

## **MOTIVATIONS FOR ATTENDANCE AT COMMUNITY FESTIVALS**

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### **ABSTRACT**

The aim of this study is to investigate the factors that that motivate people to attend community festivals. It is important to come up with the different factors that drive people to attend. In this way, the organisers would plan ahead to target more people to attend by fulfilling their needs and demands, sometimes through customization, in order not only to satisfy but delight them because delighted people are more likely to attend in the following years finally becoming loyal visitors of such festivals. In this research, Streatham festival was used as a case study and primary research was conducted by means of a survey of 100 visitors to the festival. The results were analysed using the Factor Analysis, ANOVA and t- tests. Four most important components were derived from the Factor Analysis which are: family togetherness, relaxation, curiosity, and exploration. The relaxation factor was the most significant. In addition, statistical tests conducted confirmed the reliability of the study. Also, there were no demographic factors playing any vital role on attendees.

**Key words:** events, community festivals, motivations, push-pull factors, external-internal drivers

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## **Introduction**

Getz (1993), points out that festivals and special events play an important role in people's lives because they involve significant activities, provide spending outlets for locals and visitors, and enhances local community's image. Through the study of event literature, it is possible to understand that events have impacts on the area in which they are held. Community Festivals provide an opportunity, during which people can celebrate and positively promote what a community represents. These festivals attract people from other communities, where a social event takes place, so people come and enjoy themselves. Festivals supply visitors the opportunity to observe how the home communities entertain themselves in their traditions, cultures and how this affects the society. This study will examine community festivals, based on deep examination of consumer behaviour in this particular area. Therefore, identifying and focusing on the motivational factors such as the internal and external influences, push-pull factors which are related to reasons why people attend community festivals and what motivates them to go there will be discussed in this study.

Finally, according to Crompton and McKay (1997), research on motivation is very important. The main reasons would include: it gives room to improve products and services in the future and it is related to the satisfaction level which is an important determinant of peoples' attendance. These issues would become more significant as the competition in the festival market increases. Unlike other kinds of events such as sporting events, music festivals, or Hallmark events, community festivals have not been studied so widely and therefore this study is necessary. Consequently, a case study approach will be used in this case and Streatham festival is the chosen one. Streatham Festival, founded by Mel Larsen with help from the Streatham Town Centre and the Hillside Gardens committee, started in 2002 as a voluntary organization. At the start, the festival attracted around 700 people and 9000 people by 2011 (Goffe, 2012).

## **Literature Review**

### **Theories of Motivation**

One of the most well known theories concerning motivation was developed by Maslow who suggested that, the individual has certain needs like food and shelter to end up with the self-esteem type of motivation and goals and is motivated by them with varying degree

of importance (Evans, 1996). In other words, one need usually appears after the prior need is satisfied (Maslow, 1943). Yet, Maslow (1987) stated that individual behaviours could satisfy more than one need. Maslow (1987) claimed that people have five kinds of needs, which are related to each other in a hierarchical form. The basic needs hierarchy (from lowest to highest levels) consists of: *Physiological needs*, *Security needs*, *Social/Safety needs*, *Esteem needs*, and *Self-actualisation needs*. Organizations can use Maslow's Hierarchy of Needs to understand what motivates people in order to perform better in the future (Maslow,

1970). Finally, Maslow distinguished the growth need of self-actualization. In other words, he named two new levels of the needs below the self-actualisation and one after it (Maslow, 1971). Therefore, the fifth need in the pyramid is replaced by the *Cognitive Need* which is to know, understand and explore. This is followed by the *Aesthetic Need* which includes beauty, order and symmetry. Next is the *Self-actualisation* which is to identify an individual's potential and self-fulfilment and finally the last need is the *Self-transcendence*, created in 1990, which implies the need to connect to something beyond one's ego or to assist others to understand their potential and reach their self-fulfilment. Although Maslow identified the '*Cognitive*', '*Aesthetic*' and the '*Transcendence*', he did not add them in his hierarchy of needs. Finally, Maslow in 1954 once wrote: "A musician must make music, an artist must paint, a poet must write, if he is ultimately at peace with himself. What a man can be, he must be." Although Maslow's hierarchy of needs is one of the well known in theory, in practice some contradictions exist. At any given moment, different people are likely to be striving to fulfil different need levels (Hofstede, 1980). This is because individuals have different personalities that affect their attitudes. For example, while some people have to follow from the basic level of needs, others do not necessarily track the specific order. This presents a problem for managers because the sequence of the level of needs is unpredictable, for instance, when each attendee has a different hierarchy of needs, how would a manager provide motivators for all his/her attendees? Consequently, it is important for the organizers to understand each level of the attendees' needs in order to continue satisfying them. Furthermore, there is evidence that contradicts the order of needs specified by model. Hofstede (1980) believes that people with different backgrounds and in different situation may have different hierarchies of needs. Dann, (1981); Iso-Ahola, (1980) stated that people behave in a certain way either biologically or psychologically to satisfy their needs and wants, which describes the process of motivation. Each need requires different steps to be achieved; therefore individuals may have distinct attitudes to fulfil their goals (Pearce, 1982). Consequently, it is important to understand that the needs are pursued by each attendee. A manager in order to motivate an attendee must

recognize the needs level at which the attendee is operating, and use those needs as levels of motivation.

### **Adaptations of Maslow's Theory**

In this part, an overview of the most relevant theories of motivation will be presented in the context of tourism and the hospitality industry, i.e. Dann, Crompton and Iso-Ahola. This is believed to be important due to the fact that the event discussions draw on tourism theories due to the connection existing between events and tourism in general. In addition, Dann (1981) and Crompton (1979), according to Park et al., (2008), state that the pull factors are external drivers that are stimulated by the object, product, or destination (e.g., weather, landscape) and encourage the traveller to visit a specific target; the internal drivers are push factors based on the psychology in nature (e.g., the needs for escape from routine life, status) and create the want to travel (Scott, 1996). Moreover, pull factors are linked to many aspects of motivation such as situational and cognitive (Yoon and Uysal, 2005) and may in turn arouse and reinforce the push factors (Dann, 1981; McGehee et al., 1996).

