



Osun Worshipers in Osogbo: An Analysis of the Factors Influencing Participations of the Osun Festival in Southwestern Nigeria

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Abstract

This study investigates the factors influencing the Osun festival participation in southwestern Nigeria. Primary data was collected through questionnaire administration on members of the host communities. Secondary data on the number of buildings were obtained from the high-resolution satellite imagery and maps sourced from the Cooperative Information Network (COPINE) of the National Space Research and Development Agency (NASRDA). A systematic sampling procedure was adopted to select 3% of the estimated 10,913 buildings within the designated zones in Osogbo based on the degree of homogeneity of the inhabitants. In this case, 327 respondents were sampled in Osogbo. Data collected were analyzed using Mean Index (MI) and Factor analysis (Principal component analysis). Findings revealed that 45 out of the 49 variables subjected to factor analysis contributed to explaining 79.8% variation of factors influencing participation in the Osun festival. They are categorized under four factors: Sociodemographic, Psychosocial, Basic Facilities/Amenities, and Environmental /Mobility Factors.

Keywords

Osun Worshipers, Osun River, Osogbo Groove, Festival Tourism, Festival Tourism Participation, Festival Tourism Motivation, Southwestern Nigeria

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Introduction

Tourism is an important industry in many regions of the world that forms a growing part of its economy. The demand for tourism has expanded dramatically in the past decades [United Nations World Tourism Organization (UNWTO), 2015]. The proportion of international tourists grew by approximately 4.6% yearly, measuring 3.5% of the world GDP between 1975 and 2000 (UNWTO, 2013). UNWTO (2014) recorded 1.087 billion international tourists during 2013, and approximately (\$6.6 trillion), representing 9% of the world's GDP, were generated with 260 million jobs (1 in every 11) of the jobs created around the world. A further projection was made that the sector will attract 1.561 billion tourists by 2020, and generate (\$10.97 trillion), representing 10.3% of the world's GDP by 2024 (United Nations World Tourism Organization (UNWTO, 2014)). WTTC (2019), in their report, presented that the economic impact of global travel and tourism accounted for 10.4% of the world's GDP, with 319 million jobs created (WTTC, 2019). Globalization in travel and its enormous benefits have increased competition between tourism destinations and operators (Mariani, Baggio, Buhalis, and Longhi, 2014; Baggio & Mariani, 2012).

Event tourism is classified as special, hallmark, and mega, either local, regional, periodic, or occasional (Cudny, 2014; Getz, 2005). Festivals are an integral part of events tourism (Getz, 2012 and Tara, 2012) that are connected with ceremonies and rituals in the form of meetings, conventions, conferences, traditional food, carnival, sport, and exhibitions, among others (Maeng, Jang and Li, 2016; Cudny, 2014). In addition, a festival is a crucial tourism resource centered on religious and cultural celebrations, for instance, commemoration and thanksgiving (Rasmus, Iddeng, and Jon, 2012). Furthermore, festivals with high participation and patronage may be an instrument for economic growth due to their attraction capability of financial, human, and environmental resources, among others from members of the host communities, tourists, and other stakeholders (Government, Non-governmental Organizations, and festival organizers) (Kuri, Ananya, Islam, and Hassan, 2022; Drummond, Snowball, Antrobus, and Drummond, 2021; Doe, Preko, Akroful, and Okai-Anderson, 2021). The present study emphasizes festival participation in Nigeria. Nigeria is the largest black nation and rich in cultural heritage. The country houses over 250 ethnic groups with more than 520 different languages, among which the major ones are Yoruba, Hausa, and Igbo. The individual ethnic groups have festivals that showcase their history and culture (Olokodana–James, 2022; Ndiribe & Aboh, 2020). Of importance to this study are the Yoruba tribes that are located in Southwestern Nigeria. The tribes have a rich and diverse cultural heritage that can be experienced in traditional and cultural festivals, such as the Egungun, Eyo, Igogo, Lagos Black Heritage, Ojude Oba, Osun-Osogbo, Oro, Sango, and Ifa festivals, among others (Titilayo, 2020). Southwestern Nigeria, is blessed with an abundance of traditional annual festivals.

The Osun festival is one of its prominent festivals, hosted by the United Nations Educational, Scientific and Cultural Organization (UNESCO) world heritage site. Hence, it is important to examine the factors that aid the Osun Osogbo festival participation in Southwestern Nigeria.

