



# “Tourist’s Socio-Demographic Characters and Satisfaction Level with Hornbill Festival Experience, Nagaland”

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**Abstract:** Tourism promoters believe that the Hornbill Festival in Nagaland allows tourists to have an insight into the different tribes of Nagaland, fostering an understanding of the rich cultural heritage of the state, its resourceful architecture and its ethnic cuisine and promotes economic activities. Understanding tourist satisfaction allows the managers and service providers to provide amenities and services that will match with the expectations of the tourist and ensure the satisfaction level with the experience they have perceived. The study attempted to analyze the effect of socio-demographic characters of the tourist on the level of satisfaction of tourist visiting the Hornbill Festival of Nagaland using ANOVA tool. A set of questionnaire was constructed consisting of the socio-demographic profiles of tourists and their overall satisfaction of Hornbill Festival Tourism. To determine the overall level of satisfaction, a 5-point Likert scale was employed. Using convenience-sampling technique, 200 sample respondents were taken into account. The study found that there is a significant relation between the different levels of education, employment and income status of the tourist and the level of satisfaction with Hornbill Festival experience.

**Index Terms - Tourism, Hornbill Festival, Socio-Demographic, Satisfaction Level.**

## I. INTRODUCTION

The state of Nagaland, Northeast India is a home to quite a lot of tribes, having their own distinct festivals. The Nagas regards their festivals as sacred, so involvement in these festivals is essential and important. The Hornbill Festival also known as the 'Festival of Festivals' is a celebration held from 1<sup>st</sup> to 10<sup>th</sup> December every year, in Nagaland, Northeast India. It is a festival organized by the Government of Nagaland to encourage inter-tribal interaction and promote cultural heritage of Nagaland. The Hornbill Festival has contributed significantly to enhancing the state's tourism brand. Tourism promoters believe that the Hornbill Festival in Nagaland allows tourists to have an insight into the different tribes of Nagaland. It fosters understanding of the rich cultural heritage of the state, its resourceful architecture and its ethnic cuisine and promotes economic activities as well of the local people. The week-long festival unites one and all in Nagaland and people enjoy the colorful performances, crafts, sports, food fairs, games and ceremonies. It also involves the exhibition and the sale of arts and crafts, food stalls, herbal medicine stalls, flower shows and sales, cultural medley songs and dances, fashion shows, beauty contest, traditional archery, Naga wrestling, indigenous games, and musical concert. For visitors it means a closer understanding of the people and culture of Nagaland, and an opportunity to experience the food, songs, dances and customs of Nagaland.

## II. SCOPE AND OBJECTIVE OF THE PAPER

In managing a tourism destination, maximizing tourist satisfaction is crucial to encourage repeat visitation. Understanding tourist satisfaction allows the managers and service providers to provide amenities and services that will match with the expectations of the tourist and ensure the satisfaction level with the experience they have perceived. In the context of Hornbill Festival of Nagaland, tourists are oftentimes looking for recreational opportunities, cultural knowledge and experiences that suit their preferences. Thus, a sound understanding of the factors influencing tourist satisfaction would enable the Hornbill Festival Task Force teams to come up with more effective ideas and creative strategies which would be useful in satisfying the expectations of the tourist vis-a-vis earn and generate income and profit. As such, it is also important to understand the relationship between socio-demographic characteristics and the level of satisfaction. This paper is an attempt to analyze whether the socio-demographic characters of the tourist has any effect or relation on the level of satisfaction of tourist visiting the Hornbill Festival of Nagaland.