On the other hand, according to the Iso-Ahola (1982) model, there are two major motivational factors influencing consumers' behaviour that include 'escapism' which is when leaving the everyday atmosphere is needed and 'seeking' which is the need to obtain psychological rewards through travel. Iso-Ahola's (1982) escape-seeking dichotomy is related to the concept of push-pull factors. These aspects are similar to the general categories to the push (escape) and pull (seeking) forces which were suggested by Dann (1977, 1981) and Crompton (1979). To run away and search for motivations have both personal and interpersonal dimensions. For instance, escaping from the daily life routine due to personal problems is common among consumers (personal dimension) or interpersonal life arising from problems with friends or colleagues (interpersonal dimension) By doing so, the consumers can learn about other cultures (personal rewards) and socialize at the same time (interpersonal rewards). There are different types of motivations: extrinsic (outside the person) or intrinsic (inside the person) which can be further grouped as physical, mental (e.g., cognitive, affective,) or spiritual. Improving the Iso-Ahola (1982) framework would mean interpreting the pull forces in terms of intrinsic values, while the earlier pull reasoning are related to the pull appeal rather than social-psychological needs, such as "the specific attractions of the destination which induces the traveller to go there" (Dann, 1981 p.191)

Maslow's hierarchy of needs represents the general motivational theory and it was adapted and improved by other researchers. Therefore, the majority of industries follow this hierarchy in one way or another to try to motivate people to participate in events. The order of satisfying the needs may differ but the main theory remains in place. People's wants and needs are unlimited. Therefore, people carry out different choices of needs depending on their priorities. People are influenced by a range of different factors which include the demographic, cultural, socioeconomic, geographical and psychological in their approach to achieve their goals (McClelland et al., 1953). Although there may be different interpretations to motivational factors, they all lead to the same conclusion: Motivation is the prerequisite key in order to achieve one's aims and objectives. General theories of motivation, whether Maslow's or others, conclude in the same way that people are motivated by different factors and motivation plays a vital role in fulfilling the goals. This study will be carried out on a community festival, specifically the Streatham festival and therefore the motivations that drive people to such festivals are discussed below.

### **Motivations for Attending Events**

In the early 1990s, an entire global industry of festivals and events evolved and developed (Bowdin et al., 2006). Festivals are forms of cultural celebration that have a particular theme; they involve a community and attract visitors (Getz, 2005). Festivals can have different topics, including music, the celebration of a particular location, the celebration of the arts, (Bowdin et al., 2006). One of the most important characteristics of festivals is that they bring cultural experiences to residents of the cities where they take place as well as to the visitors to those places. Therefore, it can be seen that this exploration of cultural experiences motivates people to share and learn more. From the tourism attractions, it was shown by Park et al., (2008) that festivals are the most rapidly growing events in the leisure time industry. Different types of festivals increased in size, stage, and became global. This new vibe has been added to tourism where Getz (1991) calls it festivals.

It is very important to understand what motivates people in order for the organisers to plan efficiently, and be able to develop a good marketing program of any festival (Getz, 1993). Crompton and McKay (1997) realize that successful festivals are a result of good STP (segmentation, targeting, positioning) where segmenting the market, choosing the target market and promoting the festival are the key for long term success. Crompton (1979) and Iso-Ahola

(1982) developed a piece of work to derive the drivers of visitors, whether first-time or repeat to festivals. In the content of tourism, Garner (1993) found that the main tourism motivator is being faced with a kind of annoyance in their equilibrium that pushes people to travel to feel satisfied. Thus, running away from day to day activities was needed to re-balance the equilibrium and this was classified as either a push or a pull motive, as Crompton (1979) described. However, even if running away from the day to day activities was an important motive, it cannot be considered as the only factor that drives people to attend festivals or special events. A number of needs are satisfied when individuals attend festivals for example as Crompton and McKay (1997) mentioned also. An interesting finding by Iso-Ahola (1982) is the concept of 'optimal arousal' which can be discussed in the context of festivals. This is to say, the more a festival is original, the greater the probability for optimal arousal. Consequently, each individual is different than the other and hence, a number of different events or festivals are carried out to attract almost everyone and give them a memorable experience. Narrowing down from general tourism motivations, some research has been carried out to recognize what drives people to attend festivals (Refer to Table 1.1). In addition to the four motivational factors found by Bowen and Daniels (2005), the motivations were divided into four clusters: "*Just Being Social*," "*Enrichment over Music*," "*The Music Matters*," and "*Love it All*". Attendees who belonged to the first category scored the lowest in the three factors. On the other hand, the '*enjoyment*' factor was included in each of the "*Spend time with your family or friends*," "*Experiencing non-musical attraction*," and "*Party and have fun*." Furthermore, Bowen and Daniels (2005) wrapped up that to some attendees, music was not very important and attracted a small crowd and, therefore, future festival organizers should take this information into consideration in order to offer a better atmosphere both for music and non music lovers which would result in an increase the number of visitors to the festivals. Other than questioning attendees Kim et al., (2002) studied surveys answered by festivals and event organisers to derive the attendees' motivation to attend such festivals. In addition, a study of visitors was carried out by Van Zyl and Botha (2004) while sampling local festival attendees. Although there was a difference in the sample size, in both surveys, it was deduced that one of the visitors' reasons to attend was to socialize whether by meeting their friends or meeting new people. Finally, Kim, et al., (2006) established that motivations related to family togetherness and socialization influenced the most during festivals. Table 1.1 represent a few of the motivational forces according to some of the following researchers and the festival in different countries internationally.

**Table 1.1**  
Review of Festival Motivation Research

Researchers	Site	Motivational Factors (Ranked Highest to Lowest)
<b>Uysal, Gahan, &amp; Martin (1993)</b>	Traveller's Rest County Corn Festival in South Carolina (USA)	Escape, Excitement/Thrill, Event Novelty, Socialization, Family Togetherness
<b>Crompton &amp; McKay (1997)</b>	Fiesta San Antonia (Texas, USA)	Cultural Exploration, Novelty, Regression, Recover Equilibrium, Known-Group Socialization, External Interaction/Socialization, Gregariousness
<b>Formica &amp; Uysal (1998)</b>	Spoletto Festival, Italy	Socialization and Entertainment, Event Attraction and Excitement, Group Togetherness, Cultural/Historical, Family Togetherness, Site Novelty
<b>Nicholson &amp; Pearce (2001)</b>	Four special events in South Island, New Zealand	Visitors to all events cited: Socialization, Novelty, Escape, Family
<b>Kim, Uysal &amp; Chen (2002)</b>	Commonwealth of Virginia event organizers (USA)	Social/Leisure, Event Novelty, Escape, Family Togetherness, Curiosity
<b>van Zyl &amp; Botha (2004)</b>	Aardklop National Arts Festival	Family Togetherness, Event

