



## Case study

# A critical review of the motivational factors for festival attendance based on meta-analysis



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## ABSTRACT

The primary purpose of this study was to trace the origin of major motivational factors for festival attendance used in previous studies. In addition, the study showed that these motivational factors are not suitable for use in festival planning or design, thereby highlighting the need for brand-new motivational factors for festival attendance to be developed in the future. A meta-analysis of 46 research articles was conducted and 70 motivational factors for festival attendance were extracted. These factors were divided into the following five categories: *socialization, escape, excitement, learning, and shopping*. However, since these motivators were taken from studies related to motivators for tourism, the authors argue that they are not suitable to be used in regards to festival attendance. The main contribution of this study is to provide clear-cut evidence of the need to conduct future students that focus exclusively on motivations for festival attendance.

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## 1. Introduction

Motivation for attending festivals or events has been a primary issue in studies on festivals. Studies on festival attendance have been conducted due to the fact that this issue is a key to designing festival events (Crompton & McKay, 1997). Numerous studies have examined the motivations for attending festivals and identified salient motivation dimensions in a variety of festival environments and a number of cultural groups, often suggesting different scale items in the motivation constructs. Some motivation dimensions appear to be specific to an event, its setting, or the characteristics of the attendees, while others are found repeatedly and randomly across various studies (Schofield & Thompson, 2007).

The first study to deal with people's motives for attending festivals or events was conducted by Ralston and Crompton (1988). This study, which examined the 1987 Dickens on the Strand in Galveston, Texas, U.S., extracted seven motivational domains: *stimulus seeking, family togetherness, social contact, meeting or observing new people, learning and discovery, escape from personal and social pressures, and nostalgia*. Following that, Uysal et al. (1991) studied motivational factors using the 1985 US Pleasure Travel Market data. They extracted five motivational domains: *excitement, external, family, socializing, and relaxation*. Their findings were not significantly different from Ralston and Crompton's (1988). In addition, Uysal et al. (1993), Mohr et al. (1993), Backman et al. (1995), Scott (1996), Schneider and Backman (1996), and Formica and Uysal (1996) also examined motivational domains. These studies also found similar results to previous studies.

Crompton and McKay (1997) initially used the unique domain of *culture explore* at Fiesta in San Antonio, Texas, U.S. Since then, the *culture explore* domain has appeared commonly throughout other studies, such as Formica and Murrmann (1998), Faulkner et al. (1999), and Lee (2000). Zyl and Botha (2004) initially extracted the factor of *self-esteem* and found that this factor was relevant to the marketing experience of the Aardklop National Arts Festival, South Africa. The *self-esteem* factor, nonetheless, was not thoroughly discussed in their follow-up studies. The marketing experience of their study consists of *food and beverages, wine, and taste*.

The first study on the motivations for festival attendance was conducted by Ralston and Crompton (1988). In Ralston & Crompton's study, which specifically dealt with event participants' motivation, forty-eight motive statements were developed and a five-point Likert-type scale was used to measure the importance of each item. As a result, no discreet market segment (i.e., groups with the same demographic background sharing similar motivation patterns) was found. Therefore, the researchers suggested that "motivation statement[s] were generic across all groups" (Ralston & Crompton, 1988, cited in Uysal et al., 1991). Since then, motivational factors have been unchanged and identified across different festivals and events on the assumption that these were commonly accepted factors (Li & Petrick, 2006). After Ralston and Crompton (1988), several researchers soon joined the discussions related to festival or event motivation, and interest in these issues has continued. In spite of continuous research, no new factors of motivation have been used for a long time. The majority of the festival and event motivation studies have been conducted under the theoretical framework of tourism motivation research (Li & Petrick, 2006).

Some researchers have demonstrated that the motivational factors for festival attendance were borrowed from tourism motivation.

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Backman et al. (1995), Getz (1991), Nicholson and Pearce (2001), and Scott (1996) admitted that their studies on festival attendance motivation adopted the framework of tourism motivation (Li & Petrick, 2006). Getz (1991), in an early study on festival attendance motivation, also perceived festivals as *alternative tourism* and studied the Dickens on the Strand festival based on tourism and leisure motivation. These two studies (Li & Petrick, 2006; Getz, 1991) provided evidence that festival attendance motivation has been studied from the perspective of tourism motivation.

