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## The evaluating of service quality in recreational sport events: kite festival sample

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### Abstract

Providing a high quality service is what the recreational and sports facilities wish to achieve. Offering a quality experience to the recreational and sport consumers promote the participation in recreational and sport activities and the consumption of these activities in future. It is accordingly considered to be important that the quality of the offered service is known by recreational and sport marketers and service providers. The service quality of the recreational kite festival was evaluated in this research. The Scale of Event Quality for Spectator Sports (SEQSS) developed by Ko et al. (2011) was used to evaluate the service quality. 325 people who watched the contests and activities within the festival and were chosen with the convenience sampling method joined the research. It was understood from research results that the service quality of the kite festival did not differ according to genders and age groups of the participants. It was determined that individuals with different income levels had different perceptions for the factors affecting the service quality. It was also found that the postgraduate participants had the lowest average for all of the dimensions that affected the service quality of the kite festival.

**Keywords:** Recreation, event, kite, sport kite, service quality

## **INTRODUCTION**

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Kite is the general name for the objects that can hang in the air as a result of the interaction between the force created by the surfaces of light material in the ascending direction that creates drag against the wind and the force created by the rope they are linked to (Wikipedia, 2014a). It is stated that the first kite was made by the Chinese philosopher Mozi who lived the years between 478-392 BC in China. It is said that Mozi made the first kite of China and the world by inspiring from a hawk flying in the sky (Xiaoyu, 1996). Some resources state that the kite has a history of 2000 years and first designed in China and Malaysia (Singla et al., 2009). It is also said that Italian Marco Polo played an important role in that the kite was carried to the West. When Marco Polo came back from China in 13rd century, kites started to get popular. It is stated that kite came to America with European immigrants after Christopher Columbus explored the new continent (Xiaoyu, 1996).

Kites have been used in different cultures and societies for various purposes (Singla et al., 2009; Wankhede and Sariya, 2006; Wankhede and Sariya, 2008; Xiaoyu, 1996). For example, kites were used as a tool of war, communication and reconnaissance in the ancient times (Xiaoyu, 1996). The Chinese used kites to lift their spies up in the air to identify the enemy zones (Singla et al., 2009). In addition, kites were used as a weapon that carries gunpowder (Xiaoyu, 1996). Different uses of the kite are mentioned in the literature other than its military purposes. It is known that the Japanese fly colorful kites in the shape of carp because they believe it is good luck while fishermen fly kites to catch fish in New Zealand. In many Asian countries, farmers fly kites to scare the birds that eat their crops (Singla et al., 2009). It is stated that kites are used in scientific experiments and weather forecasts rather as a meteorological tool in Europe and America. They have been used by different scientist especially to invent things for the benefit of humankind (Xiaoyu, 1996).

It is mentioned that kites were also used as a recreational instrument in the past (Xiaoyu, 1996). In the Tang Dynasty ruled in China between 618 and 906 (Baykuzu, 2006), a series of precautions was taken to minimize the conflict between classes and maintain the social order, and the economy and the production were improved to lighten people's burden. This action is said to have brought a quick comfort and peace. As a result, the economic development and the social balance increased the popularity of various festivals that also helped cultural and recreational activities develop. Therefore, kites that had been used for military purposes started to be a recreational tool (Xiaoyu, 1996).

Kiting stands out as a popular recreational sport especially among children and young adults in many cultures now (Mehmood et al., 2010; Twari and Sharma, 1999; Wankhede and Sariya, 2006). Kiting is a great hobby and sport that brings challenge, excitement and cooperation to the participants (Skinner, 2004). Sport Kite is performed with a kite that can be maneuvered in the air. It is said that the development multi-line kites has turned the ways of flying kite into a sport in recent years. The contests of kiting share many common characteristics with figure skating in which the music is interpreted artistically and the performance of compulsory figures are evaluated by judges. Performances are conducted individually, in pairs or as a team. It is said that the contests of teams that are composed of eight people at maximum are the most watched contest class (Wikipedia, 2014b). Sport Kite has become a discipline for which a world championship is organized by institutions operating in different parts of the world such as American Kitefliers Association (AKA), Sport Team and Competitive Kiting (STACK) and All Japan Sport Kite Association (AJSKA) (WSKC, 2014). The kitefliers compete in the disciplines of precision and ballet in the World Sport Kite Championship. Precision is composed of the compulsory and technical moves that test contestant's technical skills. Bale (ballet) requires the interpretation of the music (International Sport Kite Rules Book, 2009).