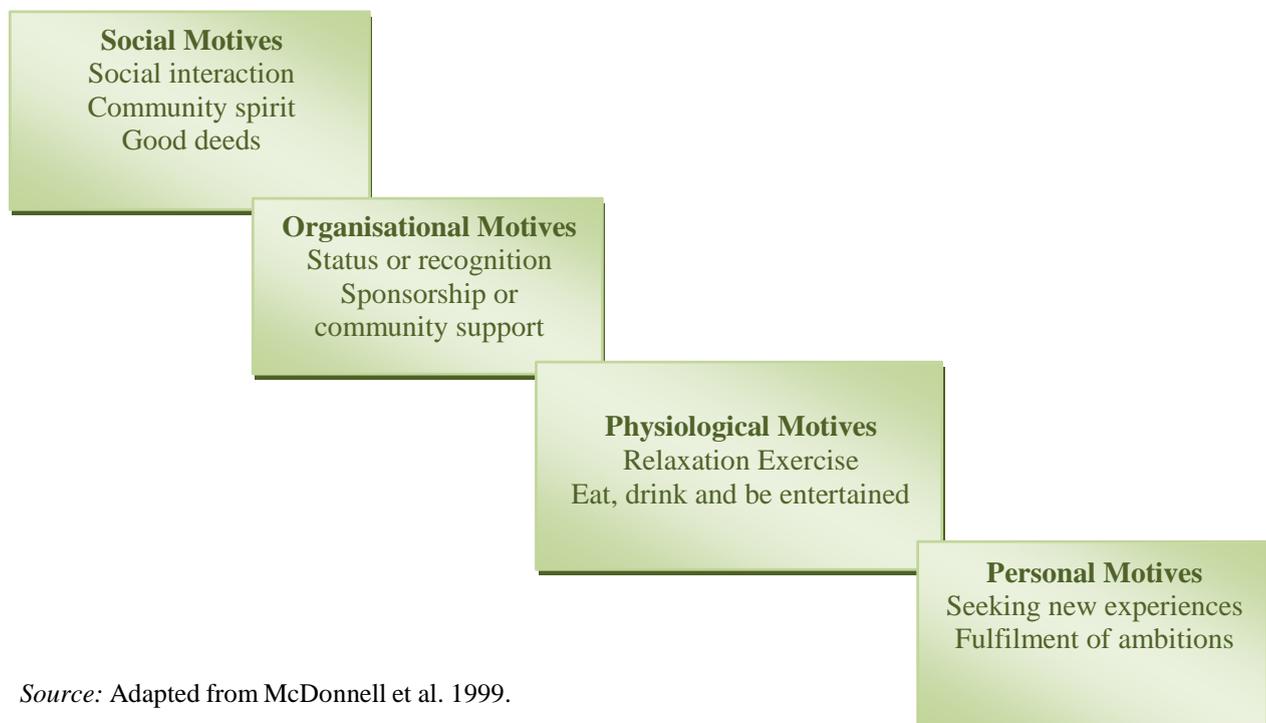
(South Africa)	Novelty, Community Pride, Socialization, Escape, Self – esteem; Information and Marketing, Food and Beverages, Entertainment, Transport
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Source: Adapted from Wooten and Norman (2008)

As seen above, although there were many motivational factors depending on each festival and researcher, in the end they all converged to very similar motives. The only differences that would appear were the factors of motivation directly related to the type of festival. Furthermore, physical, social, and personal needs were three categories of essential needs that festivals have to meet with, according to Getz (1991). This was clearly derived from Maslow's (1943) hierarchy of needs but specifically related to festival motivations. These drivers influence the consumers' decisions psychologically. Iso-Ahola (1989, p.269) agrees that they are '*dialectical forces*' that affect people in two directions either to search for leisure or to run away from it. This escape-seeking model explains how people are affected by forces to look for new forms of motivation and run away from existing ones. McDonnell et al., (1999), besides Getz (1991), provided some factors including: social motives, organisational motives, physiological motives and personal motives. Each idea will be explained separately in the following paragraphs. Beginning with the social motives, it is the chance to socialise and feel the belonging to the community during a festival. Each attendee is aware of the social motives and some of the attendees would like to become volunteers at the festival. In addition, the organisational motives that include the need for prestige or recognition as have participated at the festival. For example, people would appreciate the status related to attending an event such as the Olympic Games. The organisational motives also include sponsoring and some community support. For instance, organisations taking part in the event would be supporting the community through their enthusiasm and commitment. Furthermore, the desire to relax depending on the type of festival is what the physiological motives consist of. Entertainment, food and beverages should be present at a festival to meet the expectations of the attendees. Finally, the personal motives are different depending on each attendee. For instance, escaping from day life routine or to satisfy an aim will vary for

different attendees. The four categories of motives above derived by McDonnell et al., (1999) are presented in Figure 1.1

**Figure 1.1** Motives for attending an event



*Source:* Adapted from McDonnell et al. 1999.

The above theories that drive people to attend events, besides its connection to tourism as it draws people from the city outside the festival, are linked to Maslow's hierarchy of needs in a way. For example, McDonnell (1999) and Getz (1991) adapted the same main idea from Maslow but stated it in a different manner. This is why Maslow's hierarchy of needs remains the common motivational concept while others altered in the sequence with which the needs were satisfied according to their specialty. For instance, in Figure 1.1, the third level of motives included the physiological needs such as food and water whereas that need was placed at the bottom of Maslow's Hierarchy. This is also the reason behind the

different people being motivated by different drivers. In addition to explaining the motivational drivers to attend festivals, some internal and external influences need to be considered to gain a better understanding.

### **Internal and External Drivers of Festivals**

As it has been stated out before, this study will point out some of the internal and external influences on attending a festival. Consequently, according to Bowdin et al., (2006), these influences can be described as follows:

#### **External Influences**

- *Family and household influences*, such as the wishes of children, often include the free time behaviour of parents. The need for family cohesion and building family ties is a powerful free time motivator for many people. It explains why the large numbers of children and parents congregate at agricultural shows around the UK, for example, the Great Yorkshire Show. Many festivals focus on children's entertainment for this reason.
- *Reference groups* are those groups that influence the behaviour of individuals. Groups in close contact with individuals (peers, family, colleagues and neighbours) are primary reference groups and who have less reference frequent contacts are called secondary groups. A typical example of a reference group is a nuclear family or group of young people enjoying themselves at a festival can be a persuasive communication strategy when those groups represent the festival target's market.
- *Opinion formers or opinion leader* are those people within any group whose views are about events and leisure experiences are sought and widely accepted.

Neal, et al., (2002, p.22) suggest another external influence: *Culture*. They explain that culture includes the 'information, values, arts, ethics, laws, traditions and some other capabilities and customs obtained as a member community'.

### Internal Influences

A range of internal influences also affect consumer decision making about events as Iso-Ahola (1980) claimed. These influences include perception (how we select and process information), 'learning and memory, motives, personality traits and consumer attitudes.' (Bowdin et al., 2006 p.195). People can have different personalities, such as introverted and extroverted, although the effects of personality on consumer choice are difficult to measure. However, it can be assumed that festivals that celebrate adventure or sporting prowess for example, will attract participants with 'outgoing' personalities. Having an awareness of particular personality characteristics among event consumers can help marketers to fine tune their strategies. A body of empirical research on motivators for event and festival attendance has emerged since 1990s (Bowdin et al., 2006).