A festival is an attractive resource of tourism, but it is also an inward-looking event for the local community, so festival attendance motivation should be studied inwardly. The entire festival consists of individual participation, but it is generated by local community needs (Getz, 1997, 2007). Festivals consist of community purposes, individual needs, social norms and cultural aspects. Therefore, studies on festival attendance motivation should consider the various social environments of an individual as well as festival diversity (Gnoth, 1997; Crompton & McKay, 1997). Likewise, social, psychological and anthropological characteristics are inherent in festival attendance motivation. These characteristics are distinct from those inherent in tourism motivation. Therefore, it is problematic that previous research has been limited to the scope of tourism motivation and has merely borrowed concepts from studies on tourism motivation. This practice can become an obstacle when it comes to accurately measuring sustainable festivals.

Some typical literature reviews about festival attendance motivation were conducted by Getz (2010) and Li and Petrick (2006). Getz (2010) evaluated 423 research articles using bibliometrics and came up with three discourses: 1) Discourse on the Roles, Meanings and Impacts of Festivals in Society and Culture, 2) Discourse on Festival Tourism, and 3) Discourse on Festival Management. Among the 423 research articles, fifty seven were about people's motives for attending festivals/events. Getz's study also investigated the following two questions: 1) why do people attend festivals or events?, and 2) how do they select a festival/event and make a decision? Most of the fifty seven research articles about the motives were empirical studies. Getz (2010) insisted that many researchers have employed market segmentation when conducting motivational studies; only a few have referred to theory on cultural needs or social identification. Getz's study concludes that within the event management and even tourism discourses the classical reasons for holding and attending festivals have all but been ignored, opening a great theoretical gulf.

Li and Petrick (2006) classified sixteen research articles into the following four categories: 1) *Early Discoveries*: literature reviews about festival motivation in early studies such as Ralston and Crompton (1988, in Getz, 1991), Uysal et al. (1991), and Backman et al. (1995), 2) *Cross-culture Testing*: literature reviews about festival attendance motivation using a cross-cultural approach, 3) *Exploration of Generalizability*: literature reviews about the generalization of motivational factors for festival attendance, which concluded that there are no general motivational measurements for festival attendance; and 4) *Inputs From Sport Marketing Literature*: literature reviews which mentioned some important motivational factors in sport marketing to explore a new trend in developing motivational factors for festival attendance. These reviews also emphasized the importance of interdisciplinary research on sport marketing, psychology, and sociology.

Unlike Getz (2010) and Li and Petrick (2006), who reviewed the literature on festival attendance motivation, this study extracted the main factors based on Eigenvalues and Variances Explained (%) as well as by frequency analysis. On the basis of existing research papers, this study concentrates on forty six research articles that contain motivational factors and their measurement items. Unlike previous studies that reviewed the literature based on qualitative analysis, this study used quantitative analysis to objectify the research methodology.

The research objectives of this study are: 1) to trace the origin of motivational factors for festival attendance through meta-analysis, and 2) to lay the foundation for developing new and general motivational factors for festival attendance based on the essential concept of festivals.

These two objectives can help distinguish festival attendance motivation from tourism motivation and can highlight the necessity to develop new motivational factors for festival attendance.

## 2. Research methods

This study aims to demonstrate that motivational factors for festival attendance have been borrowed from tourism motivation through a meta-analysis of previous studies on festival attendance motivation. Frequency analysis on 70 motivational factors for festival attendance was conducted and five major categories were extracted. Meta-analysis has been summarized by Bokhari (2005) in the following manner:

Meta-analysis may be used to review such research to aid the comprehension and interpretation of diverse research findings. It provides a procedure for combining relevant information gathered from separate studies designed to answer essentially the same research question. Meta-analysis of previous research not only reveals the cumulative knowledge embedded within the research corpus, but also provides clear direction about future research needs by answering the original question based on many studies rather than just one (p. 217–218).