Different types of Sport Kite tournaments are organized. There are also organizations of "kite fighting" in some countries such as India, Pakistan, Afghanistan, Bangladesh and Brazil (Sariya, 2008; Wankhede and). At these tournaments, participants use an abrasive or cutting material on their ropes to cut the rope of competitor's kite. The goal is to cut the rope of the kite and make the competitor go out of play (Singla et al., 2009).

Kites are also used in water sports. The discipline in which kites are used in water sports is called "kitesurfing". Kitesurfing has recently been drawing attention as an outdoor recreational sport trend (Exadaktylos et al., 2005; Ziegler et al., 2009).

The kite has its functions in the folklore, art and economy beside its function as a recreational sport activity (Zhang et al., 2007). It can be said that kiting has become an international activity for which festivals are organized in certain areas (Xiaoyu, 1996). Today, kiting is a recreational activity of which festivals are held in many countries such as USA, Canada, China, Singapore, India, Pakistan, UK, Germany, France, the Netherlands and Turkey (Mehmood et al., 2010; Tiwari and Sharma, 1999; Xiaoyu, 1996;). Washington Kite Festival was considered to be one of the best activities in USA in 2011 (Top Events USA, 2014).

The number of festivals has been increasing across the world (Kim et al., 2014). It can be observed that their number and diversity has been increasing day by day (Yoon et al., 2010). Kite festivals are one of the festivals that are traditionally organized with community participation each year (Giovanardi, 2011). One of the main reasons for this numerical increase is its contribution to the regional economy (Yoon et al., 2010). It is thought to be providing locals with extra income and occupation. Still, it may not be true only to focus on its economic aspect. The festivals are capable of providing the host community, the organizers and the participants with many perks. They also offer individuals the opportunity to socialize and interact with each other (Kim et al., 2014).

A "Kite Festival" has been organized by Anadolu University Faculty of Sport Sciences for primary, secondary and high school students and people of different age groups in Eskişehir since 2004. This kite festival is an organization that covers augment services such as various contests, stage performances and games and is held in May each year with the contributions of sponsors. Public institutions such as Anadolu University aim to offer an alternative activity that can meet individuals' physical and socio-cultural needs by organizing a recreational kite festival. It can also be said that the kite festival creates opportunities for locals to acquire economic gains.

The festivals have important effects on local economies and provide locals with great benefits. This is considered to be the reason why the number and diversity of the festivals have increased dramatically. It is known that communities organize several festivals to improve the local tourism and for its economic benefits (Yoon et al., 2010) Festivals are also good examples for sustainable touristic practices (McKercher et al., 2006). Providing a quality service is a basic strategy for sustaining and succeeding in an organization in today's competitive environment. The ability to render a quality service provides an advantage for creating a more successful organization (Chuan, 2008). Therefore, it is important to evaluate the service quality. Within this context, it is critical to be able to evaluate the service quality to maintain the recreational organizations. Evaluating the service quality of recreational organizations is thought to provide the sponsor firms, the organizers and the service provider stakeholders of the activity with importance feedbacks. Accordingly, the aim of this research is to evaluate the service quality of the recreational kite festival.

## Literature Review

Research on the service quality in the recreational and sport industry is conducted under the topics of spectator and participating recreational and sport services (Theodorakis and Alexandris, 2008). In the literature review, there was an effort to create a corporate framework related to the dimensions frequently used in the scales utilized for evaluating the service quality in spectator recreations and sports.

The service quality has been measured in the area of sports and recreations for over 20 years (Perez et al., 2010; Theodorakis et al., 2011). With the increase of the competition at recreational and sport facilities, researchers and service providers have been attaching more importance to customer satisfaction and service quality (Ko, 2000). According to Ceylan et al. (2010), the reason why this issue is emphasized is to identify the importance attached by the consumers to the quality in their service preferences.

When the literature is reviewed, the model which has been utilized most for the measures of service quality in various service industries (Pollack, 2008; Shonk, 2006; Thwaites and Chadwick, 2005) is the SERVQUAL developed by Parasuraman et al. (1985). The SERVQUAL is a popular scale that measures the service quality (Lam et al., 2005). No total agreement can be mentioned among researchers who examine the service quality in the recreational and sport industry about which dimensions identify the structure best (Kyle et al. (2010). Most of the scales used to measure the service quality in the recreational and sport industry have been utilized the original SERVQUAL scale and its dimensions in their development stage as a basis (Theodorakis and Alexandris, 2008). However, Ott (2008) stated that the SERVQUAL model used in the recreational and sport industry fall short in this field and additional research is needed for this model. He also added that this cause researchers to focus on the specific service quality elements, dimensions and developing factors of the sport and recreational industry. According to him, adaptation studies have been conducted on the old models and new instruments have been developed to measure the service quality in the recreational and sport industry as a result.