Moreover, theories which are expressed by Axelsem and Arcodia (2004) can give a clearer understanding on motives in this specific field, which are:

1. *The needs achievement hierarchy*- where a theory from Maslow's original hierarchy explains how the change of motives depends on each level of need which is about the satisfaction of physiological through to self-actualization.
2. *'Push' and 'pull' motives*- which explain forces of push factors towards an event, where pull factors draw people away from it.

According to Uysal and Jurowski (1994), there exist a relation between pull and push factors. Going through a tourism experience can be a way of rebalancing oneself after an individual has felt certain psychological needs. Attending an event or a festival and satisfying a need is the minimum requirement of people. These influences on the people are also called: push factors as Dann (1977) stated. Some internal drivers of motivation include: escape from daily life routine, leaving a status behind, keeping distances from huge crowds as Botha, Crompton and Kim (1999) claimed. A close relation to the push factors are the theories of Maslow's (1954). These push factors help organizers to recognize the decisions made by attendees hence, 'demand-side'. On the contrary, pull factors are associated with the drivers that apply a 'pull' on the people after having achieved their goal, in other words, on the supply-side. Examples of ideas considered as pull factors consist of: recreational activities, events, festivals and any entertainments opportunity. While a combination of pull factors are needed to satisfy individuals, others may achieve their goal through one resource.

3. *Intrinsic motivates for leisure*- which is a theory linked to ‘push’ and ‘pull’ motives where people look for a change from their routine plan and intrinsic personal and interpersonal rewards from visiting other environments.

In addition, there is a set of general motivates for attending festivals, as presented by Axelsem and Arcodia (2004). A summary of these motives for festival attendance that appear are:

- *External communication*- meeting new people, being with friends and socializing in a famous group.
- *Family togetherness*- seeking the chance to be with friends and doing things together to create better family cohesion. Also Kim et al., (2006) found motivations related to family togetherness and socialization to be most influential in festival attendance.
- *Run away from daily life, as well as recovering equilibrium*- getting away from the regular demands of life, having an option from day by day routine and recuperating from life’s stresses.
- *Learning about or exploring other cultures*- gaining knowledge about different cultural practices and celebrations.
- *Excitement or thrills*- doing something because it is motivating and thrilling.
- *Event novelty/ability to regress*- experiencing recent and dissimilar things or attending a festival that is unique.

These motivators have been found in most festival studies and also among visitors of events and exhibitions. In the following paragraphs, case studies are provided and conclusions of each are compared. According to Dodd (2006), there are three categories of data that researchers use to explore motivations. These include: demographic data, psychographics and lifestyle characteristics. This is carried out to be able to distinguish the motivational factors by market segmentation as well as the event attitude characteristics (Formica and Uysal, 1996 cited in Dodd 2006). The results of the event studies have become very significant to marketers and the trend of using them has been noticed. Backman, Uysal and Sunshine (1995, cited in Dodd 2006) carried out a study testing the demographic attributes and the motivations of event attendees. Their study recognized four important event

motivational components including *family*, *excitement*, *socializing* and *relaxation*. The results showed that the *family* and *socialising* were the most important components.

In addition, Uysal, Gahan and Martin (1993, cited in Dodd, 2006) also carried out a study on event motivations and came up with five components that consisted of *escape*, *socialising*, *family togetherness*, *excitement* and *thrills and event novelty*. However, the research concluded that there were no significant differences between demographic variables (age, education, marital status and income) and the five components above with the exception of the marital status and the family togetherness factor. Also, Formica and Uysal (1996, cited in Dodd, 2006) obtained five components for festival motivations: *excitement and thrills*, *socialisation*, *entertainment*, *event novelty* and *family togetherness* and made a comparison of these among residents and non-residents. The results concluded that resident visitors placed more significance on socialisation while the outside visitors were motivated more by entertainment. The last example of carrying out festivals in Dodd (2006), Lee (2002) compared the motivations of festivals between home visitors and foreign visitors. The most important components included *cultural exploration*, *family togetherness*, *escape*, *novelty*, *external group socialisation*, *event attractions* and *known group socialisation*. The results showed that foreign visitors placed more importance on cultural exploration, novelty, event attraction and external and known group socialisation than home visitors. Moreover, Uysal et al., (1993) illustrated the motivational forces driving people to a county Corn Festival in South Carolina. Out of the numerous motivations studied, only five were the most common:

'*escape*', '*excitement/thrills*', '*event novelty*', '*socialization*' and '*family togetherness*'. Regarding the family togetherness, the forces were stronger among the married people than the single. And the older populations visited it for loyalty and therefore were placed in the 'event novelty' motivation. Finally, the demographic factors did not affect the population attending. Furthermore, after Formica and Uysal (1996) studied the Umbria Jazz Festival in Italy, they concluded that the results were demographic. Different motivational factors were determined among two groups of attendees: residents and non residents. It was shown that people who lived in the area of the festival attended to socialize mainly whereas the people visiting from outside the community festival area attended for the reason of entertainment. Moreover, another study by Formica and Uysal (1998) identified the different attitudes, motivational and demographic drivers of the attendees of the Spoleto Festival in Italy. The conclusion was focused on two types of attendees: the excited and the moderates. It was

shown that the older married and wealthy people were the enthusiastic attendees while the younger with lower salaries represented the moderates. The above were different examples of festivals taking place in different countries to show the distinct levels of motivation that people have and to be able to study their evaluation in order to become more successful in the future. Therefore, as well as the common motivational factors, past experiences are also important in studying the visitors' attendance to such festivals. From a tourism point of view, examining the previous experiences gives the festival planners new ideas to help motivate not only the first-time visitors but also the return visitors. As it is known, that maintaining the old, loyal customers is more vital and cheaper than gaining new ones (Wooten and Norman, 2008). From studying the past experiences, it was shown that the first time visitors were interested in the activities and adventures; whereas, the return visitors were interested in the deeper meaning, and the significance of the activities of the festivals. In some cases, people were motivated to socialize with other individuals. In other cases, people found motivation related to family togetherness and bonding (Wooten and Norman, 2008). Some research has found that many new and old visitors return the following year but the majority are the local citizens who attend for the reason of loyalty (Getz, 1991). Looking at the situation from a touristic point of view, individuals' past experiences influence their attendance in the future events. Therefore, attendees' past experiences must be studied in order to maintain similar good standards over the coming years. Crompton and McKay (1997) studied the reasons behind carrying out festivals. They assumed that motivation is the main issue in recognising why people attended such festivals and their level of their satisfaction after attending. It is clear that the motivation to attend festivals comes from both internal and external factors. However, many of these studies tend to focus on major festivals and events and there is insufficient research on smaller community festivals. Therefore, this research seeks to investigate the motivations for the attendance at one of the community festivals in UK which is the Streatham community festival. Event organizers use the help of various marketing mix to attract visitors. A community festival organizer must understand the reason why people attend and therefore by highlighting such key components of the festival, a marketing campaign can be carried out to motivate more people to visit the place. Marketing is very essential in modern day's time due to the competitive world where you find so many festivals taking place simultaneously at a given time within the close proximity of the area. Consequently, proper marketing techniques help in distinguishing a festival from the others. A clear marketing communication campaign helps the community festival visitor to plan

