016).

Corruption Challenge

Corruption is a social menace that has eaten deep into most Nigerians. Foreign investors find it difficult to invest in the country. Nnenanya, Chinedu and Onuoha (2016) opined that fraudsters have given Nigeria bad image that foreign tourists may find it difficult coming into the country for events. The fund meant for special events and infrastructural development are mismanaged and sometimes embezzled by Nigerians. Embezzlement of fund has left the country with little or no facilities, making it difficult to comfortable bid and host competitions for tourists to attend (Elendu, 2013).

Theoretical Review

This study is anchored on the theory of self-expression propounded by Elmer and Bernard in (1973). The emphasized that tourism is primarily a result of the drive for self-expression and the human is perceived as an active dynamic creature with a need to find an outlet for his energy to use his ability and to express his personality. Self-expression is how we embrace who we are, all the way from the positive traits and acts we keep on the surface to the darker and less valued pieces of ourselves that we bury deep inside (Agbnifoh & Yomere, 1999). The particular activity in which a man engages is impacted by his physiological and anatomical make-up, level of physical fitness, environment, family and social background among other things. Self-expression is one the attitudes and behaviours of tourists which are shaped by human wishes that are independent of their sex, religion and ethnicity and travelers perception of pleasures is greatly influenced by their ability to express themselves freely and improve their self-image. This concept of event tourism marketing is important to marketing managers as this will enhance marketing executive to recognizes these attitude of tourists and develop, tailored products towards meeting their satisfactions.

Empirical Review

Sorrentino, Romano, Quintano and Risitano (2020) carried out a study measuring event experience and its behavioral consequences in the context of a sports mega-event. This study aims to analyze the impact of event experience on event satisfaction and intentions to return and recommend the destination. Relationships among constructs were tested on data gathered from 542 tourists during the America's Cup World Series held in South Italy in April 2013 by using a structural equation modeling approach. Moreover, a multi group analysis was developed to test the possible moderator factors. The results revealed that event experience and event satisfaction had positive impacts on the intentions to recommend and return to the host destination. Moreover, nationality, gender and trip motivation emerged as important moderating factors in the

relationships among the latent constructs. Practitioners should draw on the insights provided by this study to design destination strategies, particularly by paying attention to how an event experience causes an attendee to return to and recommend the host destination.

Diun-Aweto, Fawole and Van Der Merwe (2019) conducted a study on the level of satisfaction with nature tourism among visitors to Okomu National Park in Edo State, Nigeria. The study employed questionnaire which was distributed randomly to park visitors aimed at discovering the key factors impacting tourist satisfaction at national parks. The study findings showed that to increase tourist's happiness, national park managers must focus on the correct management of the flora and wildlife including the interpretation of natural features.

Eleni and Giuliano (2018) carried out study on the understanding mega-events tourism marketing success and customer satisfaction. Satisfied participants (tourists) are the key to successful events and the main objective of event organizers. The aim of the article was to understand what costumers consider more important when attending mega-events tourism. A quantitative survey design was adopted by deploying the American customer satisfaction index (ACSI) that included an event specific customer value package in the context of the EXPO Milan 2015 mega-event. Results demonstrate that expectations of visitors, staff, and volunteers vary considerably, and so do the levels of satisfaction. They also highlight that, alongside other customers' priorities such as cleanliness and safety, capacity plays a role in determining satisfaction. This article presents the summarized findings of a broader study.

Odia and Agbonifo (2017) investigated study on determinants of the perceive image of the Nigerian tourism industry. The study examined the demographic factors that affect the perception of the sector. Questionnaire instrument were used to evaluate factors to measure the image of the Nigerian tourism industry and exploratory factor analysis with T-test for equality of mean to measure the perceived image of Nigerian tourism industry. The study revealed that the mean index obtained for the perception of the tourism industry was fairly positive, and the most reputable in the areas of hospitality under the culture and heritage dimension, weak under the infrastructure dimension and the demographic features of respondents were not significant in explaining the overall perception of Nigerian tourism industry.

Omoregie (2012) investigated a study on the impacts of event tourism on host communities. The research focused on the event tourism sector and its impacts on the economy, environment, politics and the socio-cultural being of the host community. The researcher adopts the semi-structured interview style to analyze the impacts of the event tourism on host communities and in this case, Pietarsaari is put on a scale. Organizers and experts in the field of event tourism of the city are interviewed and their

views and opinions are used as the basis of the researcher's analysis from which findings are gotten and recommendations made. The findings of this study gave rise to the fact that although event tourism can be used by host communities as a tool for destination development and branding, it can also bring negative impacts to the community if not properly planned and organized. A general conclusion is that events affect host communities mainly by constructing a destination image and by building community commitment.