There are various factors or dimensions affecting customers' process of evaluating the service quality. However, there is no complete agreement about what these dimensions really are. The most important reason why there is no consensus among researchers is considered to be the fact that the dimensions constituting the service quality differ according to various sectors (Okumus and Duygun, 2008). When the literature about the service quality measures in the

recreational and sport industry is reviewed, the measures of service quality are classified under spectator and participating recreational sports. It is seen that there are different dimensions in the service quality measures of both classifications (Ko et al., 2011; Theodorakis and Alexandris, 2008; Yıldız, 2012).

According to Perez et al. (2010), the quality of recreational and sport services is one of the factors that determine the development of a business. Therefore, it is necessary to know the dimensions of service quality to analyze the quality and develop the accuracy and productivity of the service. When the scales developed to evaluate the quality of spectator recreational and sport services are examined within this context, the result and environment dimensions are referred in different scales as the dimensions affecting the service quality (Brady and Cronin, 2001; Kelley and Turley, 2001; Ko et al., 2011; Kuenzel and Yassim, 2007; McDonald et al., 1995; Theodorakis et al., 2001). Table 1 shows the scales and dimensions developed to measure the service quality in the areas of spectator recreation and sport.

**Table 1.** The scales and dimensions developed to measure the service quality in the areas of spectator recreation and sport (Theodorakis and Alexandris, 2008; Ko et al., 2011; Yıldız, 2012; Çevik, 2013; Şimşek, 2014).

Researcher	Scale	Dimensions
McDonald, Sutton and Milne (1995)	TEAMQUAL	Reliability, Responsiveness, Assurance, Empathy, Physical characteristics
Wakefield, Blodgett and Sloan (1996)	SPORTSCAPE	Carpark, Aesthetics, Scoreboard, Comfort, Venue layout, Functionality, Signs, Desire to stay
Theodorakis, Kambitis, Laios and Koustelios (2001)	SPORTSERV	Accessibility, Reliability, Eagerness, Tangibles, Security
Kelley and Turley (2001)	—	Employees, Price, Facility access, Concessions, Fan comfort, Game experience, Show time, Convenience, Smoking
Westerbeek and Shilbury (2003)	—	Core sport product, Joint service production, SPORTSCAPE feature
Gencer (2005)	S_PSQPS	Quality of interaction, Quality of physical environment, Quality of core services
Kuenzel and Yassim (2007)	—	Social interaction, Game quality, Ambiance
Ko, Zhang, Cattani and Pastore (2011)	SEQSS	Game quality, Augment services, Quality of interaction, Quality of outcomes, Quality of physical environment

“The Scale of Event Quality for Spectator Sports” (SEQSS) developed by Ko et al. (2011) is one of the scales recently developed to evaluate the service quality of spectator recreational and sport services. Researchers state that SEQSS is valid and reliable for evaluating the quality of activity and the dimensions game, augment, services, interaction, outcomes and environment. It is also stated that the five dimensions will lead the way to identify the possible problems at the venue of activity and develop the services for future activities (Ko et al., 2011). It is important to tell about the abovementioned dimensions within this context.

**Game:** The game dimension means the perception of spectators about the performance of the contest which is the core product. The game quality is considered to be a dimension that is effective about satisfaction and watching the contest again in the future (Kunzel and Yassim, 2007). Kelley and Turley (2001) stated that sportive challenge, in other words, game performance is one of the basic factors that affect the quality in offering service. According to the researchers, it is difficult to control the game quality as other dimensions that affect the service quality for recreational and sport marketers. It is also difficult to assure that consumers will receive positive services when they go to watch a contest (Kelley and Turley, 2001).

**Augment Services:** The augment services dimension emphasizes the quality perception about the secondary products and services offered in relation with the activity. Augment services include entertainment services and concessions (food stands) representing the most important secondary products and services that contribute to spectators' experience about the service (Ko et al., 2011). In the study by Kelly and Turley (2001), the concessions stand out as the lowest scoring dimension which affects the service quality in terms of fans.