what he/she wants to attend and gives him/her a proper guideline to what to expect from the event. This also helps in avoiding any dissatisfaction among visitors in terms of not meeting the desired expectations from the event because of improper communication through the campaign. Hence a proper study of the marketing mix before planning the campaign is very essential to see the motivational levels among the visitors is always maintained high.

## **Analysis of Findings**

### **Profile of Attendees for Streatham Festival**

To begin with, the demographic information of the respondents was gathered and studied to be able to provide the basic information that will support the findings. The demographic factor is divided into the following categories: gender, age, and marital status, level of education, occupational status and residency. Each division is analyzed in the following paragraphs.

#### **Gender**

Among the 100 attendees, 61% were female and 39% were male. The attendance of the festival consisted of a larger percentage of female attendees compared to the percentage of male attendees.

#### **Age**

Concerning the age of the sample, 16% were between 18 and 24, 17% were between 25 and 29, 26% between 30 and 34, 17% were between 35 and 39 and 24% were above 40. Generally the audience were mostly young since the majority (59 %) were under 35 years old

#### **Marital Status**

Regarding the marital status of the sample, it can be seen that most of the attendees either attended single or with their partner, 39% of the sample being single and 33% being with their partner.

#### **Level of Education**

Looking at the different levels of education of the sample, 16% were High School or Less and Community College attendees, 12% were of Associate Degrees, 33% obtained Bachelor Degrees, 19% of Masters Degrees and 4% with a Doctor's Degree. Generally speaking, the attendees of this festival most seem to be educated.

### Occupation Status

Regarding the occupation status of the attendees, it can be seen that most of the attendees were either employed (%68) or students (%15).

### Residency

Regarding the residence of the attendees, the percentages of local (%51) and outside (%49) attendees were nearly equal.

### Outside Visitors

Looking at the outside visitors (non-local Streatham visitors) only, the highest attendances of outside visitors were from Croydon, Wallington, Sevenoaks and Balham (Refer to Table 1.2) that are geographically close to Streatham.

Table 1.2 Main areas of high outside visitor attendance

	Frequency	Percent	Valid Percent	Cumulative Percent
Croydon	7	7.0	14.3	42.9
Wallington	6	6.0	12.2	16.3
Sevenoaks	5	5.0	10.2	28.6
Balham	6	6.0	12.2	83.7

### Festival Attendance

Concerning the festival attendees of the sample, the major part included the 59% of the attendees visiting for the first time. This is logical since the majority of the attendees, as seen from above, were young.

### Factor Analysis

In this study there are different motivational factors and therefore, this is the reason why factor analysis is carried out. A list of 19 items was distributed to the attendees asking them to identify the degree of importance of attending the Streatham festival on a Likert scale of 1 to 5, 1 being very important and 5 being not important at all. After carrying out the factor

analysis, two items (enjoy the food and interest in the performance and activities) did not load highly on one component therefore, they were excluded from the analysis since they were not theoretically compatible with other items. Therefore, 17 items were left. The four top ranked items were *family togetherness, curiosity, relaxation and exploration*.

### KMO and Bartlett's Test of Sphericity

To measure the suitability of the data collected and to be analyzed by factor analysis, Kaiser-Meyer-Olkin (KMO) and Bartlett’s test were the first techniques employed. KMO measures the adequacy of the sample while Bartlett’s test measures the sphericity. This ensures that strong relationship/inter-correlations exist among the items in the scale before factor analysis was carried out. KMO value of this survey was 0.78 which is higher than the minimum required value of 0.6 while the Bartlett’s test which should be less than 0.05 to be significant is 0.0 for this survey (Pallant, 2005). Hence, factor analysis can be carried out on the data collected. Principle component analysis was done to determine the total variance explained by each item on the scale and to identify the underlying components which most explain the variability of the pattern of correlations. The extracted communalities shows that most of the items in the scale have a high loading on one component which indicates that variance in these items are strongly explained by the underlying components obtained from factor analysis and hence can be used in the analysis. To establish the number of factors or components to remove, some information that is offered by the output should be taken into account. Using Kaiser’s criterion, it was interested only in components that have an eigenvalue above 1. To identify the number of factors that meet this criterion, it needs to look and scan down the factors in the Total Variance Explained table. The analysis shows that four underlying components explain 63% of the variance in the whole data (Table 1.3). This can also be seen from the scree plot in Figure 1.2.

**Table 1.3** Summary of the Factor Analysis Results

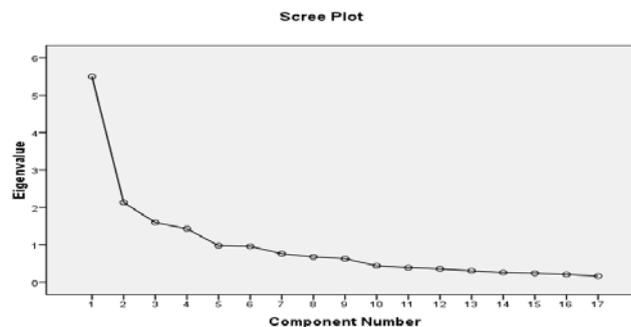
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	5.501	32.357	32.357	5.501	32.357	32.357	4.027

2	2.132	12.542	44.898	2.132	12.542	44.898	3.167
3	1.594	9.377	54.275	1.594	9.377	54.275	3.044
4	1.431	8.415	62.691	1.431	8.415	62.691	2.873
5	.976	5.744	68.434				
6	.959	5.639	74.073				
7	.760	4.471	78.545				
8	.676	3.979	82.524				
9	.627	3.691	86.214				
10	.437	2.570	88.784				
11	.389	2.287	91.071				
12	.357	2.100	93.171				
13	.303	1.783	94.954				
14	.256	1.504	96.458				
15	.237	1.395	97.853				
16	.205	1.209	99.062				
17	.160	.938	100.000				

Extraction Method: Principal Component Analysis.