Literature Review

Studies on festivals have increased over the years, purporting the effectiveness of tourism in driving socioeconomic change in communities (Adongo, Kim, and Elliot, 2019; Zhang, Fong, and Ly, 2019; Laing, 2018; Mariani & Giorgio, 2017; Getz & Page, 2016; Diederling et al., 2015). It is one of the possible options for elevating community livelihoods and poverty alleviation (Wu & Pearce, 2013) and contributing to economic and tourism planning and development (Getz & Page, 2016; Tichaawa, 2016; Davies et al., 2010). Muresan et al. (2016); Su et al. (2016) revealed that festival impact transcends beyond direct economic benefits to encompass other industries in the form of agriculture, fishing, forestry, handicrafts, and food processing. In addition, the role of media coverage in organized festivals exposes its potential to promote attractions and participation (Mohamad, 2022; Sahoo & Mukunda, 2020; Bednar & Welch, 2020). In essence, every community with the potential to organize a festival aims to actualize increased participation and transform the community image and socio-cultural cohesion (Balogun & Nkebem, 2022; Devesa & Roitvan, 2022). Attanasi, Casoria, Centorrino, and Urso (2013) explore social interaction areas that foster understanding between host and guest. Understanding host and guest social interaction instills a sense of safety and promotes cultural education exchange. Furthermore, festivals benefit environmental and community identity protection and place attachment (Li, 2021; Lockhart, 2021).

Festival tourism may generate positive and negative outcomes in different dimensions (socio-cultural, economic, and environmental) (Hassan & Quader, 2022; Grappi & Montanari, 2011). The positive outcomes may be informed by increasing income levels, generating tax revenue, creating employment opportunities, and enriching local communities (Agbabiaka *et al.*, 2017; Mingo & Montecolle, 2014; Newman, Tay, and Diener, 2014). It propels social integration among residents and visitors (Erden & Yolal, 2016; Deery & Jago, 2010). For instance, Yolal, Gursoy, Uysal, Kim & Karacaoğlu (2016) posited a significant positive relationship between the cultural/educational benefits and residents' subjective well-being in the form of entertainment, innovative learning, and community support. Also, festivals enhance cultural creativity, knowledge expansion about the destination, and sensory and emotional stimuli of participants (Yıldırım, Karaca & Çakıcı, 2017; Getz, 2015; del Barrio et al., 2012). The negative outcomes may include local businesses' disruption,

overcrowding, increasing cost of living, traffic congestion, crime, property damage, pollution, destruction or deterioration of natural, cultural, or historical resources, privacy invasion, tradition, morals, and values losses (Agbabiaka, Omoike and Omisore, 2017; Atçi, Unur, and Gürsoy, 2016; Leenders, Go and Bhansing, 2015), economically weak residents might still associate happiness with economic gain (Seraphin, Gowreesunkar, & Platania, 2019). Festivals and events may result in inflationary pressure, traffic congestion and crowd, crime and possible property damage, and an increase in undesired behaviors in the community (Dwyer, Mellor, Mistilis & Mules, 2000; Jeong & Faulkner, 1996). Moreover, festivals may damage the moral values of host communities (Leenders, Go & Bhansing, 2015) and endanger scarce resources (Gursoy, Yolal, Ribeiro & Netto, 2017). Therefore, a more holistic approach to understanding festival impact is imminent (Lasso & Dahles, 2018; Yürük et al., 2017). Andersson & Lundberg (2013) suggested the adoption of a more balanced approach, while Collins & Cooper (2017) proposed the implementation of the triple-bottom-line approach that will ensure a comprehensive analysis impacts.

Theoretical Underpinning

The research focus requires theories that explain tourism patronage and motivation. Therefore, two theories were discussed, the means-end theory and the push-and-pull theory, to explain tourism motivation. The two adopted theories explain the push-and-pull relationships of tourists. The first refers to destination attributes, while the end is the motivational force. Later, push is referred to as internal desire, while pull is the external force (Uysal, Berbekova, and Kim, 2020). The means-end theory helps determine destination attributes that attract and influence tourist choices in selecting specific destinations, among other alternatives (Bapiri, Esfandiar, and Seyfi, 2021; Borgardt, 2020). Pull and Push Motivation Theory expresses the distinction between Push and Pull in a bid to find a solution to what makes tourists travel (Kim & Lee, 2002). The theory assumes that people travel due to internal desire and external forces that may be tangible or intangible (Uysal, Berbekova, and Kim, 2020); for instance, tangible resources include recreation, facilities, beaches, and cultural attractions, while intangible resources include: traveler's perceptions, expected benefits, originality, and destination image (Said, and Maryono, 2018; Uysal & Jurowski, 1994), Cetin et. al, (2017) assert that some destination attributes might be considered more powerful than others in describing the tourist experience continuum. The theory also explains the relationship between two variables (desire for holidays and tourism destination selection) (Güzel, Sahin, and Ryan, 2020; Nicoletta & Servidio, 2012; Kim & Baum, 2007).

In this context, the push and pull theory provides information on tourists' intention to travel to festival venues, which helps the destinations provide appropriate attraction

components and activities. The pull factors may include the desire to escape from home, relaxation, self-esteem, adventure, prestige, social interaction, health & fitness, personal interests, sociodemographic factors, and market knowledge. The push factors may include climate, historic sites, recreational opportunities, aesthetics, benefits experience, sunshine, accessibility, quality of services, cultural events, destination images, and facilities. Examining the above attributes at the festival venues will provide useful information in predicting and promoting festival tourism patronage. To wrap up, organizing cultural festivals requires utilizing locally available resources in large quantities, which may lead to depletion (Gursoy, Yolal, Ribeiro, and Panosso, 2017). They also resulted in various reactions from residents and other stakeholders in the form of opposition to hosting a festival (Burbank, Heying, & Andranovich, 2000). The opposition may also result from locals believing that the cost may outweigh the benefits (Nunkoo & Gursoy, 2016; Leenders et al., 2015).