**Quality of interaction:** Quality of interaction means the nature of interaction between consumers and business employees (Kyle et al., (2010). The quality of interaction dimension focuses on how the service is offered. Interaction in offering service is possible in two ways: These are as follows:

-Interaction between Service Provider and Consumer: Interaction between service provider and consumer actually represents a subjective evaluation about how the service is offered by means of the interaction. More specifically, behaviors of service providers represent the personality characteristics at the points where the behaviors (such as good-humor, sincerity, courtesy, attitude, interest, frankness, and helpfulness) that will affect consumer's perception



about quality of interaction are expressed distinctly. Attitude, behavior, and employee's specialty in his field affect consumer's perception about service quality (Ko and Pastore, 2005).

-Interaction between Consumers: Interaction between consumers represents consumers' subjective perception about how other consumers' attitudes and behaviors are evaluated during the fulfillment of the service. Consumer's quality perception for the service is affected by other consumers' attitudes and behaviors. This social process is mentioned in the recreational and sport services in which consumers have high amount of interaction (Ko and Pastore, 2005).

Outcome: Quality of outcome represents what has been left to the consumer at the end of the service consumption or what the consumer has acquired (Grönroos, 1984; Ko et al., 2011). In other words, it is to focus on the outcome of the service action (Ko and Pastore, 2005). Spectators want to gain psycho-social benefits such as excitement, pleasure and social interaction when they participate in an activity (Ko et al., 2011). Quality of outcome is a dimension related to these abstract benefits which the individual acquires (Kyle et al., 2010).

Environment: Environment is the facility where the service experience occurs. It is stated that environment has an important effect on the general service quality perception (Brady and Cronin, 2001). Many studies conducted on the service quality in the recreational and sport industry mention that environment is the most important dimension in the evaluation of service quality (Chelladurai and Chang, 2000; Howat et al., 1996; Kim and Kim, 1995; Ko and Pastore, 2005; Ko and Pastore, 2007).

In previous research, environment has stood out as the most important factor among the factors affecting the spectator recreational sport services while augment services are the least important one (Chelladurai and Chang, 2000; Howat et al., 1996; Kelley and Turley, 2001; Kim and Kim, 1995; Ko and Pastore, 2005; Ko and Pastore, 2007). Another important point is that these studies mentioned about the difficulty to control the game dimension which affects the service quality of recreation and sport marketers. It can be given as the reason that the recreational and sport services have a changing nature. After all, spectator recreational and sport service may change depending on a series of factors such as the volatile performance of athletes or a team and specific conditions (weather conditions) during the presentation. That is to say, the services purchased by recreational and sport consumers may differ from week to week (Simit, 2008).



Since providing a high quality service is the goal that recreational and sport business want to achieve (Tsitskari et al., 2006), providing the consumers with a quality experience that meets the expectations contribute to future participations in recreational and sport activities and the consumption of these activities (Tsuji et al., 2007). As a result of this, it is important at this point that the dimensions which determine the quality of the provided service are known by recreational and sport marketers and service providers (Perez et al., 2010).

## **METHODS**

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### Research Group

In the research, single screening model which is one of general screening models was used. The population of the research is composed of the participants who watched the contests and activities within the scope of 10<sup>th</sup> Kite Festival held at Anadolu University İki Eylül Campus Recreation field. The sample of the research consists of 325 individuals who were selected with the convenience sampling method.

### Data Collection Instruments

The questionnaire method was utilized to collect data within the scope of the research. The process of data collection was performed by 8 interviewers towards the end of the kite festival program to be able to evaluate the data correctly. 350 questionnaire forms were distributed, and 332 of them (a respondency rate of 95%) were received back. 7 of them were not included in the evaluation for different reasons. In this research, the Scale of Event Quality for Spectator Sports (SEQSS) which was developed by Ko et al. (2011) to measure the service quality in the recreational and sport industry and of which reliability and validity studies for the Turkish language and culture were conducted by Simşek (2014) was used.