Meta-analysis integrates the results of previous studies and generalizes these research results based on the direction and magnitude of relevant variables. Meta-analysis has been used by many studies including "The Relationship between System Usage and User Satisfaction: a Meta-analysis" (Bokhari, 2005), "A Review of Festival and Event Motivation Studies" (Li & Petrick, 2006), "A Meta-analysis of Effect Sizes in International Marketing Experiments" (Wang & Yang, 2008), and "The Nature and Scope of Festival Studies" (Getz, 2010).

In order to improve the validity of the research methodology, motivational factors were ranked in order of frequency based on frequency analysis as well as in order of Eigenvalues and Variances Explained (%) in this study. Using a group of experts, The Delphi Technique was then employed to extract the main motivational factors, which were then divided into 5 categories.

Based on the methodology of meta-analysis, the forty six research articles were selected using on-line searches; all contained motivational factors and their own measurement items.

As Table 1 shows, the highest number of articles (a total of seventeen) were from Event Management journals (Festival Management & Event Tourism); the second-highest number of articles were from Tourism Management (a total of five). Looking at the table, it is evident that the articles about festival attendance motivation were all published in tourism journals. Although it was not possible to search for all related articles, a secondary search for references of important articles was

**Table 1**  
Core source journals (100% coverage).

Journal titles	Number of articles from each journal
Event management (Festival Management & Event Tourism)	17
Tourism management	5
Tourism analysis	3
Journal of travel & tourism marketing	3
Annals of tourism research	2
International journal of tourism research	2
Journal of vacation marketing	2
Journal of travel research	2
Journal of conversation & event tourism	1
Tourism review international	1
Visitor studies	1
Managing leisure	1
Journal of leisure research	1
Tourism (Zagreb)	1
International journal of hospitality & tourism	1
Others (books)	3
Total	46

performed. This greatly reduced the possibility of biases in the sample date of this study.

The forty six articles used in the research sample were about the following types of festivals (see Table 2). Sixteen focused on social cohesion (or unity) of the local community, including ten about cultural festivals, three about community festivals, two about religious celebrations, and one about aboriginal festivals. Eight were related to local specialties, including wine and food festivals. The remainder was about music, art, regional characteristics or experiential festivals. The research sample, which included various festivals, ensures the validity of this study.

The Delphi Technique was used to integrate the seventy motivational factors into several main categories. The expert group of participants consisted of five festival planners, two professors of linguistics (to clarify the meaning of special terminology), three professors of business (to check the validity of the measurement items in each factor), two professors of sociology (to analyze the social meaning of the terms), and ten graduate students (to analyze the general meaning of the terms).

Experts from various fields were chosen in order to achieve a non-biased and comprehensive analysis of the contents of the factors and thus integrate the factors in a more logical and suitable way (Hsu & Sandford, 2007). The experts were provided with the seventy motivational factors and measurement items for each factor in the form of a survey. They were asked to classify all similar factors into one category and were then asked to choose the most typical or representative factor in each category.

### 3. Review of motivational factors

Seventy motivational factors were extracted from the forty six articles. These factors were based on forty nine festival items. Among the forty six articles, Nicholson and Pearce (2001) dealt with four festivals: Marlborough Wine, Food and Music Festival, Hokitika Wildfoods Festival, Warbirds over Wanaka, and New Zealand Gold Guitar Awards. Therefore, The sample data contained forty nine festival items.

#### 3.1. Socialization

Socialization comes from the desire to interact with a group and its members (Crompton & McKay, 1997). Socialization, the desire and willingness to meet with people from outside the circle of acquaintances and to extend social contacts, emerged as a salient dimension from a number of motivation studies with the assertion that tourism motivation can be people-oriented rather than place-oriented. The importance of socialization as a motivating factor for festivals and events is not surprising given that large numbers of people with a common interest gather together at these events (Schofield & Thompson, 2007). The