Methodology

The researcher adopted a survey research design. Adopting research survey design enhances better cost effectiveness per respondents. Research survey ensures ease in data gathering, collection and accessibility to expand sample size for more efficient conclusions. The population of this research study focused mainly on tourists in Oredo and Ikpoba-Okha Local Government area, Benin City. The justification of sampling the two local government areas is based on the proximity of the researcher to the prospective tourists being investigated. The total population of Oredo and Ikpoba-Okha local government area as at 2023 was 1,103,000 (Umenwaliri *et al.*, 2021). The researcher adopted convenience sampling method, by conveniently selecting respondents in both local government areas in Benin City. Edo State

Population of the Study

The tourists in Benin City, Edo State make up the population of the study.

Sample Size - finite population

$$n = \frac{N}{(1+N(e)^2)}$$

n = Sample size

N = the finite population size = 1,103,000

e = Proportion of sample error = 5% or 0.05

1 = Unity (a constant)

$$n = \frac{1,103,000}{(1 + 1,103,000 (0.05)^2)} = 399.83 \text{ App. } 400$$

n = 400 Respondents

Reliability of the Instrument

The reliability analysis was further conducted using the Cronbach alpha reliability test. A pilot survey was conducted in which twenty copies of questionnaire were

administered to respondents outside the sampling unit. Also, copies of the questionnaire were retrieved, coded and subjected to Cronbach alpha reliability test using the statistical package for social science (SPSS). The result is stated below in table 1

Reliability Results

The coefficients value of the reliability test is presented in the table below;

S/N	Variables	Number of Items	Cronbach Alpha Value
1	Product	6 – 10 (4 items)	0.649
2	Price	11 – 15 (4 items)	0.602
4	Promotion	21– 25 (4 items)	0.837
5	Place	22 – 25 (4 items)	0.859
6	Customer Satisfaction	26 – 30 (4 items)	0.684

Source: Researcher fieldwork, (2023).

Model Specification

Event tourism marketing is described as a function of product-tourism, promotion-tourism, price-tourism and place tourism in the econometric model. In choosing the sample size and securing respondents responses, the sample size determination formula, according to Bolarinwa (2020), for finite population.

Where:

Dependent Variable: Customer Satisfaction = CUSF

Independent Variables: Event Tourism Marketing, the dimensions are listed below as;

PRDT = Product Tourism

PRCT = Price Tourism

PRMT = Promotion Tourism

PLCT = Place Tourism

$$CUSF = \beta_0 + \beta_1PRDT + \beta_2,PRCT + \beta_3,PRMT + \beta_4,PLCT + \mu.....(4)$$

The sample size of this research is four hundred (400). The study adopted the use of primary data which was collected through a well-constructed questionnaire to generate information from the respondents. Data were analyzed through descriptive and inferential statistics such as correlation and regression analysis were used to estimate the existence of relationship among variables using standard deviation and mean.

Table 2: Questionnaire Administration

Items {Number issued = 400}	Frequency	Percentage
Number Retrieved	250	62.5%
Number not-retrieved	150	37.5%
Total	400	100.0

Source: Fieldwork (2023)

Table 2 reveals that four hundred (400) copies of the questionnaire, 100% of the total, were directly distributed to respondents. Direct distribution of the questionnaires by the researcher to event tourists in Oredo and Ikpoba-Okha was successful, indicating that the responses were excellent. The number of research instruments retrieved was 250 representing 62.5%, while 150 representing 37.5% research instruments were not retrieved. The researcher was faced with respondent’s unwillingness to fill the questionnaires.

Description of Variables

Responses to dependent and independent dimensions are described in this section. Strongly agree = 5, agree = 4, undecided =3, disagree = 2, strongly disagree = 1, were the ratings. Through the use of questionnaires, respondents were asked for the pertinent information. This gives respondents a greater level of anonymity, which encourages them to share their opinions, emotions, and satisfaction attitude. Questions using a Likert scale for measuring tourist satisfaction were changed. Sections A and B make up the two sections of the questionnaire.