The SEQSS evaluates the service quality with 5 dimensions that also have the following 12 subdimensions: game (skill and performance, working hours, debriefing), augment services (sociability, concessions), interaction (employee interaction, fan interaction), outcome (socializing, valuableness), and environment (ambiance, design and scoreboard). Ko et al. (2011) reached the results  $\chi^2 = 985.13$ ;  $df = 705$ ;  $\chi^2/df = 1.40$ ;  $RMSEA = 0.043$ ;  $(90\%CI) = 0.036-0.049$ ;  $IFI = 0.939$ ;  $CFI = 0.938$ ;  $SRMR = 0.072$  for the model fit indexes (12). As a result of the confirmatory factor analysis, Simşek (2014) found the values  $\chi^2=451.86$ ,  $df=152$ ,

$p=.000<.001$ ;  $\chi^2/df=2.97$ , RMSEA, 0.59 (acceptable); SRMR= 0.70 (acceptable); NFI=0.91 (acceptable); NNFI=0.96 (acceptable); CFI=0.96 (acceptable); GFI=0.97; (good fit) AGFI=0.88 (acceptable).

The original scale is composed of 39 items written in sentence form (Ko et al., 2011). As a result of the reliability and validity study performed by Simşek (2014), the item number of the scale was set to be 34.

## Data Analysis

Frequency distributions, arithmetic means and standard deviations of the obtained data were presented as descriptive statistics. In addition, the sample group was compared in terms of gender, age, occupation, income and educational background to determine the service quality of the 10<sup>th</sup> Kite Festival. One Way Variance Analysis (ANOVA) and T-test analysis were used in the comparisons. The evaluation of variance homogeneity was conducted with the Levene's test for the differential means in ANOVA, and all data were found to be homogeneous. Measure values that provide variance homogeneity were evaluated with the LSD statistics to find from which groups the difference between gender, age, occupation, income and educational background originated ( $p<0.05$ ).

## RESULTS

Five demographic characteristics of the sample group were examined within the scope of the research. These are gender, age, occupation, income and educational background. Descriptive statistics of sample group's demographic characteristics were given in Table 2.

**Table 2.** Descriptive statistics of the sample group participated in research.

Descriptive Statistics	frequency n	Percent %
<b>Gender</b>		
Female	216	66,5
Male	109	33,5
<b>Age</b>		
14-19	73	22,5
20-25	123	37,8
26-31	26	8,0
32-37	72	22,2
37 and more	31	9,5

<b>Occupation</b>		
Housewife	24	7,4
Worker	22	6,8
Civil Servant	38	11,7
Student	176	54,2
Self Employment	65	20,0
<b>Income</b>		
Up to 1000 TL	125	38,5
1001-2000 TL	67	20,6
2001-3000 TL	54	16,6
3000 TL and more	79	24,3
<b>Educational background</b>		
Primary Education	33	10,2
High School	76	23,4
Associate degree and Undergraduate	187	57,5
Postgraduate	29	8,9

When Table 2 is examined, 66.5% of the sample group is female; 33.5% of it is male. The age range which ensured participation most (37.8%) is 20-25. The dominant educational backgrounds among the sample group are associate degree and undergraduate (57.0%). The widest participation in terms of occupation was by students (54.2%). Individuals with an income up to TRY 1000 (38.5%) ensured the widest participation in terms of income levels.

**Table 3.** Differentiation status of service quality factors according to gender of sample group.

<b>Factors</b>	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Sd.</b>	<b>t</b>	<b>p</b>
<b>Game</b>	Female	216	3,8771	,59128	,734	,618
	Male	109	3,8532	,60536		
<b>Augment Services</b>	Female	216	3,8256	,70780	,743	,297
	Male	109	3,7982	,72011		
<b>Interaction</b>	Female	216	3,8636	,81858	,422	,282
	Male	109	3,7863	,81858		
<b>Outcome</b>	Female	216	4,1844	,68658	,900	,707
	Male	109	4,1743	,68207		
<b>Environment</b>	Female	216	3,8913	,77341	,259	,560
	Male	109	3,7898	,74468		

\*\* p<.01, \* p<.05

The T-test was conducted to determine whether the factors that affect the service quality of the kite festival exhibit significant differences according to gender. As a result of the analysis, it was found that the factors were not significantly different according to gender statistically.