**Table 2**  
Festival items in the sample data (100% coverage).

Festival items	Number of articles from each journal
Cultural festivals	10
Music festivals	8
Wine and food festivals	8
Art festivals	3
Community festivals	3
Religious celebrations	2
Aboriginal festivals	1
Winter festivals	1
Charity sport events	1
Environmental films and videos	1
Ice sculptures and snow festivals	1
Air shows	1
Fishing expos	1
Others	8
Total	49

following are some typical measurement items for this factor: 1) so I could be with my friends, 2) so I could do things with my companions, 3) for a chance to be with people who are enjoying themselves, 4) to be with people who enjoy the same things I do, 5) to be with people of similar interest, 6) to observe and socialize with people attending the festival, and 7) meeting new people, building new relationships. To sum up, socialization provides a chance for people to enjoy festivals with friends or others and to build new relationships. Among the forty six articles, thirty six contained this factor, including Ralston and Crompton (1988) and Blesic et al. (2013) <Appendix A>.

#### 3.2. Family togetherness

*Family togetherness* comes from the desire to enhance family relationships (Crompton & McKay, 1997). Like socialization, family togetherness has emerged from the majority of studies into event motivation as a salient dimension (Mohr et al., 1993; Uysal et al., 1993; Backman et al., 1995; Formica & Uysal, 1996; Schneider & Backman, 1996; Scott, 1996; Formica & Murrmann, 1998; Lee, 2000; Lee et al., 2004). As expected, the importance of family togetherness has been found to differ according to matrimonial status (Uysal et al., 1993; Backman et al., 1995). The following are some typical measurement items for this factor: 1) to increase family kinship, 2) so the family could do something together, 3) because I thought the entire family would enjoy it, 4) to spend time together with my family, and 5) to help to bring the family more together. In summary, family togetherness involves spending time and enjoying festivals with family members. Among the forty six articles, thirty three contained this factor, including Ralston and Crompton (1988) and Savinovic et al. (2012) <Appendix A>.

#### 3.3. Escape

*Escape* comes from the desire to release stress caused by one's daily routine (Li, Huang, & Cai, 2009). Foster and Robinson (2010) defined "escape" as "escape from everyday life, as well as reversing equilibrium by getting away from the usual demands of life, having a change from one's daily routine, and recovering from life's stresses." The following are some typical measurement items for this factor: 1) to get away from the demands of life, 2) to have a change from one's daily routine, 3) for a change of pace from everyday life, and 4) to relieve daily stress. To sum up, escape involves making a change or escaping from daily routines, and thereby releasing stress. Among the forty six articles, twenty five contained this factor, including Ralston and Crompton (1988) and Savinovic et al. (2012) <Appendix A>.

#### 3.4. Novelty

*Novelty* comes from the desire to seek out new and different experiences through pleasure tours and is motivated by the need to experience thrill, adventure and surprise as well as to alleviate boredom (Crompton & McKay, 1997). Novelty has also emerged as a key motivation dimension in the festival and events literature, as has the desire to explore different cultures (Schofield & Thompson, 2007). The following are some typical measurement items for this factor: 1) because I was curious, 2) to experience new and different things, 3) because I enjoy special events/festivals, 4) because festivals are unique, and 5) because I like the variety of things to see and do. To sum up, novelty involves experiencing various unique things at festivals to satisfy one's curiosity. Among the forty six articles, twenty one contained this factor, including Uysal et al. (1993) and Savinovic et al. (2012) <Appendix A>.

#### 3.5. Excitement

*Excitement* comes from the desire to experience thrill and excitement through unique festival content (Schneider & Backman, 1996). Excitement (or experiencing thrills) involves doing something because it

is stimulating and exciting (Foster & Robinson, 2010). The following are some typical measurement items for this factor: 1) because it is stimulating and exciting, 2) because the festival is unique, 3) because I like the variety of things to see and do, 4) because I was curious, and 5) finding thrills and excitement. To sum up, excitement involves experiencing interesting or exciting things and thereby having a thrill or feeling of curiosity. Among the forty six articles, thirteen contained this factor, including Uysal et al. (1991) and McDowall (2010) <Appendix A>.