Figure1.2 Scree Plot representing initial Eigenvalues



Looking back at the SPSS output, the Component Matrix is the final table that needs to be considered since it provides the un-rotated loadings of each of the items on the four components. By default, SPSS employs the Kaiser criterion that holds all the components that have eigenvalues larger than one. It can be shown from this table that most of the items loaded quite strongly (above .4) on the first components and three items load on the second and third component and two items loaded on the last component. The rotated four-factor solution that is provided in the Pattern Matrix table should be taken into account before finalising the decision about the number of factors. This shows the items loading on the four

factors with seven items loading above .3 on Component 1, four items loading on Component 2, 3 and 4. According to Pallant (2007) it must be loading three or more items on each component and therefore this solution was the most favourable. As mentioned above, four components were found as a result of factor analysis. These were: *Family Togetherness*, *Exploration*, *Relaxation and Curiosity*. The relaxation factor ( $M=2.30$ ) being the most important to the Streatham festival, included going out for a good day ( $M=1.95$ ), to relax ( $M=2.00$ ), it was something to do ( $M=2.61$ ) or it was a free ticket ( $M=2.64$ ). The Cronbach's Alpha value for the reliability of this scale was 0.76. Moving on, the exploration factor ( $M=2.41$ ) included the group togetherness ( $M=2.38$ ), the will to meet new people ( $M=2.84$ ), to escape from daily life ( $M=2.43$ ) and to finally experience and explore new things ( $M=1.99$ ). The following Cronbach's Alpha value was 0.74. On the other hand, family togetherness ( $M=2.67$ ) studied the items of family togetherness ( $M= 2.72$ ), something for the children to do ( $M= 2.87$ ) and a way to support the community ( $M= 2.43$ ). The reliability test was carried out and Cronbach's Alpha value was 0.81. Furthermore, curiosity component ( $M=2.72$ ) was found to be the least important factor for the participants of the study. This factor talks about the excitement or thrills ( $M=2.48$ ), the main curiosity ( $M=2.30$ ), because of past or previous experience ( $M=3.11$ ), attendees always wanted to attend ( $M=3.17$ ), and for the festival's reputation ( $M=3.08$ ). The curiosity's Cronbach's Alpha value was 0.82. The four component titles were derived after the factor analysis has divided the larger set of items. The following section presents the descriptive statistics for each component. As stated before, the Likert scale had 1 as very important and 5 as not important at all. Therefore, looking at the table below, the lowest mean value is of most important factor and in this case it is the family togetherness. Table 1.4 shows the details.

**Table 1.4** Descriptive Statistics for each component

	N	Minimum	Maximum	Mean	Std. Deviation
Family Togetherness	100	1.00	5.00	2.6733	1.27127
Exploration	100	1.00	5.00	2.4100	.86931
Curiosity	100	1.00	5.00	2.7200	.78955
Relaxation	100	1.00	5.00	2.3000	.80167
Valid N (listwise)	100				

Factor analysis was used to break down the motivational factors into significant groups. Later on, to investigate the effect of gender on different factors, a series of independent t-tests were conducted. In this case, the difference between males and females for each factor was found to be non-significant. Consequently, regarding the gender of the Streatham festival, no large gaps were spotted for the gender difference of the attendees. The gender differences are shown in Table 1.5.

**Table 1.5** Means and Standard Deviations of Male and Female participants for each component

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Family Togetherness	Female	61	2.7213	1.23705	.15839
	Male	39	2.5983	1.33592	.21392
Exploration	Female	61	2.5287	.86253	.11044
	Male	39	2.2244	.85800	.13739
Curiosity	Female	61	2.7678	.80639	.10325
	Male	39	2.6453	.76680	.12279
Relaxation	Female	61	2.2746	.70224	.08991
	Male	39	2.3397	.94501	.15132

Moreover, ANOVA tests were used to determine the effect of various independent variables such as age, marital status, educational level, occupation status and the residence on different components that were obtained as a result of the factor analysis. The age factor was found to be significant for the family togetherness ( $p < .05$ ,  $F(4, 95) = 3.21$ ) whereas it was non-significant for the other three components. The mean scores for the different age groups related to the family togetherness component are shown in Table 1.6.

**Table 1.6** Comparisons of different Age groups for Family Togetherness component

Age	Mean	N	Std. Deviation
18-24	3.0000	16	1.44016
25-29	3.4510	17	1.11767
30-34	2.3974	26	1.17007
35-39	2.1373	17	.94324
above40	2.5833	24	1.34146
Total	2.6733	100	1.27127

Looking at the above table, it is obvious that the family togetherness, besides being the most important factor for this festival, is also very significant for the ages between 35 and 39. Whereas, for the attendees aged 25 - 29 family togetherness was not an important factor compared to participants from other age groups. One of the reasons for this finding might be that people in the 35-39 age groups were people with children so they would be more inclined to be motivated by family togetherness component. On the contrary participants in the age group 25-29 would not be as inclined as the latter group because they might not have started their families yet. For the effect of marital status, this variable was significantly different for the family togetherness ( $p < .05$ ,  $F(4, 95) = 2.75$ ) and exploration components ( $p < .05$ ,  $F(4, 95) = 2.60$ ). The statistics showed that for the married group, the family togetherness component is the most important factor. On the contrary, for the widow/widower group this component is of least importance. In addition, regarding the exploration component, this variable was the most important factor for the divorced people while it was the least important one for widow/widower group. One of the explanations regarding the above findings is that the divorced people may want to explore the most because they want to get out and meet new people, socialise more and mainly forget about the phase they went through whether it was good or bad. On the other hand, the exploration factor was of least importance to widows/widowers and the reason behind this may be that they feel down and would not like to join such festivals. Table 1.7 will explain further.

**Table 1.7** Comparisons of different Marital Status groups for Family Togetherness and Exploration components

Marital Status		Family	Exploration
Single	Mean	2.9060	2.2756
	N	39	39
	Std. Deviation	1.31556	.78177
With partner	Mean	2.7778	2.5909
	N	33	33
	Std. Deviation	1.24071	.84737
Married	Mean	1.9074	2.4444
	N	18	18
	Std. Deviation	1.13648	1.03453
Divorced	Mean	2.0833	1.3750
	N	4	4
	Std. Deviation	1.13448	.75000
Widow/Widower	Mean	3.2778	2.8750
	N	6	6
	Std. Deviation	.71233	.51841
Total	Mean	2.6733	2.4100
	N	100	100
	Std. Deviation	1.27127	.86931

For the education influence, this variable was significantly different for the exploration ( $p < .05$ ,  $F(5, 94) = 2.56$ ) and curiosity components ( $p < .05$ ,  $F(5, 94) = 3.21$ ). The statistics showed that people who obtained their Master Degree were the attendees who were more eager to explore new experiences in festivals, whereas the Doctor Degree attendees were among the people who cared less about discovering new events. On the other hand, regarding the curiosity component, again the Master Degree attendees were the most curious to attend, similar to the exploration component, the Doctor Degree attendees were the least curious about the Streatham festival. Table 1.8 will explain further.