**Table 4.** Differentiation status of service quality factors according to age groups.

Factors	Age	n	Mean	Sd.	F	p
<b>Game</b>	14-19	73	3,9239	,64864	,568	,686
	20-25	123	3,8636	,57062		
	26-31	26	3,8034	,61689		
	32-37	72	3,8966	,57458		
	37 and more	31	3,7527	,60567		
<b>Augment Services</b>	14-19	73	4,0091	,73802	2,269	,062
	20-25	123	3,7561	,64419		
	26-31	26	3,6923	,98171		
	32-37	72	3,8426	,71091		
	37 and more	31	3,6452	,56066		
<b>Interaction</b>	14-19	73	3,9247	,78842	2,026	,091
	20-25	123	3,7713	,69214		
	26-31	26	3,6779	101,541		
	32-37	72	4,0122	,98947		
	37 and more	31	3,6250	,65440		
<b>Outcome</b>	14-19	73	4,1598	,75993	5,410	,000**
	20-25	123	4,0921	,62332		
	26-31	26	4,0128	,88935		
	32-37	72	4,4907	,56077		
	37 and more	31	4,0054	,60321		
<b>Environment</b>	14-19	73	3,9482	,81828	1,616	,170
	20-25	123	3,7907	,67575		
	26-31	26	3,8269	,95113		
	32-37	72	3,9826	,77692		
	37 and more	31	3,6416	,73267		

\*\*p<.01, \*p<.05

The One Way Anova test was conducted to determine whether the factors that affect the service quality of the kite festival exhibit significant differences according to age groups. Outcome factor has significant difference. Participants who were between 32 and 37 age presented were more positive opinions.

**Table 5.** Differentiation status of service quality factors according to occupations groups.

Factors	Occupation	n	Mean	Sd.	F	p
<b>Game</b>	Housewife	24	4,1343	,56178	2,765	,028*
	Worker	22	3,9949	,55975		
	Civil Servant	38	3,8977	,65627		
	Student	176	3,8718	,60631		
	Self Employment	65	3,7043	,51305		
<b>Augment Services</b>	Housewife	24	4,1343	,61577	2,435	,047*
	Worker	22	3,9949	,68147		
	Civil Servant	38	3,8977	,69954		
	Student	176	3,8718	,69186		
	Self Employment	65	3,7043	,77645		
<b>Interaction</b>	Housewife	24	4,1343	121,356	3,440	,009**
	Worker	22	3,9949	,78213		
	Civil Servant	38	3,8977	,75807		
	Student	176	3,8718	,72763		
	Self Employment	65	3,7043	,85806		
<b>Outcome</b>	Housewife	24	4,1343	,67372	1,595	,175
	Worker	22	3,9949	,71590		

	Civil Servant	38	3,8977	,60881		
	Student	176	3,8718	,66996		
	Self Employment	65	3,7043	,74131		
	Housewife	24	4,1343	,69495		
	Worker	22	3,9949	,68084		
<b>Environment</b>	Civil Servant	38	3,8977	,88505	1,265	,284
	Student	176	3,8718	,72333		
	Self Employment	65	3,7043	,83771		

\*\* p<.01, \* p<.05

When the service quality factors are examined to see whether they differ according to the occupations of the participants, the factors "game" (F= 2.765/ .028), "augment services" (F= 2.435/ .047) and "interaction" (F= 3.440/ .009) have the significant difference. LSD/Dunnett'C test was conducted to find between which groups the difference in the occupation groups is. It was found that opinions of those who were in the housewife occupation group for the game factor (X= 4.1343), the augment services factor (X=4.2104) and the interaction factor (X= 4.1343) respectively were more positive compared to other occupation groups.

**Table 6.** Differentiation status of service quality factors according to income groups.

Factors	Income	n	Mean	Sd.	F	p
<b>Game</b>	Up to 1000 TL	125	3,8987	,61298	3,082	,028*
	1001-2000 TL	67	3,8590	,60103		
	2001-3000 TL	54	4,0288	,54697		
	3000 TL and more	79	3,7215	,56931		
<b>Augment Services</b>	Up to 1000 TL	125	3,8600	,66747	5,596	,001**
	1001-2000 TL	67	3,9279	,72950		
	2001-3000 TL	54	3,9722	,72232		
	3000 TL and more	79	3,5464	,69437		
<b>Interaction</b>	Up to 1000 TL	125	3,8447	,74129	4,188	,006**
	1001-2000 TL	67	4,0205	102,011		
	2001-3000 TL	54	3,9645	,69874		
	3000 TL and more	79	3,5849	,76651		
<b>Outcome</b>	Up to 1000 TL	125	4,2000	,65171	,643	,588
	1001-2000 TL	67	4,2065	,70894		
	2001-3000 TL	54	4,2377	,65685		
	3000 TL and more	79	4,0907	,73370		
<b>Environment</b>	Up to 1000 TL	125	3,8978	,69555	4,479	,004**
	1001-2000 TL	67	3,9399	,83550		
	2001-3000 TL	54	4,0365	,71252		
	3000 TL and more	79	3,6006	,78993		