### 3.6. Cultural exploration

*Cultural exploration* comes from the desire to learn and experience the customs and culture of a certain area (Lee et al., 2004). Allen et al. (2005) defined “cultural exploration” as a desire to become more familiar with other cultures and have cultural experiences. The importance of culture in motivation to visit an event is clearly linked to the significance and interest of the culture being celebrated by any individual event. In other words, culture could be an important motivational factor for festival attendance because of the importance of the culture being dealt with in the festival. The following are some typical measurement items for this factor: 1) I come to Fiesta to increase my knowledge of local culture at Fiesta, 2) to experience local customs and cultures, 3) to increase my cultural knowledge, and 4) to learn about aboriginal culture. To sum up, cultural exploration involves experiencing local customs and cultures, thereby enhancing cultural knowledge. Among the forty six articles, fourteen contained this factor, including Crompton and McKay (1997) and Lee and Hsu (2011) <Appendix A>.

### 3.7. Festival attraction

*Festival attraction* comes from the desire to enjoy the atmosphere and events of a unique festival environment (Allan et al., 2006). The following are some typical measurement items for this factor: 1) to enjoy special events, 2) to enjoy a unique atmosphere, and 3) to enjoy the festival mood. To sum up, festival attraction involves enjoying the special events, atmosphere or environment of festivals. Among the forty six articles, seven contained this factor, including Formica and Uysal (1998) and Kim et al. (2007) <Appendix A>.

### 3.8. Entertainment

*Entertainment* comes from the desire to enjoy the stimulating and exciting events of the unique festival environment (Nicholson & Pearce, 2001). The following are some typical measurement items for this factor: 1) because it is stimulating and exciting, 2) to see the entertainment, and 3) because I am interested in something specific. To sum up, entertainment involves experiencing interesting and exciting things or events, thereby having an interest in special or unique things. Among the forty six articles, six contained this factor, including Formica and Uysal (1996) and Savinovic et al. (2012) <Appendix A>.

### 3.9. Learning

*Learning* comes from the desire to learn and experience something at a festival (Raybould, 1998). Foster and Robinson (2010) defined “learning” as exploring other cultures and gaining knowledge through different cultural practices and celebrations. The following are some typical measurement items for this factor: 1) so I could learn things, 2) so I could develop my skills, 3) so I could learn about issues that are important to me, and 4) I come to an aboriginal festival to increase my understanding of aboriginal culture. As can be seen, learning involves developing skills or learning important issues at festivals. Among the forty six articles, four contained this factor, including Ralston and Crompton (1988), Raybould (1998), Kim (2008), and Savinovic et al. (2012) <Appendix A>.

### 3.10. Curiosity

*Curiosity* comes from the desire to experience something new at a festival out of curiosity (Scott, 1996). The following are some typical measurement items for this factor: 1) because I was curious, 2) to see new places, and 3) to discover something new. To sum up, curiosity involves looking for new locations to discover new things at festivals. Among the forty six articles, three contained this factor, including Scott (1996), Kim et al. (2002), and Kim (2008) <Appendix A>.

### 3.11. Relaxation

*Relaxation* comes from the desire to refresh oneself mentally and physically from normal day-to-day stress (Backman et al., 1995). The following are some typical measurement items for this factor: 1) just resting and relaxing, 2) getting away from pressures and responsibilities, 3) walking or strolling about, and 4) resting in quiet places. To sum up, relaxation involves escaping from stress or responsibility by resting or relaxing. Among the forty six articles, three contained this factor, including Uysal et al. (1991), Backman et al. (1995), and Kim et al. (2007) <Appendix A>.

### 3.12. Other factors (54 factors)

Other 54 factors appear in 1 to 2 articles <Appendix A>.

## 4. Results

This study measured the frequency of each motivational factor in the forty three research articles containing factor analysis of festival attendance motivation. All empirical research containing factor analysis of festival attendance motivation since Ralston and Crompton (1988) was included in the sample of these articles. The study also measured Eigenvalues and Variances Explained for each motivational factor. Furthermore, the Delphi Technique was used to categorize the reviewed factors. Experts that participated in the survey for the Delphi Technique included festival planners in addition to professors in the fields of linguistics, business, and sociology.

### 4.1. Frequencies of motivational factors

Forty-six festivals from the forty three articles were selected for analysis. The results are shown in Table 3 below.