**Table 1.8** Comparisons of different Education Level groups for Exploration and Curiosity components

Education Level		Exploration	Curiosity
High school or less	Mean	2.5469	2.8750
	N	16	16
	Std. Deviation	1.07711	.86174
Community college	Mean	2.4375	2.6042
	N	16	16
	Std. Deviation	.87321	.65793
Associate Degree	Mean	2.3958	2.5972
	N	12	12
	Std. Deviation	.39107	.46849
Bachelor Degree	Mean	2.3182	2.7323
	N	33	33
	Std. Deviation	.82744	.85080
Master Degree	Mean	2.1579	2.4649
	N	19	19
	Std. Deviation	.73697	.61759
Doctor Degree	Mean	3.7500	4.0417
	N	4	4
	Std. Deviation	1.09924	.93665
Total	Mean	2.4100	2.7200
	N	100	100
	Std. Deviation	.86931	.78955

For the occupation effect, this variable was significantly different for each groups for the family togetherness ( $p < .05$ ,  $F(3, 96) = 3.088$ ) and for the exploration component ( $p < .05$ ,  $F(3, 96) = 3.710$ ). Regarding the exploration, the students were the keenest on the will to meet new people, to escape from daily life and to finally experience and explore new things while the group togetherness was of least importance for the retired people. On the contrary, regarding the family togetherness, the unemployed attendees preferred most to attend for the children to be entertained and a way to support the community; whereas the retired people did not care about family togetherness or supporting the community. Table 1.9 shows the details.

**Table 1.9** Comparisons between different Occupation groups for Exploration and Family Togetherness components

Occupation		Exploration	Family
Retired	Mean	3.2500	3.5185
	N	9	9
	Std. Deviation	.90139	1.09432
Student	Mean	2.1167	3.0889
	N	15	15
	Std. Deviation	.88068	1.26282
Unemployed	Mean	2.3750	1.9583
	N	8	8
	Std. Deviation	.70711	1.35034
Employed	Mean	2.3676	2.5539
	N	68	68
	Std. Deviation	.83025	1.22929
Total	Mean	2.4100	2.6733
	N	100	100
	Std. Deviation	.86931	1.27127

For the residency variable, an independent t-test was carried out. Although this variable was of the most importance for both the local and outside visitors, the outside visitors' scores were significantly different from the local visitors for the family togetherness component ( $p < .05$ ,  $t(98) = -2.87$ ),  $M=3.03$ ,  $SD=1.35$ ,  $M=2.33$ ,  $SD=1.09$ , respectively. The results showed that local visitors gave more importance to family component compared to outside visitors. On the other hand, the relaxation component was also significantly different for local ( $M=2.14$ ,  $SD=.74$ ) and outside visitor groups ( $M=2.47$ ,  $SD=.83$ ) local visitors giving more importance to relaxation compared to outside visitors ( $p < .05$ ,  $t(98) = -2.11$ ). The mean scores for each of the components were shown in Table 2.9. In addition, the curiosity item was the least important to both the local and outside visitors. Table 2.0 will explain further.

**Table 2.0** Means and Standard Deviations of Local and Outside Visitors for all Components

	Residency	N	Mean	Std. Deviation	Std. Error Mean
Family	Local	51	2.3268	1.09034	.15268
Togetherness	outside visitor	49	3.0340	1.35443	.19349
Exploration	Local	51	2.2892	.75394	.10557
	outside visitor	49	2.5357	.96690	.13813
Curiosity	Local	51	2.5850	.71053	.09949
	outside visitor	49	2.8605	.84871	.12124
Relaxation	Local	51	2.1373	.74383	.10416
	outside visitor	49	2.4694	.83172	.11882

As additional information, the total of the four components were computed in order to indicate the total importance given to the festival. To explore the effect of residency on the total importance given to the festival, an independent t-test was carried out. The results yielded in this analysis showed that the total scores of the four components for local visitors ( $M=9.34$ ,  $SD=2.30$ ) were significantly higher than the scores for the outside visitors ( $M=10.90$ ,  $SD=2.88$ ). This implied that in general local visitors give more importance to these factors compared to outside visitors ( $p<.05$ ,  $t(98)=-2.99$ ). Finally the last item on the questionnaire was festival attendance. For this analysis an ANOVA test was conducted and the results showed that this factor had no effect in any of the components since all the  $p$  values exceeded the 0.05 limit.

### General Discussions of the Findings

This research mainly studied the motivational factors that influenced people to attend the Streatham Festival. Three days of this festival were attended in order to distribute the pilot and real surveys to the attendees. After gathering all the data, the results were put into SPSS in order to correlate and draw conclusions in the end. There were a few tests carried out including the factor analysis, ANOVA and t-tests. Consequently, the results were analysed as well as relating them to the literature. The following paragraphs will discuss the findings in depth. Starting with the profile of the attendees, there were more females at the Streatham festival than males. Also, the most popular age at the festival were the people aged between 35 and 39 being single or attending with a partner. The level of education was also varied

with the attendees who obtained their Bachelors Degree being the largest majority and hence are employed. Finally, the festival mainly contained the local citizens of Streatham. The festival attendance did not influence the overall importance of the Streatham festival. Therefore, the demographic factors played no important role on the attendees. They did however have an impact but the demographic factors are usually used by the event organizers during their marketing strategies and not for motivational factors that drive people to festivals. Whether first time or repeat visitors, this did not influence any of the four components even if it was shown that first time visitors exceeded the repeat. Even though there were repeat visitors, the festival was founded around seven years ago and therefore the organizers should find ways to attract all attendees to visit depending on the four components found in this study.