Descriptive Statistics / Demographics of Respondents

Table 1 Gender distribution of Respondents

	Frequency	Percent	Valid Percent
MALE	156	62.4	62.4
FEMALE	94	37.6	37.6
Total	250	100.0	100.0

Source: Analysis of field study,(2024)

Having analyzed and interpreted the various results. Table 1: highlights profile of respondents. It shows that 156 (62.4%) respondents were males, while 94 (37.6%)

respondents were female, implying that male constituted more of the sampled respondents.

Table 4.2.2 Marital status distribution of Respondents

	Frequency	Percent	Valid Percent
Single	62	24.8	24.8
Married	144	57.6	57.6
Widowed	41	16.4	16.4
Separated	3	1.2	1.2
Total	250	100.0	100.0

Source, analysis of field study, (2024)

In table 4.2.2 above, 62 respondents representing 24.8% were single, 144 respondents representing 57.6% were married, 41 respondent representing 16.4% were widowed, while 3 respondents representing 1.2% were separated. This shows that a larger number of the respondents were married.

Table 4.2.3 Age Distribution of Respondents

	Frequency	Percent	Valid Percent
18-25	71	28.4	28.4
26-30	172	68.8	68.8
31-35	5	2.0	2.0
36YEARS AND ABOVE	2	.8	.8
Total	250	100.0	100.0

Source, analysis of field study, (2024)

In table 4.2.2 above, 71 respondents representing 28.4% were between the age of 18 – 25 years, 172 of the respondents representing 68.8% were between the age of 26 – 30years, 5 respondents representing 2.0% were between the age of 31 -- 35 years, while 2 respondents representing 0.8% were 36 years and above. This shows that the largest part of the respondents were between 26 – 30 years.

Table 4.2.4: Educational Attainment of Respondents

	Frequency	Percent	Valid Percent
Valid SSCE	124	49.6	49.6
NCE/OND	69	27.6	27.6
BSc/HND	30	12.0	12.0
MSc/PhD	17	6.8	6.8
5	10	4.0	4.0
Total	250	100.0	100.0

Source, analysis of field study, (2024)

In table 4.2.3 above, 124 of the respondents representing 49.6% were SSCE holders, 69 respondents representing 27.6% were OND/NCE holders, 30 respondents representing 12.0% were BSc/HND holders, 17 respondents representing 6.8% were MSc/Ph.D holders while 5 respondents representing 4.0% were MSc/Ph.D holders. This shows that large number of the respondents were SSCE holders.

Table 4.2.5: Income of Respondents

	Frequency	Percent	Valid Percent
Valid N100,000 - N200,000	3	1.2	1.2
N201,000 - N250,000	21	8.4	8.4
N251,000 - N300,000	15	6.0	6.0
N301,000 - N400,000	100	40.0	40.0
N400,000 AND ABOVE	111	44.4	44.4
Total	250	100.0	100.0

Source, analysis of field study, (2024)

Similarly, the income level of respondents showed that: 3(1.2%) had N100,000 -- N200,000, 21(8.4%) income was N201,000 – N300,000, 15(6%) had N301,000 – N400,000, 100(40%) respondents had income of N401,000 – N500,000 while 111(44.4%) respondents had income N501,000 and Above. This shows that large number of the respondent’s income was within the range of N400 and above.

Multiple Regression

This section examines multiple regression results and variables explanations, these are as follows.

Table 4

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.609	1.389		8.359	.000
PRDTM	.097	.073	.099	1.331	.184
PRICETM	.196	.056	.226	3.475	.001
PLACETM	.119	.047	.169	2.537	.012
PROMOTM	-.006	.044	-.009	-.132	.895
	F = 9.248 Sig. .000 ^b	R Square= .132	R = .363 ^a	Adjusted R Square .117	

a. Dependent Variable: CUSTMTM

b. Predictors: (Constant), PROMOTM, PLACETM, PRICETM, PRDTM

Table 4 regression statistical result reveals that customer satisfaction is positively and significantly related to PRICETM ($\beta = 0.196$; $p = 0.001 < 0.05$; $t = 3.475$) and PLACETM ($\beta = 0.119$; $p = 0.012 < 0.05$; $t = 2.537$). While PRDTM ($\beta = 0.097$; $p = 0.184 > 0.05$, $t = 1.331$) was positively related but not significant to customer satisfaction and PROMOTM ($\beta = -0.006$; $p = 0.895 > 0.05$; $t = -0.132$) was not positively and significantly related to customer satisfaction.