As Table 3 shows, *socialization*, *family togetherness*, *escape*, *novelty*, *excitement*, and *cultural exploration* all had frequencies higher than 30%. Therefore, these factors are important motivational factors in regards to festival attendance.

### 4.2. Eigenvalue and variance explained (%) of motivational factors

The average values of Eigenvalue and variance explained (%) for each factor were calculated, and their values were prioritized (see

**Table 3**  
Frequencies of the motivational factors (100% coverage).

Motivational factor name	Frequencies (%)
Socialization	78%
Family togetherness	72%
Escape	54%
Novelty	46%
Excitement	33%
Cultural exploration	30%
Festival attraction	15%
Entertainment	13%
Learning	9%
Relaxation	7%



Table 4). Only the factors whose Eigenvalues positively influence their variance explained were chosen. It was found that *cultural exploration* had the highest values of Eigenvalue and variance explained (average Eigenvalue = 5.047; average variance explained = 19.714) although its frequency was lower than that of *socialization*, *family togetherness*, *escape*, and *novelty*. *Socialization* was the second highest among the values (average Eigenvalue = 2.851; average variance explained = 12.616). The ranking of the remaining factors was: *escape*, *novelty*, *excitement*, *family togetherness*, *festival attraction* and *entertainment* (see Table 4). *Cultural exploration* was shown to be most important. This means that many festival attendants like to experience the culture of the area hosting the festival.

#### 4.3. Integration of motivational factors

The seventy motivational factors extracted from the previous studies were presented to the expert group in order to integrate similar factors into a few categories. The results of the factor integration are presented in Table 5.

Table 6 illustrates a comparison of the different categories of motivational factors. The percentage of total factors for *socialization* was 39.5%, *Excitement* 32%, *Escape* 15%, *Learning* 3.3%, and *Shopping* 2.4%.

Based on factor integration using the Delphi Technique, *Socialization* was shown to be most common with *Excitement* coming next. *Learning* was shown to not be very common.

### 5. Comparison of motivational factors for festival attendance and tourism

The major motivational factors for festival attendance were found to be *socialization*, *excitement*, *escape*, *learning*, and *shopping*. It is crucial to trace the origin of these motivational factors because this could verify whether or not these factors are suitable for use in determining festival attendance motivation, thereby providing evidence for the possible need to develop new motivational factors.

Li and Petrick (2006) brought up a problem regarding research on festival attendance motivation. According to these authors, Ralston and Crompton (1988) initiated research on festival attendance motivation and follow-up studies by Uysal et al. (1991), Uysal et al. (1993), Mohr et al. (1993), Backman et al. (1995), Scott (1996), Schneider and Backman (1996), Formica & Uysal (1996), and Crompton and McKay (1997) were all conducted utilizing the framework of tourism motivation research. In other words, a majority of the festival and event motivation studies have been conducted using the theoretical framework of tourism motivation research.

In order to support the results of Li and Petrick (2006), research on tourism motivation needs to be investigated. Research on tourism motivation has been conducted for many years. Thomas (1964) suggested the following 18 motivational factors for tourism: *experience extension in foreign countries*, *appreciation of tourist attractions*, *understanding new things*, *participation in special events*, *escape from daily routines*, *enjoying a happy time*, *pursuit of romantic experience*, *visiting ancestors' hometown*, *visiting a tribe's cemetery*, *weather*, *health*, *sports*, *economy*, *adventure*,

**Table 4**  
Average Eigenvalues and variances explained for each factor.

Major motivational factors	Average Eigenvalues	Average variances explained (%)	Rank
Cultural exploration	5.047	19.714	1
Socialization	2.765	12.429	2
Escape	2.850	11.648	3
Novelty	2.591	11.357	4
Excitement	2.321	11.014	5
Family togetherness	2.372	10.156	6
Festival attraction	2.334	9.100	7
Entertainment	1.652	7.957	8