\*\* p<.01, \* p<.05

When the service quality factors are examined to see whether they differ according to the incomes of the sample group, it is seen that there is a significant difference between the factors "game" (F= 3.082/ .028), "augment services" (F= 5.596/ .001), "interaction"(F= 4.188/

.006) and "environment" (F= 4.479/ .004). LSD/Dunnett'C test was conducted to find between which groups the difference in the income levels is. Those who were with an income of TRY 2001-3000 TL (X= 4.0288) for the game dimension, of TRY 1001-2000 (X= 3.9279) for the augment services dimension, of TRY 2001-3000 (X= 3.9722) for the interaction dimension, and finally, of TRY 2001-3000 (X= 4.0365) for the environment dimension presented more positive opinions compared to other groups.

**Table 7.** Differentiation status of service quality factors according to educational backgrounds groups.

Factors	Educational Background	n	Mean	Sd.	F	p
<b>Game</b>	Primary Education	33	3,9663	,55866	1,871	,134
	High School	76	3,9825	,61985		
	Associate degree and Undergraduate	187	3,8194	,59978		
	Postgraduate	29	3,7816	,50350		
<b>Augment Services</b>	Primary Education	33	3,9495	,71137	6,562	,000**
	High School	76	4,0724	,71302		
	Associate degree and Undergraduate	187	3,7362	,66616		
	Postgraduate	29	3,5115	,78923		
<b>Interaction</b>	Primary Education	33	3,9154	,67984	4,875	,002**
	High School	76	4,1036	,98276		
	Associate degree and Undergraduate	187	3,7647	,72403		
	Postgraduate	29	3,5230	,89674		
<b>Outcome</b>	Primary Education	33	4,0758	,67455	2,060	,105
	High School	76	4,3202	,74025		
	Associate degree and Undergraduate	187	4,1720	,62836		
	Postgraduate	29	3,9943	,83747		
<b>Environment</b>	Primary Education	33	3,9394	,93197	2,801	,040*
	High School	76	4,0588	,74094		
	Associate degree and Undergraduate	187	3,7767	,73312		
	Postgraduate	29	3,7548	,74351		

\*\* p<.01, \* p<.05

When the service quality factors are examined to see whether they differ according to the educational backgrounds of the sample group, it is seen that there is a significant difference between the factors "augment services" (F= 6.562/ .000), "interaction" (F= 4.875/ .002), and "environment" (F= 2.801/ .040). LSD/Dunnett'C test was conducted to find between which groups the difference in the educational backgrounds is. For the augment services dimension,

high school graduates ( $X=4.0724$ ); for the interaction dimension, high school graduates ( $X=4.1036$ ), and for the environment dimension, high school graduates again ( $X=4.0588$ ) presented more positive opinions compared to other groups.

## **DISCUSSION**

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The aim of this research is to evaluate the service quality of Anadolu University kite festival that has traditionally been held for 10 years. According to the findings of the research, no significant difference was found in none of the dimensions game, augment services, interaction, outcome, and environment which affect the service quality of the kite festival according to the gender of the participants. Lin et al. (2001) stated that gender difference among consumers may affect the service quality perception. It is also said that gender of consumers is effective on the employee performance, that is, the service presentation. In previous research of the marketing literature, it has been commonly mentioned that female consumers tend to rate service quality at a poorer level when an intersexual comparison is made (Lee et al., 2011; Snipes and Thomson, 2006). In their study to examine the relationship between personality and service quality, Lin et al. (2001) concluded that gender is important in the relationship between personality and service quality. Spathis et al. (2004) mentioned that gender is an important factor for the service quality perception. They also stated that gender differences in the service quality perception may originate from distinctive behavior patterns and personality associated with gender. They added that there have been few studies that analyze this circumstance. Lee et al. (2011) conducted research to examine the effect of consumers' service quality perception on satisfaction, intention to revisit and role of gender at golf clubs. They concluded that female golfers attach more importance to physical presentation, cleanliness and outer appearance of the service provider. These results are not in harmony with those obtained from this study. Consequently, a relationship between gender and service quality perception is mentioned in the literature related to service quality. Dimensions that affect the service quality may differ depending on the type of industry (Lee et al., 2011). According to the results of this study, the reason why there is no difference in the demographic characteristic of gender may stem from the differentiation of the factors affecting the quality of spectator recreational and sport service in the sport and recreational industry.