Furthermore, the notion that the funds allocated to the festival benefited the privileged elites by some residents paints a scenario of marginalizing the already disadvantaged groups (Gotham, 2011). Therefore, the expression of negative and positive perceptions about the use of resources can impinge on the desired level of quality of life in the community. Hence, the adoption of the motivational theory to explain the reason for tourism travels, destination choice, destination activities, and interaction among the people, places, and events.

The Study Area: Osogbo and Osun Festival

Osogbo is located 88km Northeast of Ibadan, 115km Northwest of Akure, and 100km South of Ilorin (Osogbo City Web, 2013). Osogbo, the Osun state's capital, is the home of the river Osun, surrounded by the sacred grove that serves as the famous Osun festival venue. UNESCO recognizes this venue as a world heritage site. About 40 shrines characterize the grove, and artworks inform of sculptures depicting Yoruba deities, two palaces, and worship points, among other attributes existing for over the 20 centuries [United Nations Educational, Scientific and Cultural Organization (UNESCO), 2018)]. The first stage of the festival is *Iwopopo* (*Traditional cleansing of the town*), three days after the *Atupa Olojumerindinlogun* (16-point lamp) that is 600 years old is lit. After that, *Iboriade* (crowns of past Ataoja) are assembled for blessing. The festival's grand finale is when the *Arugba* (Calabash Carrier) carries the sacrifice from the Ataoja's palace to the river at *Isale Osun*. The '*Arugba*' is a virgin who bears the Osun calabash (goddesses containing sacrifice) on her head. The Osun Osogbo festival has transformed from a mere cultural event to a global event, with people attending from Cuba, Brazil, Trinidad and Tobago, Jamaica, Spain, Canada, and the United States.

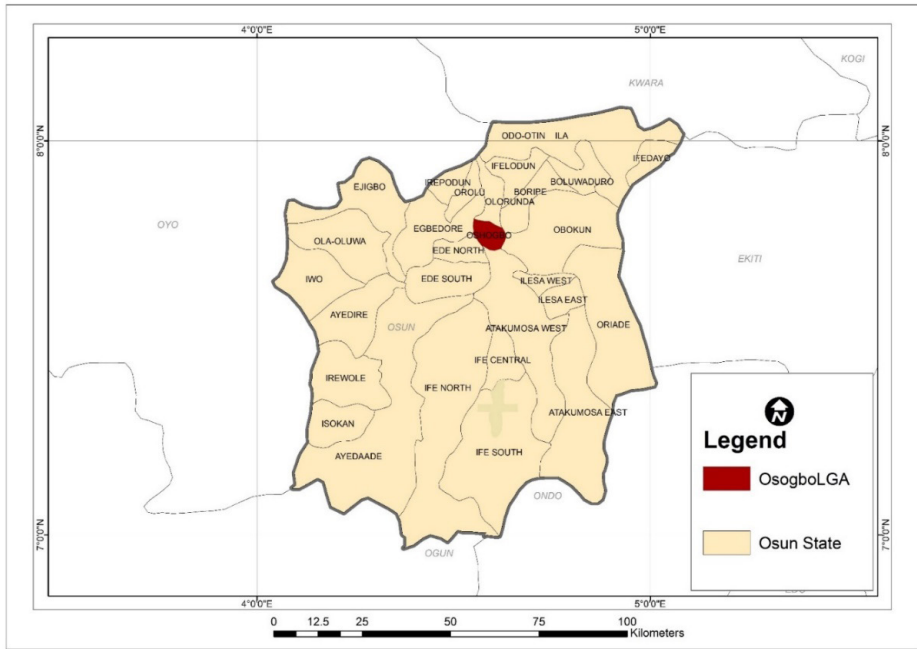


Figure 1. Map of Osun State Showing Ile-Ife and Osogbo
Source: Cooperative Information Network (COPINE), OAU, Ile-Ife 2019

Methodology

Sampling Procedure and Data Collection

Primary data was collected using questionnaire administration on residents, tourists/members of the host communities within 300m, 600m, and 900m radii of the festival venue. Secondary data on the number of buildings were obtained from high-resolution satellite imagery and maps sourced from the Cooperative Information Network (COPINE) of the National Space Research and Development Agency (NASRDA). Using multistage sampling, the selected festivals’ host communities were stratified into 300, 600, and 900 meters radii. The host communities’ members were selected using a systematic sampling procedure from the households within the zoned areas. In this regard, sampling information obtained from Google digital globe camera (2019) on Osogbo revealed 2947, 3452, and 4514 buildings, respectively, within 300, 600, and 900 meters of a buffer from the perimeter of the groove. (See Figure 2). Using systematic random sampling technique, this study selected one out of every 33 buildings representing 3% of the estimated number of buildings where members of the host communities were selected for questionnaire administration (Siegel et al., 2000). One member (a landlord or a tenant with five years of stay) was

selected per sampled building. Therefore, a sample size of 327 members of the host communities forms the sample size for the study (See Table 1).