**Table 5**  
Results of the factor integration.

Categories	Integrated factors
Socialization	Socialization, family togetherness, gregariousness/communitas, reciprocity, meeting people, interaction, friendship, achievement, connection, affiliation
Excitement	Novelty, excitement, festival attraction, entertainment, fun and curiosity, sports attraction, enjoyment, specifics, local special events, stimulation, art, variety, music as an entertaining experience, fascination
Escape	Escape, relaxation, equilibrium recovery, reminiscence, leisure and psychology, change, get away
Learning	Learning, cultural exploration, leisure and education, meeting experts
Shopping	Wine, Food and beverages, taste, information and marketing

*superiority*, *sympathy*, *historical experience*, and *a desire to understand the world*. In addition, McIntosh (1977) presented the following eighteen motivational factors for tourism: *renewing body and soul*, *enjoyment*, *curiosity about foreign people and places*, *interests in art and folklore*, *attending special events such as the Olympic Games*, *visiting friends or relatives*, *pilgrimages to the Holy Land*, *pursuit of a new and special experience*, *escape from daily routines*, *meeting new people*, *traveling itself*, *hobbies*, *sensual pleasure*, *learning or business*, *attending a meeting*, *contribution to education*, *fashion*, and *self-fulfillment*.

According to Crompton (1979), motivational factors for tourism consist of *escape from a perceived mundane environment*, *exploration and evaluation of self*, *relaxation*, *prestige*, *regression*, *enhancement of kinship relationships*, and *facilitation of social interactions*. Moreover, Yuan & McDonald (1990) presented the following five motivational factors for tourism: *escape from daily routines*, *novelty experience*, *prestige*, *facilitation of fellowship*, *relaxation and hobbies*. According to Fisher and Price (1991), motivational factors for tourism also consist of *learning from the host culture*, *escape from daily routines*, *resolution of certain problems*, and *facilitation of kinship relationships or meeting new people*.

Fridgen (1996) summarized Dann (1977), Iso-Ahola (1982), and Crompton (1979), and presented the following four motivational factors for tourism: *escape from daily routines*, *social interaction*, *prestige*, and *novelty*. Following that, Hanqin and Lam (1999) suggested the following five motivational factors for tourism: *knowledge*, *prestige*, *facilitation of human relations*, *relaxation*, and *novelty*. In addition, Yoon and Uysal (2005) presented the following eight motivational factors for tourism: *interests*, *knowledge/education*, *relaxation*, *achievement*, *facilitation of family relationships*, *freedom*, *fun*, and *escape from daily routines/sightseeing*. Finally, Jang and Wu (2006) suggested the following five motivational factors for tourism: *self-improvement*, *self-respect*, *pursuit of knowledge*, *relaxation*, and *socialization*.

As Table 7 shows, festival attendance motivation has been exclusively based on studies about tourism motivation. The festival attendance motivation of *socialization* was tackled by McIntosh (1977); Crompton (1979), Yuan and McDonald (1990), Fisher and Price (1991), Fridgen (1996), Hanqin and Lam (1999), Yoon and Uysal (2005), and Jang and Wu (2006).

The festival attendance motivation of *excitement* was dealt with by Thomas (1964), Crompton (1979), Yuan and McDonald (1990), Fisher and Price (1991), and Fridgen (1996). McIntosh (1977), Crompton (1979), Yuan and McDonald (1990), Fisher and Price (1991), Fridgen

**Table 6**  
Comparison of the categories of factors.

Category	Number of factors	Percentage of factors (%)
Socialization	88	39.5
Excitement	77	32.0
Escape	35	15.0
Learning	8	3.30
Shopping	6	2.4
Others	21	8.7

(1996), Hanqin and Lam (1999), and Yoon and Uysal (2005) focused on the festival attendance motivation of *escape*. The festival motivation of *learning* was discussed by Thomas (1964), McIntosh (1977), Crompton (1979), Fisher and Price (1991), Hanqin and Lam (1999), Yoon and Uysal (2005), Jang and Wu (2006). *Cultural exploration*, which has the highest value of Eigenvalue and variance explained, was included in the category of *learning*. However, *cultural exploration* is one of the most important motivational factors for festival attendance. Yoon and Uysal (2005) covered the festival attendance motivation of *shopping*.