### III. LITERATURE REVIEW

According to Skogland and Sigauw (2004), satisfaction is the assessment of the performance of the overall services provided received by the customer. Satisfaction is an important feature usually taken into account by the customer in deciding or choosing whether to continue a buy or otherwise. From the tourism perspectives as well, the same idea or concept applies as well for a tourist to decide whether he/she would continue to purchase the experience, he/she gets from tourism sector services. Jayaprakash (2016), various reasons that causes tourists to be satisfied with their trip or journey, includes the quality of the services provided, such as infrastructure, security, cleanliness, natural situation, consumer protection and easily accessibility. Pierce and Moscardo (1985) revealed that satisfied tourists tend to be repeat visitors, indicating that previous experience of an attraction led to increased visitor satisfaction. Understanding tourist's satisfaction is one of the most important factors for the development of tourism industry, because of its effect on their future economy. Barsky (1992) & Petrick (2003) also revealed that satisfied tourists tend to share their positive experience to their friends and relatives and they intend to revisit the destination. According to Spreng, Mackenzie & Olshavsky (1996), tourist satisfaction can be also defined as an emotional reaction derived from the consumption of experience. Moreover, Bosque & Martin (2008), defined satisfaction as individual's cognitive-affective state that is derived from a consumer experience. There is a wide range of socio-demographic variables and other factors that produce a significant and consistent relationship with visitor satisfaction (Perovic, Stanovic, Moric, & Pekovic, 2012; Weiler & Ham, 2004). According to Weiler and Ham (2004), past travel experience and socio-demographic profiles such as nationality, age, gender, income and education level are highly associated indifference with satisfaction levels. Nowacki (2013), Perovic (2012) and Yu & Goulden (2006) have also proven that age, gender, income level, educational level and status of employment influence the tourist level of satisfaction in tourist destinations. Spinks et al., (2005) in his findings also explained significant differences between visitor characteristics (age, gender and country of origin) and visitor satisfaction. Njeri (2013) showed that there is a significant difference between age group and visitor satisfaction in Laikipia, Kenya. Kozak & Rimmington (2000), in their study showed that tourists with higher level of income and higher socio-economic groups have higher level of expectations while visiting a tourist destination. They also revealed that different education background influence tourist expectations and satisfaction level. Perovic et al., (2012) found positive and significant relationship between the level of income and tourist satisfaction in Montenegro. Apart from the social class, the level of educational qualification is also an important part in understanding the tourist satisfaction. As an individual has higher education level, he or she might have higher expectations of the purchased products.

### IV. HYPOTHESIS OF THE STUDY

Based on various literature reviews and objectives of the study, the researcher has drawn the following hypothesis statements to infer the relationship between the socio-demographic characteristics of tourist and the level of satisfaction experienced by the tourist during Hornbill Festival of Nagaland.

*Hypothesis 1:* There is no relationship between level of satisfaction and gender of the tourist.

*Hypothesis 2:* There is no relationship between level of satisfaction and age of tourist.

*Hypothesis 3:* There is no relationship between the level of satisfaction and educational level of tourist.

*Hypothesis 4:* There is no relationship between the level of satisfaction and the employment status of tourist.

*Hypothesis 5:* There is no relationship between level of satisfaction and income level of the tourist.

### V. SAMPLE SIZE AND TECHNIQUE OF DATA COLLECTION

The study involves tourists visiting Nagaland for the purpose of Hornbill Festival. A set of questionnaire was constructed consisting of the socio-demographic profiles of tourists and their overall satisfaction of Hornbill Festival Tourism. For the collection of data, convenience-sampling technique was used. The researcher to 200 sample respondents distributed the questionnaires. The duration of data collection stretched from 1<sup>st</sup> December 2019 to 10<sup>th</sup> December 2019, the entire festival period. To determine the overall level of satisfaction, a 5-point Likert scale was used ranging from 'very dissatisfied' to 'very satisfied'. A pilot test on 50 respondents was also conducted prior to the actual collection of data, where the value Cronbach alpha coefficient was 0.715.

### VI. DATA ANALYSIS AND RESULT

Based on the literature review, some theoretical rationales were formed to predict which socio-demographic characteristics associate with tourist satisfaction in relation to this paper. The primary variables of tourist socio-demographic characteristics are age, gender, tourist's level of income, status of employment and educational level. One-way analysis of Variance (ANOVA) was employed to compare the mean scores of gender, age group, educational qualification, employment status and level of income of the tourist respondents to the overall satisfaction derived from the festival by the tourist respondents. Mean scores are based on the 5-point Likert scale with categories 1 = Very Dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Satisfied and 5= Very Satisfied. Table 1 shows the socio-demographic profile of the sample respondents

Table 1: Socio-demographic profile of respondents

FACTORS	PROFILE	FREQUENCY	PERCENTAGE (%)
GENDER	MALE	123	61.5
	FEMALE	77	38.5
AGE	15 -25	30	15
	26 – 35	63	31.5
	36 – 45	64	32
	45 AND ABOVE	43	21.5
EDUCATION LEVEL	10 + 2 AND BELOW	16	8
	UNDER GRADUATE	69	34.5
	UNIVERSITY EDUCATION	80	40
	OTHERS	35	17.5
EMPLOYMENT	EMPLOYED	56	28
	SELF EMPLOYED	67	33.5
	UNEMPLOYED	36	18
	OTHERS	41	20.5
INCOME	UNDER 20000	21	10.5
	20000 – 40000	55	27.5
	40000 – 80000	76	38.5
	80000 AND ABOVE	48	24