Table 1
Study Population, Sampling Frame, and Sample Size

Southwest	Selected Buffer (Meters)	Estimated Nos. of Build.	Selected Builds. (3%)	Selected Residents	Total Sample Size
Osogbo (Osun Festival)	300	2947	88	88	327
	600	3452	104	104	
	900	4514	135	135	
Total		10,913	327	327	

Source: Authors Computation (2019)

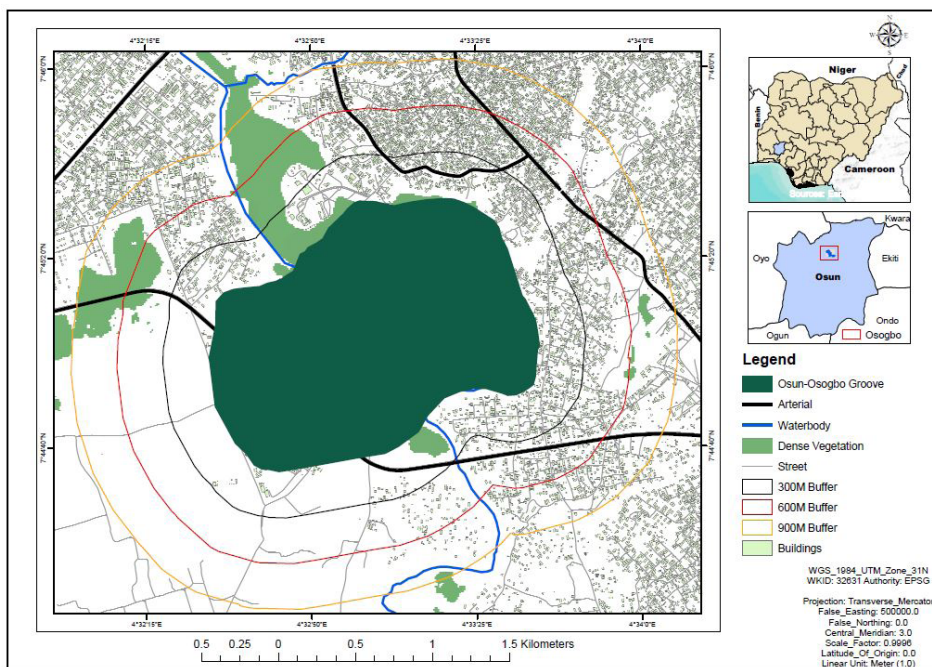


Figure 2. Digitized Map of the Zoned Areas in Osogbo

Source: Cooperative Information Network (COPINE), OAU, Ile-Ife 2021

Sampling Adequacy

Prior to the survey, a pilot survey conducted in the study area revealed the degree of homogeneity of the residents in the study area. Furthermore, in validating the outcome of the pilot survey, the data collected were analyzed using cross-tabulation and Chi-Square to measure the degree of homogeneity and heterogeneity in the demographic characteristics of the residents across the zoned areas (300, 600, and 900 meters radii). The analysis covers gender, marital status, religion, age, income,

occupation, and length of stay of the residents in the study. The result revealed a high degree of homogeneity and similar characteristics in the demographic attributes of the household heads the have not less than five years' length of stay in the study area with chi-square values as follows: $\chi^2 = 2.815$, $df = 2$, $p = 0.245$ for gender, marital status ($\chi^2 = 27.279$, $df = 6$, $p = 0.000$); religious ($\chi^2 = 12.106$, $df = 4$, $p = 0.017$); age group ($\chi^2 = 14.555$, $df = 6$, $p = 0.006$); income status ($\chi^2 = 4.812$, $df = 6$, $p = 0.568$); occupation ($\chi^2 = 11.233$, $df = 6$, $p = 0.081$); education ($\chi^2 = 16.053$, $df = 4$, $p = 0.003$); and length of stay ($\chi^2 = 19.632$, $df = 6$, $p = 0.000$). This indicates that the residents in the study area have homogeneous attributes and would provide relatively similar information based on their locational categorization because sample selection from a homogenous population involves selecting similar cases to further investigate a particular phenomenon as different from maximum variation sampling that bothers on sample selection from a heterogeneous population. Hence, this study adopted the homogenous principle of sample selection by Agbabiaka, Omoike, & Omisore, 2017; Avrahami, Lerner, 2003; Siegel et al. 2000, whose work suggested between 2 and 3 percent sample size for empirical studies that are to be conducted within a homogenous or semi-homogenous population. Based on the above assertion, this study selected 3% of the **10,913** estimated buildings where 327 household heads were sampled. Contrarily, using the conventional methods of calculating sample size that Chaokromthong & Sintao, 2021 put forward; Yamane, 1970; Krejcie & Morgan, 1970, the sample size selected is adequate for the study based on the principle of homogeneity.