Interpretation

The results in table four regression model summary of event tourism marketing and customer satisfaction in Benin City. Reported below the model in parentheses against coefficients were t-statistics. The coefficients results in respective basis showed that product tourism marketing (PRDTM) which indicated positive value of 0.099 units but not significant with customer satisfaction, this implied that a unit increase in product tourism marketing (PRDTM) would lead to increase in customer satisfaction by over 10%. Price tourism marketing (PRCETM) which showed positive significant coefficient value of 0.226 units with customer satisfaction (CUSF), suggested that a unit increase in price tourism marketing would lead to increase in customer satisfaction by 23%. It was also indicated that place tourism marketing (PLACETM) with positive coefficient value of 0.169 units with customer satisfaction, implied that a unit increase

in place tourism would lead to increase in customer satisfaction by 17%. However, promotion tourism marketing (PROMOTM) with negative coefficient and non-significant value of -0.009 units with customer satisfaction (CUSF), revealed that high units increase in promotion tourism would lead to increase in customer satisfaction. The coefficient of determination ($R^2 = 0.132$), implied that the explanatory variables in the model accounted for 13% variations in the dependent variable (customer satisfaction). Also, the adjusted coefficient of determination ($\bar{R}^2 = 0.117$) indicated that about 12% of the variations were explained after adjusting the degree of freedom by the independent variables. The overall test (F-statistic) (goodness-of-fit measure) which indicated value of 9.248 units and at significant level of (.000^b) compared with standard error of regression with minimal value of 1.83017, suggested that the overall result is statistically significant. The Durbin-Watson statistic with value of 2.179, implied absent of autocorrelation in the result which is a further indication that results are suitable for prediction and policy formulation.

Discussion of Findings

The regression result clearly indicated that, there is a significant and positive relationship between product, price and place event tourism marketing and customer satisfaction in Benin City. Promotion tourism marketing shows non-significant relationship with customer satisfaction and our study is supported by Eleni and Giuliano (2018), who carried out study on the understanding mega-events tourism marketing success and customer satisfaction. Satisfied participants (tourists) are the key to successful events and the main objective of event organizers.

First, it was observed that product tourism marketing was not statistically significant. This suggested that product tourism as a proxy for event tourism marketing is a weak strong determining factor to customer satisfaction. The outcome revealed that product tourism marketing has weak significant and positive relationship with customer satisfaction. This finding concurred to extant studies of Diun-Aweto, Fawole and Van Der Merwe (2019), who conducted a study on the level of satisfaction with nature tourism among visitors to Okomu National Park in Edo State, Nigeria. The study employed questionnaire which was distributed randomly to park visitors aimed at discovering the key factors impacting tourist satisfaction at national parks. The study findings showed that to increase tourist's happiness, national park managers must focus on the correct management of the flora and wildlife including the interpretation of natural features.

Second, it was deduced that price tourism marketing has significant positive influence on customer satisfaction. It showed positive coefficient value with customer satisfaction which is in line with our apriori expectation, implying that increase in price tourism as a proxy for event tourism marketing could increase customer satisfaction.

The finding is consistent with views of Omoregie (2012), that investigated a study on the impacts of event tourism marketing on host communities. The research focused on the event tourism sector and its impacts on the economy, environment, politics and the socio-cultural being of the host community. The findings of this study gave rise to the fact that event tourism marketing can be used by host communities as a tool for destination development and branding and customer satisfaction.

Third, it was also revealed that place tourism is statistically significant indicating that it is strong determining strategy of event tourism marketing and has positive relationship for enhancing customer satisfaction. The result indicated positive coefficient which is in line with our apriori expectation, such that increase in place tourism as a proxy for event tourism marketing could lead to increase in customer satisfaction. This is consistent with views and findings of Sorrentino, Romano, Quintano and Risitano (2020) who carried out a study measuring event experience and its behavioral consequences in the context of a sports mega-event. This study aims to analyze the impact of event experience on event satisfaction and intentions to return and recommend the destination. The findings revealed that event experience and event satisfaction had positive impacts on the intentions to recommend and return to the host destination. Moreover, nationality, gender and trip motivation emerged as important moderating factors in the relationships among the latent constructs.

Fourthly, the study found that promotion tourism was statistically not significant. This implied that promotion tourism as a proxy for event tourism marketing is a weak strategy for enhancing customer satisfaction. The result showed negative coefficient and conformed to our apriori expectation. The outcome revealed that promotion tourism has no significant influence but has positive relationship with customer satisfaction.