Source: Compiled by the researcher from fieldwork

Looking at the frequency table of the socio demographic profile of tourists, the visitors to Hornbill Festival Nagaland were divided by gender with 61.50 % male (123 respondents) and 38.50% female (77 respondents). The range of age of the respondents was from 15 years old until 67 years old. Tourists aged between 15-25 years old made up 15 % of the total respondents, between 26-35 years old made up 31.50 %, between 36 - 45 years old made up 32% and age group 46 years old and above made up 21.5% of the total respondents. With regards to educational qualification, majority of the respondents were under the category of university education level, comprising 40% of the total respondents, followed by under graduate students with 34.50%, others (diploma certificates, professional skill development programmes etc) with 17.50% and lastly 10+2 and below with 8% of the total respondents. Amongst the respondents, majority of the tourist were self-employed with 33.50%, followed by employed category with 28 %, others category (seasonal wage earners, you tubers, travel bloggers etc.) with 20.50% and lastly unemployed category with 18% of the total respondents. The last socio demographic characteristics taken under the study was the level of income of the respondents. Studies have also shown that level of income of an individual may also influence the expectations and satisfaction of a tourist. The above table shows that majority of the tourist respondents' income was under the category of Rs 40000-80000 with 38.5%, followed by Rs 20000-40000 category with 27.5%, Rs 80000 and above category with 24% and lastly, under Rs 20000 category with only 10.5%.

HYPOTHESIS 1: THERE IS NO RELATIONSHIP BETWEEN LEVEL OF SATISFACTION AND GENDER OF THE TOURIST.

Table 2: Mean Satisfaction for Gender

GENDER	Mean	N	Std. Deviation
MALE	3.87	123	.652
FEMALE	4.65	77	.556
<b>Total</b>	<b>4.17</b>	<b>200</b>	<b>.724</b>

Table 3: ANOVA test for relation between gender and hornbill festival satisfaction

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	(Combined) 28.769	1	28.769	75.496	.000
	Within Groups	75.451	198	.381		
	Total	104.220	199			

Based on Table 1, mean satisfaction for female tourist is higher than the male satisfaction and has a lower standard deviation (mean = 4.65, SD = 0.556) as compared to the mean satisfaction of male with a mean score of 3.84 and 0.652 standard deviation. A one-way ANOVA was conducted to examine whether gender group has any relation with the level of satisfaction derived from Hornbill festival at Nagaland. As indicated in Table 3, the result supports Hypothesis 1 that there is no relation between the level of satisfaction and gender of the tourist. An analysis of one-way ANOVA indicated that significance value is less than .05 ( $p < .05$ ;  $p = .000$ ). Thus, we accept the null hypothesis.

HYPOTHESIS 2: THERE IS NO RELATIONSHIP BETWEEN LEVEL OF SATISFACTION AND AGE OF TOURIST.

Table 4: Mean Satisfaction for age group

AGE GROUP	Mean	N	Std. Deviation
15-25	4.13	30	.681
26 - 35	4.10	63	.712
36 - 45	4.14	64	.794
46 AND ABOVE	4.35	43	.650
<b>Total</b>	<b>4.17</b>	<b>200</b>	<b>.724</b>

Table 5: ANOVA test for relation between different age group and hornbill festival satisfaction.

		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups (Combined)	1.823	3	.608	1.163	.325
	Within Groups	102.397	196	.522		
	Total	104.220	199			

Table 4 shows the mean satisfaction of different age groups and the level of satisfaction. With a mean score of 4.35 and 0.650 standard deviation value, we can interpret that the most satisfied age group were 46 years and above. Age group 36-45 was the largest surveyed group. A one-way analysis of variance between groups was conducted to identify the relation between age group and their level of satisfaction with hornbill festival experience. The result is shown in table 5. It indicated that the significance value is more than 0.05 ( $p > 0.05$ ;  $p = 0.325$ ). Hence, we reject hypothesis 2. Thus, there is a relation between the different age groups and the level of satisfaction with the festival.

HYPOTHESIS 3: THERE IS NO RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND EDUCATIONAL LEVEL OF TOURIST.

Table 6: Mean Satisfaction for Education level

EDUCATIONAL LEVEL	Mean	N	Std. Deviation
10+2 AND BELOW	4.25	16	.683
UNDERGRADUATE	4.23	69	.689
UNIVERSITY EDUCATION	4.16	80	.770
OTHERS	4.03	35	.707
<b>Total</b>	<b>4.17</b>	<b>200</b>	<b>.724</b>

Table 7: ANOVA test for relation between different educational level group and hornbill festival satisfaction

		Sum of Squares	df	Mean Square	F	Sig.
EDUCATIONAL LEVEL	Between Groups (Combined)	1.071	3	.357	.678	.566
	Within Groups	103.149	196	.526		
	Total	104.220	199			

Based on Table 6, mean satisfaction is the highest at '10+2 and below' group (mean =4.25, SD = 0.683) while 'Others' group indicated the lowest mean satisfaction with mean= 4.03 and SD = 0.707. Others were those pursue other certificate courses and diploma courses, skill development courses, etc. Results from Table 7 indicate that hypothesis 3 is rejected as there is a significant relation between educational qualification level and tourist satisfaction with hornbill festival experience ( $p > .05$ ;  $p = 0.566$ ).