Survey Instruments, Reliability, and Response Rate

An array of 49 variables have been identified in literature: and enlisted for examination in the present study, they include: *Age, Diversify economic activities, Improvement in transport infrastructure, Religious/Spiritual, Fosters exchange of culture, Transportation, Distance from my place of resident, Accessibility/ Road, Presence of cultural entertainment, Satisfying leisure needs, exchange of experiences, Accommodation/ Lodging, Feeling secured and Safe, Gender, Showcase local culture, Income, Sales of souvenir, Good maintenance of festival arena, scenic beauty in the environment, spread of tourism benefits, Leisure, Aid interaction with visitors, Educational Level, Occupation, Create a sense of value and identity, Revitalization of arts, Aid preservation of heritage properties, Opportunity to socialize with old friends, Personal and mental relaxation, Parking space, Sightseeing, To put away boredom, Health benefit/ Convalescence, Religion, Create opportunities for shopping, Streetlights, Food/drinks/ Restaurants, Medical Centre, Neatness of environment, Playground, Water, Toilets, Educational/Research, Constant power supply, Stimulate planning to improve amenities, street quality, Chanting of songs, Overstretched resources and Traffic situation* (Boğan, Dedeoğlu, and Dedeoğlu, 2020; Scheyvens,

Movono, Strickland, Bibi, Tasere, Hills, and Teama, 2020; Vogt, Andereck, and Pham, 2020; Agbabiaka et. al., 2017; Yolal, Gursoy, Uysal, Kim and Karacaoglu, 2016; Zamani-farahani, 2016; and Prayag, Hosany, Nunkoo, and Alders, 2013).

It should be noted that some of the demographic variables are continuous variables (Age and Income). Whereas others which are Gender, Educational Level, Religion, and Occupation, are categorical variables. These categorical variables are converted to continuous variables by replacing the raw categories with the average response value of the category before being subjected to factor analysis. In order to test the reliability of the instrument and the scale used in this research, a pre-test was conducted on 54 people. The Cronbach’s alpha values were examined, and the reliability values of the scales (Factors influencing patronage with 49 variables = 0.845) were found to be higher than the recommended value of 0.700. Therefore, the measure is confirmed as reliable (Imam, 2014). The study recorded a high response rate across the zoned areas in Osogbo, 327 questionnaires were administered, and 278 were completed and returned, amounting to an 85% response rate. This achievement may be associated with the fact that the study locations are zoned to three radii, and the enumerators were able to meet the respondents directly.

Table 2
Response Rate

Study Locations	Selected Buffer (Meters)	Sampled Questionnaire	Returned Questionnaire	% Returned
Osogbo (Osun Festival)	300	88	71	80.7
	600	104	86	82.7
	900	135	121	89.6
Total		327	278	85.0

Findings and Results

Descriptive Statistics of the Factors Influencing Osun Festival Participation

The 49 variables enlisted as attributes to measure the factors influencing patronage were computed using the mean index to rank the variables in descending order from most to the least perceived attributes influencing patronage. On the other hand, the deviations about the means were also computed to show the attributes with positive and negative deviations. The attributes with positive deviations are perceived to have a strong varying influence on patronage, while attributes with negative deviations were perceived to have a varying weak influence on patronage. The study reports that 32 out of the 49 attributes as factors influencing patronage of the Osun festival with varying positive deviations about the mean were ranked accordingly from the highest to the lowest, as presented in table 6.1. The attribute with the most influence is fostering the exchange of culture with (MI= 4.94 and MD= 1.32), while the least

positively skewed attribute is health benefit/convalescence with (MI= 3.66 and MD= 0.04). This implies that the positively skewed attributes have a deviance of 0.04 to 1.32 about the mean, giving a range of 0.68, and mean deviance of 0.73 about the mean. This indicates that the positive attributes be given priority and adequate consideration in planning for the Osun festival.

The varying indices of the positively skewed attributes are expressed as follows: *fosters exchange of culture* (MI= 4.94 and MD= 1.32), *accessibility/ Road* (MI= 4.73 and MD= 1.11), *showcase local culture* (MI= 4.73 and MD= 1.11), *aid interaction with visitors* (MI= 4.73 and MD= 1.11), *streetlights* (MI= 4.72 and MD= 1.10), *presence of cultural entertainment* (MI= 4.72 and MD= 1.10), *income* (MI= 4.71 and MD= 1.09), *create sense of value and identity* (MI= 4.65 and MD= 1.03), *transportation* (MI= 4.64 and MD= 1.02), *good maintenance of festival arena* (MI= 4.63 and MD= 1.01), *age* (MI= 4.63 and MD= 1.01), *improve transport infrastructure* (MI= 4.60 and MD= 0.98), *exchange of experiences* (MI= 4.47 and MD= 0.85), *gender* (MI= 4.45 and MD= 0.83), *educational level* (MI= 4.44 and MD= 0.82), *create opportunities for shopping* (MI= 4.43 and MD= 0.81), *scenic beauty in the environment* (MI= 4.42 and MD= 0.80), *spread of tourism benefits* (MI= 4.41 and MD= 0.79), *opportunity to socialize with friends* (MI= 4.24 and MD= 0.62), and *aid preservation of heritage properties* (MI= 4.1 and MD= 0.56) among others as presented in figure 3