It was found a significant difference in outcome factor when it was examined whether the quality of the kite festival differ according to participants' age groups. Participants who were



32 and 37 age had more positive perception about service quality. It is stated that the perception of service quality may be different among younger and older consumers. Younger consumers have less experience about service (Mankongvanichkul, 2010). Older consumers are more experienced about service and more informed of the services that purchase or consume (Dagger and Sweeney, 2007). According to the findings of the research, it can be thought that the service quality of kite festival especially in outcome factor is positive for elder participants.

When it is examined whether the service quality factors differ according to the occupations of the participants, the factors game, augment services and interaction have a significant difference. It was determined that individuals who are in the housewife occupation group have higher average in all three dimensions that affect the service quality of the kite festival. Averages of other occupation groups are lower than housewives'. It is said that occupation is an important indicator of the social class in industrialized societies since status levels differ among the individuals of the society and this is related to different occupations. High-status occupations have different characteristics, motivations and values than other less prestigious occupations (Williams, 2002). The characteristics of an occupation affect all aspects of individual's life including the purchasing behavior (Cheung, 2012). It can be concluded from the abovementioned findings that services offered within the scope of the kite festival were not compatible with the values of those who are from the other occupation group, they were not motivated by those services and encouraged to purchase the offered services.

When it is examined whether the service quality factors differ according to the monthly income of the participants, the factors game, augment services and interaction have a significant difference. No difference was found only in the outcome factor statistically. It draws attention that those with a monthly income of TRY 2001-3000 have a higher average than other income groups for the game, augment services and environment dimensions that affect the service quality of the kite festival. In addition, it is observed that those with a monthly income of TRY 1001-2000 have high averages for the augment services and interaction dimensions. Scott and Shieff (1993) stated that customers with different income levels also have different service quality perceptions. The findings obtained from the research verify this statement.

Educational backgrounds affect the way that consumer gets informed and decides. Educated consumers are more informed of difficulties and opportunities in the market (William, 2002).

When it is examined whether the service quality of the kite festival differs according to the educational background of the participants, it can be seen that the factors augment services, interaction and environment have a significant difference. It is pointed out that those who were graduated from high school have a higher average than others for the augment services, interaction and environment factors. It is considered to be a remarkable finding that for all factors in which there is a statistical difference, those who are postgraduates have the lowest average. It is said that educated individuals collect more information about the product or services they plan to purchase and think twice before purchasing those products or services. Additionally, individuals with higher educational levels have higher expectations about the service quality (Chow et al., 2007). It can be concluded within this context that the service quality perception for the kite festival is low from the aspect of individuals with higher educational levels.

## **CONCLUSIONS**

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Consequently, it was found that the service quality of the kite festival did not differ according to genders and age groups of the participants. It was observed that those from the housewife occupation group had a higher average for the game, augment services and interaction factors that affect the service quality of the kite festival. It was also noticed that individuals with different income levels had different perceptions for the factors affecting the service quality. It was concluded that the postgraduate participants had the lowest average for all of the dimensions that affected the service quality of the kite festival.

## **RECOMMENDATIONS**

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Based on the study in which they examined gender differences in the service quality, Huang, Ho and Bruce (2003) stated that effective service training programs should analyze the basic differences between genders. Within the scope of the study, few studies were found for the differentiation of service quality perception in the recreational and sport field according to gender (Lee et al., 2011). No study was found to be analyzing the reasons why the service quality is different depending on gender. It is thought that research on the reason why gender differences occur will significantly contribute to recreational and sport marketers and service providers. It is recommended in parallel with this information that it should be analyzed in future studies why gender differences occur or why this difference does not occur.

Services in the recreational and sport industry are classified under the topics of spectator and participating recreational and sport services. Studies on the evaluation of service quality and

scales developed to evaluate the service quality are conducted under these two topics. It was noticed during the research process that some services in the recreational industry cannot be classified like those in the sport industry can. For example, the kite festival has its spectator and participating aspects. Therefore, it is observed that some recreational services differ from sport services. While the service quality of the kite festival was examined within the scope of the study, the service quality was evaluated only from the aspect of spectator. No evaluation was performed for the participation aspect. Hence, both participation and spectator aspects should be addressed together to be able to literally evaluate the service quality of recreational activities like the kite festival. As a result, it is recommended to develop a new scale that focus on both participation and spectator so that services with participation and spectator dimensions in the recreational industry can be evaluated.

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