Factor analysis was used to break down the data into groups of smaller sets according to the correlations between them. Furthermore, the KMO and Barlett's test of sphericity were employed to measure the reasonability of the data collected in order to deduce the correlations among the different items. After carrying out this method, four components were derived as being the most important. These included: *Family Togetherness, Exploration, Relaxation and Curiosity*. Out of these items, the most significant with the lowest mean was the Relaxation. Within this category, going out for a good day was the most frequent result. Consequently, this result is backed up by the given literature. For instance, during the Ilkley Autumn Art Festival, the most important component found was the "relaxation" factor among the attendees (Mohr et al., 1993). In addition, the other three components were found and explained in the above literature however, the relaxation factor was the most significant for the Streatham festival. This result is matched in the literature review when Backman, Uysal and Sunshine (1995) found the four most important components included *family togetherness, relaxation, socialisation and excitement*. The factor analysis was a useful approach to determine these results. Using this method, four components were drawn with their own categories correlated successfully. This result can be helpful to organizers in the future because there will always be room for improvement. For example, although in the profile of the attendees the local and outside visitors attendance percentages were very close (local= 51% and outside=49%), the Factor Analysis distinguished between the local and the outside visitors according to the four found components. It was shown that the local visitors gave more importance to each of the four significant components of the festival showing that

the locals support their community more than the outside visitors. This is considered good because this is not an international festival but a local community festival. However, Lee (2000, cited in Dodd, 2006) found that the outside visitors placed more importance on the exploration and socialisation factors that were among the important components. This difference can occur due to many reasons like the type of festival whether it was a community, international or other type of festival.

Regarding the demographic factors in this study, there were no significant differences according to the four important components. This statement agrees with the literature when an example was given studying the demographic factors. That study showed no significant differences between the demographic variables and the study's important components however they did have an impact. However, the marital status had a link with the family togetherness. This result was also shown in the Streatham festival study when the married people placed the most importance on the family togetherness component. This is a logical derivation since the married people would give the most importance to their families. This was also shown in the study carried out by Uysal et al., (1993) when they studied the motivational factors that drove people to a Corn Festival. The important components included 'escape', 'excitement/thrills', 'event novelty', 'socialization' and 'family togetherness'. Also, regarding the family togetherness, married people placed more importance than the singles which was noticeable again in the Streatham festival case. Therefore, it is clear that the marital status is the demographic factor that played the most roles out of the other factors with regards to the family togetherness among the most important components. That can be regarded in about every festival but for example, other demographic factors like education level differ from one festival to another and therefore, no firm generalisations can be deduced. There is no sufficient research on the demographic factors because these factors are mostly vital for event organisers and not as motivational drivers of festivals to better understand their market through segmentation. Looking back at Maslow's hierarchy of needs, the social or belonging needs that exist in the third level of the pyramid is reflected in the 'family togetherness' found in this study. In addition, the second component, exploration, was supported by Iso-Ahola's escape-seeking dichotomy. This is because people under this exploration study tended to visit Streatham festival to run away from daily activities and socialize with others. This is also shown in Mc Donnell (1999) as well as Getz (1991) when they talked about the 'personal motive'. This included seeking new experiences which is

reflected in the exploration component. Furthermore, Iso-Ahola's strategy is split into two factors: push and pull. Push is represented by the 'escape' where people ran away from routine life and pull represents 'seek' where people attended to explore new things and experience something new. The relaxation component found above was backed up by Getz (1991) and Mc Donnell's (1999) physiological motive mentioned in the literature review. This motive includes relaxation, being entertained, to go out for a good day or to eat and drink. Although not all of the items were found in the results, the relaxation and entertainment items were deduced from the study results. Finally, the last component that was studied was the 'curiosity' component. This item was related to excitement or thrills that motivate people to attend festivals. Either first time attendees or repeated ones; it was the curiosity that drove these people to attend as well as the festival's reputation.

Moreover, the results may be linked to the internal and external influences explained in the literature. For example, one of the external forces talks about the family and household influences which is related to the family togetherness found in this study. The need for building family ties was found to be very important in this case. Moving on, another external force is the reference group. This drive is related to the exploration component as it implies group togetherness and socialising for new experiences. On the other hand, Axelsem and Arcodia (2004) explained the internal drivers. Of these forces, the push and pull factors were again found in this study. Moreover, the push and pull factors are somewhat related. For example, the people who attended to run away from boring routine life also had entertainment in mind. Therefore, there exists a relationship between these pull and push factors as well. In addition, the intrinsic motives for leisure can be supported also by the exploration component since it means that people attend festivals to search for a change by visiting different environments. Furthermore, Axelsem and Arcodia (2004) also mentioned some general motives that drive people to attend festivals. There are three motives found to support the exploration component in this study which are: the external communication that involves meeting new people and socialising with a group. Next, to run away from daily life or rebalance equilibrium which mainly means getting away from demands of life to relieve accumulated stress is the second motive. Lastly, learning about or exploring other cultures where people learn about different cultures through practices and celebrations are another form of 'exploring'. Moving on to the 'curiosity' component, it is related to the excitement or thrills motive. The reason behind this is to carry out a task because it is motivating or

thrilling. Finally, the family togetherness, the most important component out of the four found in this study, is also found as a motive that drives people to attend festivals. Kim et al., (2006) also believed that building strong family ties by seeking to spend more time with the family is the most influential in attending festivals. According to Wooten and Norman (2008), first time visitors were interested in the activities and adventures whereas the visitors who were not attending for their first time were interested in the deeper meaning of the festival either through socialising or just to bond with their families. This was presented in the curiosity component that was under study. Consequently, curiosity motivated the attendees, the ones either attending for the first time or being repeat attendees, to attend the Streatham festival. Marketing strategies play a significant role in the success of events. This is emphasized after the addition of the last three P's to the marketing mix. People are the main asset to an organization and without them there would not be any event in the first place. Their positive or negative attitudes influence the future improvement and therefore the organizers should take the people into account. Also, the physical evidence is very important since it requires the people, in this case the attendees, to relive the experience and finally give out either a positive or negative word of mouth. Also, weather conditions play a significant role especially in the U.K. Therefore, the risks and consequences of the bad weather should be taken into consideration in the marketing strategies beforehand. Since for example, some attendees left the festival after heavy rain was pouring. Consequently, the organisers should either provide umbrellas or put up tents before the festival begins because by doing this no attendees will leave the festival. After spending huge sums of money and time to organise such events, it is pity to lose the attendees in the middle of the festival for the excuse of bad weather. As a result, the motivational factors differ for different people as shown from the sampled studied. Every individual is motivated by distinct forces as mentioned in the literature and supported in the analysis. This was understood since the survey answers of the respondents differed for the 100 people sampled. For example, out of the 19 items (family togetherness, group togetherness, meeting new people and so on) there were 100 different answers ticked related to the importance of these items. Therefore, this implies that it was a good study which supported the fact that different people are motivated by different factors.

### **Conclusion**

After carrying out ANOVA and t-tests, the profile of attendees was deduced according to gender, age, marital status, level of education, occupational status, and the residence of employees were provided. However, the demographic factors did not play any significant role on attendees. According to the Factor Analysis, four main components were derived including family togetherness, relaxation, curiosity and exploration. The relaxation factor was the most important component. Within the relaxation component, going out for a good day was the most significant. Now, this opens doors to several researchers who are interested in the same area.

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