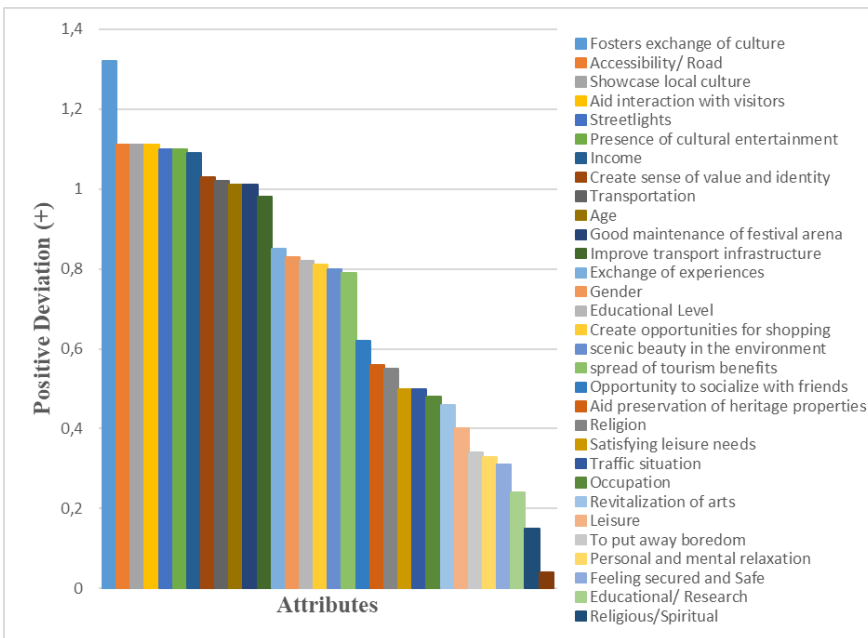


Figure 3. Positive Deviation of Attributes Influencing Patronage of Osun

Source: Authors Field Survey, 2021

The attributes with negative deviation about the mean have a spread of -0.13 to -2.31 with a range of -1.22 and mean deviance of -1.38 about the mean, meaning that the negative attributes also may not be given priority in planning for the Osun festival but should form part of the considerations. The varying indices of the negatively skewed attributes are as follows: *distance from my place of resident* (MI= 3.49 and MD= -0.13), *diversify economic activities* (MI= 3.29 and MD= -0.33), *accommodation/ lodging* (MI= 3.22 and MD= -0.40), *medical Centre* (MI= 3.16 and MD= -0.46), *sales of souvenir* (MI= 2.91 and MD= -0.71), *parking space* (MI= 2.79 and MD= -0.83), *water* (MI= 2.74 and MD= -0.88), *food/drinks/restaurants* (MI= 2.37 and MD= -1.25), *toilets* (MI= 1.99 and MD= -1.63), *playground* (MI= 1.92 and MD= -1.70), *street quality* (MI= 1.61 and MD= -2.01), *overstretched resources* (MI= 1.57 and MD= -2.05), *neatness of environment* (MI= 1.45 and MD= -2.17), *sightseeing* (MI= 1.43 and MD= -2.19), *constant power supply* (MI= 1.40 and MD= -2.22), *Chanting of songs* (MI= 1.99 and MD= -2.24), and *stimulate planning to improve amenities* (MI= 1.31 and MD= -2.31) as presented in figure 4.