CONCLUSION AND RECOMMENDATIONS

The study examined event tourism marketing tourists satisfaction in Benin City. Four event tourism marketing dimensions such as product-tourism, promotion-tourism, price-tourism and place-tourism were used throughout the research work. Two hundred and fifty (250) respondents were chosen for the study's sample size using a convenience sampling technique. Descriptive and inferential analysis was both used to analyze the data that was gathered. The findings showed that price tourism and place tourism indicated positive coefficients were statistically significant for fostering customer satisfaction in Benin City.

In view of the findings from the research work, the following recommendations were made:

- Marketers of tourism marketing should see the events to be marketed as a total package. The whole aspect of the event product, including the event venue, and quality of entertainment should be well packaged to enhance tourist's satisfaction.
- Event tourism marketing organizations in Benin City should continue to build upon prices as strategy for tourism marketing.
- Marketing organizations and potential marketers in Benin City should improve on integrated marketing communication in order to attract tourists to event or carnivals.
- Event marketing firms need to adopt modern or contemporary ways in planning event tourist locations, which can be physical or online space (social media) so as to satisfy and delight customers.

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APPENDIX 1: Questionnaire

Department of Marketing,
Faculty of Management Sciences,
University of Benin,
Benin City.

Dear Respondent,

Soliciting Your Cooperation in Completing This Questionnaire

I am a student at the University of Benin, Benin City, undertaking a study on **Event Tourism Marketing and Customer Satisfaction in Benin City, Edo State**. Please, kindly assist me in conducting the study by answering the attached questions. Just tick the appropriate box that corresponds to your opinion on the various issues. You are not required to disclose your identity; be assured that your answers will be treated with the utmost confidence and solely used for academic purpose.

Your cooperation is highly appreciated.

Thank you.

SECTION A

Background Information

Instruction: Tick on the appropriate column that corresponds to your response.

1. Sex: Male [], Female []
2. Marital status: Single [], Married [], Widowed [] Separated []
3. Age: 18-25 [], 26-30 [], 31-35 [], 36and above []
4. Nationality: Nigerian [] Non-Nigerian []
5. Educational attainment: Primary/SSCE [], NCE/OND [], B.Sc/HND [], M.Sc/Ph.D []
6. Income: N100,000 -N200,000 [], N201,000 – N300,000 [], N301,000 – N400,000 [], N401,000 – N500,000 [] N501,000 and Above []

SECTION B: Indicators- Strongly Agree (SA), Agreed (A), Undecided (U), Disagree (D) and Strongly Disagreed (SD)

S/N	ITEMS	SA	A	U	D	SD
Product and Event Tourism Marketing						
6	I enjoyed the quality of service rendered by the zoo receptionist.					
7	The cultural dance-band really displayed good performance.					
8	I like the lion and the lioness in the zoo, they really impressed me.					
9	The traditional attire used during the cultural festival was amazing.					
10	Event is crucial for being introduced to the local culture.					
Price and Event Tourism Marketing						
11	The event has reasonable prices of products and services such as accommodation, food, drinks and souvenirs.					
12	The transportation fares to the event are relatively high.					
13	The event team really spent quality time responding to us as tourists.					
14	The management team gave us good treat.					
15	The event was well organized, medical services cost is really moderate.					
Place and Event Tourism Marketing						
16	There was good quality and safe approach routes					
17	The event have easy access to designated parking spaces					
18	The event venue layout is well organized, not over crowded					
19	Provision of valuable information on destination and the surroundings					
20						
Promotion and Event Tourism Marketing						

S/N	ITEMS	SA	A	U	D	SD
21	The use of Facebook and Youtube enhance my booking for the event.					
22	I like the continuous repetition of the television musical festival broadcast					
23	I prefer the reminder messages sent by the event organizing team.					
24	The bill board at the various locations really helps me accessing the venue.					
25	I get to know the about the race completion through a friend.					
Customer (Tourist) Satisfaction						
26	I enjoyed the good hygiene of the venue					
27	The event local people are very friendly.					
28	The extraordinary quality of products and services (accommodation, food, drinks, souvenirs) displayed was good.					
29	I enjoyed the excellent infrastructure provision of the town (roads, sign posts, platforms, green areas)					
30	High quality musicians and performers, really make the dance competition attractive.					

Thank you