HYPOTHESIS 4: THERE IS NO RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND THE EMPLOYMENT STATUS OF TOURIST.

Table 8: Mean Satisfaction for Employment Status of Tourist

EMPLOYMENT	Mean	N	Std. Deviation
EMPLOYED	4.11	56	.802
SELF-EMPLOYED	4.24	67	.676
UNEMPLOYED	4.14	36	.762
OTHERS	4.17	41	.667
<b>Total</b>	<b>4.17</b>	<b>200</b>	<b>.724</b>

Table 8 shows that the mean score is highest for self-employed group (Mean= 4.24) with a standard deviation value of 0.676. The largest group surveyed also consisted of the self– employed group with 33.5% of the total respondents.

Table 9: ANOVA test for relation between different level of employment and hornbill festival satisfaction

			Sum of Squares	df	Mean Square	F	Sig.
EMPLOYMENT	Between Groups	(Combined)	.573	3	.191	.361	.781
	Within Groups		103.647	196	.529		
	Total		104.220	199			

Table 9 shows that the results does not support hypothesis 4 that tourist's level of employment is not statistically associated with hornbill festival satisfaction. An analysis of one-way ANOVA revealed that significance value is more than .05 ( $p > .05$ ;  $p = .781$ ), indicating that there is a significant relation between the status of employment of tourist and their level of satisfaction with hornbill festival experience.

HYPOTHESIS 5: THERE IS NO RELATIONSHIP BETWEEN LEVEL OF SATISFACTION AND INCOME LEVEL OF THE TOURIST.

Table 10: Mean Satisfaction for income level group of tourist

INCOME	Mean	N	Std. Deviation
UNDER 20000	3.95	21	.740
20000 - 40000	4.07	55	.690
40000 - 80000	4.25	76	.714
80000 AND ABOVE	4.25	48	.758
<b>Total</b>	<b>4.17</b>	<b>200</b>	<b>.724</b>

Table 10 shows that the mean score is equally highest for two income category group (Mean= 4.25), namely Rs 40000 – 80000 group and Rs 80000 and above category. However there is a slight difference in the value of the standard deviation between the two categories. It was found that the standard deviation value is lower for Rs 40000 – 80000 categories (0.714).

Table 11: ANOVA test for relation between different income categories and hornbill festival satisfaction

			Sum of Squares	df	Mean Square	F	Sig.
SATISFACTION * INCOME	Between Groups	(Combined)	2.309	3	.770	1.480	.221
	Within Groups		101.911	196	.520		
	Total		104.220	199			

Table 11 shows that the results does not support hypothesis 5 that tourist's level of income is not statistically associated with hornbill festival satisfaction. An analysis of one- way ANOVA revealed that significance value is more than .05 ( $p > .05$ ;  $p = 0.221$ ), indicating that there is a significant relation between the level of income of tourist and their level of satisfaction with hornbill festival experience.



## VII. DISCUSSION AND CONCLUSION

The results obtained indicate the various socio-demographic characteristics of tourist and its relation to the level of satisfaction with Hornbill Festival experience. As suggested by Perovic (2012), the study also showed that the level of satisfaction is not influenced by gender. However, unlike the findings of Weiler and Ham (2004), it was found that age group varies significantly with the level of satisfaction derived by the tourist from Hornbill Festival experience.

The study also found that there is a significant relation between the different levels of education, employment and income status of the tourist and the level of satisfaction with Hornbill Festival experience. In practical terms, findings of such significance relation can help the tourism Task Force of Nagaland and other allied organizations, both private as well as public, to come with various means and activities to market Nagaland tourism in general and Hornbill Festival in particular to attract and encourage the influx of more tourist into Nagaland.

In addition, findings from this study also indicated several issues that lead to dissatisfaction with Hornbill Festival experience. Among others are limited number of washrooms and restrooms at the tourist spot, crowdedness, shortage of water in homestays and other accommodations, less number of hotels and accommodations, high price rates as compared to services provided both in terms of transportation and accommodation and finally the bad condition of road.

This study is basically to analyze the relation between the socio-demographic characters of tourist and their level of satisfaction. Thus only a few practical implications can be offered. Tourists are becoming increasingly well informed, more demanding and with a more multi motivational profile. Their loyalty is not guaranteed and there is growing competition aimed at capturing that loyalty; as such, the management of any destination should strive to meet the multiple motivations and interests of tourists. The tourist may have a special responsiveness to the place he/she visits, however the underlying motivation is driven by leisure or free time. Thus, as far as services are concerned, the implementation of better infrastructures for tourist, setting of uniform price of services provided along with the application of new technologies would be a worthwhile initiative.

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