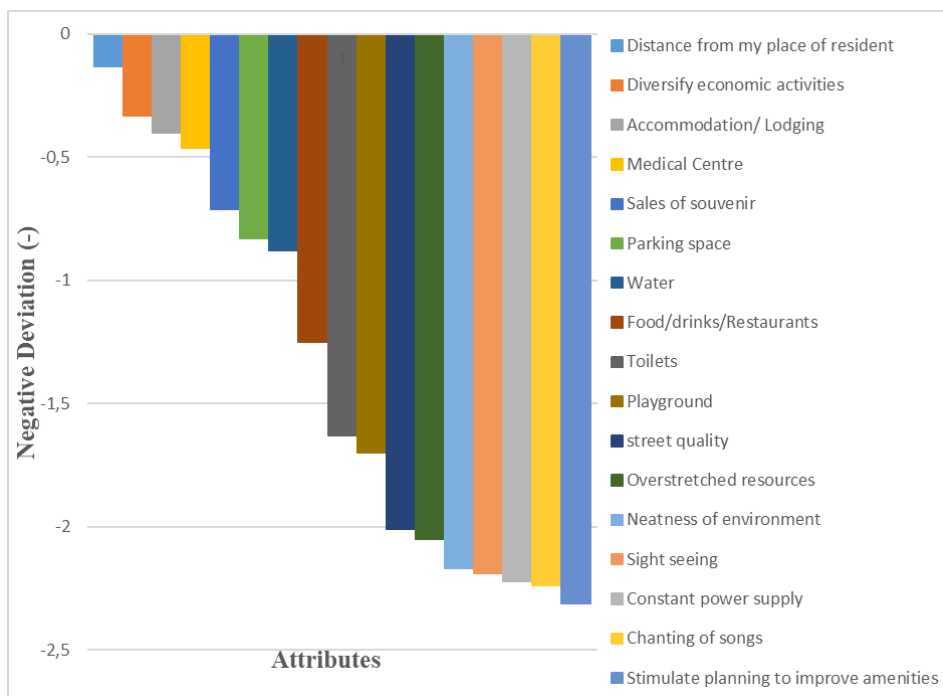


Figure 4. Negativities Deviation of Attributes Influencing Patronage of Osun

Source: Authors Field Survey, 2021

Factor Analysis on Factors Influencing Patronage of Osun Festivals

Based on the foregoing, the attributes discussed in the descriptive analysis were further subjected to factor analysis using principal component analysis with varimax

extraction. Using this method, sampling adequacy was measured with the Kaiser-Mayer-Olkin (KMO) and Bartlett’s test of Sphericity, and the extracted commonalities for the three festivals. Thereafter, discussing the percentage variance explained and eigenvalues before and after extraction, components extracted, and factors loaded highly on each component, and finally, naming the components as factors based on the variables loaded highly on them. The Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy and Bartlett’s test of Sphericity for the three festivals were carried out to test the suitability of the data set for factor analysis. The results indicated the sufficiency of the 49 variables loaded for factor analysis, as presented in Table 3. The KMO value of 0.779 is greater than the minimum 0.5. Bartlett’s test of sphericity chi-square value of 15660.095 and a significant value of 0.000 ($p \leq 0.05$) agree with Field (2013). Therefore, factors analysis is considered relevant and possible for this study.

Table 3
KMO and Bartlett’s Test for the Festival

KMO and Bartlett’s Test		Osun Osogbo
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
	Approx. Chi-Square	15660.095
Bartlett’s Test of Sphericity	df	1176
	Sig.	.000

Source: Authors Field Survey, 2021

Before extraction, the initial commonalities of the factors assumed that all variables are common, with 1.000 each. After extraction, it was observed that each variable reflects a common variance in the data set, which is evident in the proportion of the variance explained by the factors. For instance, variables with the higher associated variation are: *income (0.916)*, *spread of tourism benefits (0.912)*, *accessibility/ road (0.929)*, *leisure (0.944)*, and *revitalization of arts (0.916)*. While the other variables with low associated variations are: *the exchange of experiences and information (0.605)*, *diversified community economic activities (0.408)*, *fostering the exchange of culture (0.412)*, *creating opportunities for shopping (0.597)*, and *street quality (0.586)*. According to Kaiser’s criterion, the average commonalities after extraction are expected to be high for a reasonable representation (Field, 2013). “Where there are less than thirty (30) variable loaded into Factor Analysis and the average commonalities after the extraction is greater than 0.7 (70%), then, it is expected that not more than four (4) factors are to be extracted (Field, 2013)”. Therefore, it is important to note that this study satisfied this condition because forty-nine (49) variables were loaded for analysis with an average commonalities value. The average commonalities value is 0.798(79.8%), respectively, after extraction, which is substantial to perform Principal Component Analysis. The variance explained of factors influencing patronage of the Osun festival revealed that twelve (12) factors with initial Eigenvalues of between 1.171 and 9.331 were extracted with 79.78% as the total variance explained. Component 1 accounted for 19.04% of the total variance

explained in the original data set; component 2 accounted for 13.90%; component 3 accounted for 9.19%; component 4 accounted for 6.83%. Component 5 accounted for 5.88%, and components 6 and 7 accounted for 5.08, and 4.48%, respectively. Components 8, 9, 10, 11, and 12, respectively accounted for 3.63, 3.47, 3.19, 2.70, and 2.39% of the total variance explained.

The rotated Component Matrix is concerned with itemizing, naming, and discussing all highly loaded variables on each component after extraction. The varimax rotation method was used for this purpose. It is important to note that only variables with a value of 0.55 and above were considered highly loaded and were interpreted in the rotated component matrixes. It is equally important to know that only components with at least two (2) variables highly loaded on them will be named and interpreted, according to Agbabiaka (2016). Otherwise, any component with less than two variables loaded highly on it should be disregarded (Field, 2013). The factors influencing participation in the Osun festival are presented in table 6, and the percentage variance with the respective eigenvalue of the extracted factors. Twelve components were extracted and compressed into four factors based on similarity in the highly loaded variables on each component. Factor 1 accounted for 22.77% variance, factor 2 accounted for 20.94% variance, Factor 3 accounted for 20.29%, and the last factors accounted for 15.8% variance. Therefore, the factors influencing patronage of the Osun festival were loaded into four factors which are: Component 1 and 7 has 13 variables loaded highly on them, they are: *age (0.669)*, *gender (0.909)*, *income (0.929)*, *religion (0.903)*, *occupation (0.917)*, *presence of cultural entertainment (0.914)*, *sightseeing (0.921)*, *showcase local culture (0.840)*, *create a sense of value and identity (0.918)*, and *aid interaction with visitors (0.847)*, *aid preservation of heritage properties (0.895)*, and *revitalization of arts (0.945)*, *chanting of songs (0.935)* and they are named **Demographic/ Social Factors**.

Components 2, 9, and 10 have ten variables loaded highly. They are *leisure (0.949)*, *opportunity to socialize with friends (0.840)*, *personal and mental relaxation (0.892)*, *health benefit/convalescence (0.676)*, *educational/research (0.642)*, *exchange of experiences (0.553)*, *feeling secured and Safe (0.884)*, *religious/Spiritual (0.802)*, *to put away boredom (-0.771)*, *satisfying leisure needs (0.907)*. They are named the **Psychological/Social Factors**. Components 3, 6, 8, and 12 combined have 11 variables loaded highly on them. They are: *playground (0.782)*, *parking space (0.849)*, *streetlights (0.838)*, *medical center (0.929)*, *food/drinks/restaurants (0.596)*, *toilets (0.793)*, *water (0.809)*, *stimulate improvement of amenities (0.889)*, *street quality (0.697)*, *improve transport infrastructure (0.767)* and *spread of tourism benefits (0.943)*, and they are named **Basic Facilities/Amenities Factors**. Components 4, 5, and 11 combined have 11 variables loaded highly. They are: *accommodation/ lodging (0.934)*, *accessibility/ roads (0.953)*, *good maintenance of festival arena*

(0.687), transportation (0.909), sales of souvenir (0.877), distance from my place of residence (0.693), constant power supply (0.948), neatness of environment (0.909), traffic situation (0.945), overstretched resources (0.734), and scenic beauty in the environment (0.935), and are named **Environmental /Mobility Factors**.

Conclusion and Recommendation

Findings from the study revealed that the factors influencing patronage of the Osun festival comprise four major categories with varying contributions, they are: Socio-demographic (22.77%), Psycho-social (20.94%), Basic Facilities/Amenities (20.29% variance) and Environmental /Mobility Factors (15.8%). Invariably, 45 out of the 49 variables subjected to factor analysis contributed to explaining 79.8% variation of factors influencing patronage of the Osun festival. This means that five variables were insignificant in explaining the festival's patronage: educational level, diversified economic activities, fostering the exchange of culture, and creating opportunities for shopping. Also, other variables would explain the remaining 20.2% but were not part of the present study. Therefore, the factors influencing patronage of the Osun festival are categorized under the four factors discussed above. The implication of this study indicates that when planning for a festival of this magnitude, it is imperative to consider the demographic characteristics of the participants (Host and Guest). These characteristics (age categories, gender, marital and income status, and occupation) play a vital role in organizing a successful festival. For instance, the category of festival participants may inform the kind of extra activities to be inculcated, crime prevention mechanisms, modes of transportation, and facilities to be provided in the vicinity of the festival venues.

Similarly, basic environmental facilities and amenities may have a locational inclination in the vicinity of the festival. It is of essence to examine the locational features and peculiarities when planning to organize a mega festival. These peculiarities and features include the current environmental terrain and condition, residents' dynamics, transportation infrastructure, security, health apparatus, and personnel, representing both push and pull factors. Therefore, the following should be taken into consideration before organizing a cultural festival of similar characteristics:

First, public enlightenment on the planning procedure of the festival. This will expose and inform the host of the festival's happenings in terms of duration, rules and regulations, target victors, possible occurrence, and mitigation plan, among other information. This will also alert the consciousness of locals to accommodate the visitors. Secondly, the integration of more socially oriented activities to aid the interaction between the locals and the visitors and engage the owners of other ancillary facilities, like hoteliers, to maintain their facilities and services in preparation to accommodate

the festival visitors. Thirdly, the festival organizers should institute an effective solid waste management system during and after the festival, traffic control guidelines and adequate personnel to aid the free flow of traffic, organizing a public transport system to convey participants inward and outward the festival areas at a reduced cost, initiate crowd control mechanism through legibility and walkability principles to ease the navigation of participants within the vicinity of the festival venue. Lastly, relevant authorities in charge of the Healthcare system and environmental control agencies should be inculcated at the planning stage of the festival to evolve health policy that will enable all participants to have access to emergency free first aid treatments in case of accidents occurring. At the same time, the environmental protection agency will provide appropriate information on pollution control and population check to forestall overcrowding, among others.

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