Festival attendance motivation has been addressed in many studies on tourism motivation, and thus festival motivations and tourism motivations have been treated similarly. As a result, festival attendance motivation appears to lack its own distinct characteristics. As Table 3 <Frequencies of Motivational Factors>, Table 4 <Average Eigenvalues and variances explained (%) for Each Factor> and Table 5 <Results of Factor Integration> shows, the major motivational factors for festival attendance mostly originate from tourism motivation studies.

Social, psychological and anthropological characteristics are inherent in festival attendance motivation. However, these characteristics are distinct from those inherent in tourism motivation. Nevertheless, previous research on festival attendance motivation has been limited to the scope of tourism motivation and has merely borrowed concepts from tourism motivation. Li and Petrick (2006) also borrowed and used some theories in sports marketing to explore a new paradigm in search of festival attendance motivation. These authors also insisted on the necessity of developing more generalized motivational factors through interdisciplinary research such as psychological/social marketing.

## 6. A critical review of the motivational factors for festival attendance

The critical review of the motivational factors for festival attendance in this study is based on the assumption that motivational factors for tourism are not suitable to be used to measure motivational factors for festival attendance. The lack of knowledge about designing key offerings for festivals is another assumption of the critical review. Festivals are not mere spectacles; they have social, cultural and anthropological meanings. The following 5 typical motivational factors for festival attendance were extracted using the Delphi Technique and these factors are not suitable for use in measuring festival attendance motivation.

### 6.1. Socialization

Measurement items for *socialization* in previous studies have meant “to have a chance to enjoy festivals with friends or coworkers and to build relationships with new people”. However, Chwe (1998) discovered that festivals and special events provide incentives for the local community. Thus, festivals and special events are likely to build social cohesion and trust. Yolal et al. (2009) confirmed that building social cohesion in the community is one of the great advantages of festivals and

events and also helps to build an image in the minds of tourists. Measurement items for *socialization* in this study were defined as “building relationships with accompanying friends, coworkers or new people encountered during the trip”.

The measurement items in this study exclude the relationship building in the local community mentioned by Chwe (1998) and Yolal et al. (2009). Thus, socialization may be a general measurement factor for tourism, but it is not a suitable motivational factor for festival attendance. This is because festivals basically take place in the local community, and communication among community members and tourists is the main purpose of socialization.

### 6.2. Excitement

Measurement items for *excitement* in previous studies have been explained in the following manner: “festivals are stimulating and curious, and have thrills and uniqueness.” However, Cartledge (1985) discovered that “festivals or events basically aim to gain the favor of and please gods, and human beings have achieved this goal through mutual competition and by displaying their own excellence”. *Excitement* may be a general measurement factor for tourism, but it is not a suitable motivational factor for festival attendance.

### 6.3. Escape

Measurement items for *escape* in previous studies were defined as “to escape from daily routines or stress”. However, Cox (1969) discovered that this does not mean a simple break from daily routines but rather the contrast of doing non-routine things at festivals while keeping routines in mind. Falassi (1987) stated that people are committed to non-routine activities and restrain from routines while at festivals, thereby changing their life patterns from routine to non-routine.

Measurement items for *escape* in this study were also defined as “to escape from daily routines or stress”. The non-routine activities and changed life patterns at festivals were exempted from this measurement. *Escape* may be a general factor to measure escape in tourism, but it is not a suitable motivational factor for festival attendance. This is because festival attendants basically aim to escape from daily routines and commit themselves to non-routine activities.

### 6.4. Learning

Measurement items for *learning* in Raybould (1998) and Chang (2006) were defined as “to learning new things, developing skills and understanding festivals”. Learning was identified as a motivational factor for festival attendance in Raybould (1998) and Chang (2006), but Crompton (1979) considered *learning* as a pull (or attractiveness) factor for tourism. Therefore, it is problematic to consider *learning* a festival attendance motivation.

### 6.5. Shopping

*Shopping* is not even considered a tourism motivation. Therefore, it is not suitable to consider *shopping* a motivational factor for festival attendance.

## 7. Discussion and conclusion

This study conducted a meta-analysis of forty six research articles containing a factor analysis for festival attendance motivation. The forty six articles included the earliest study of Ralston and Crompton (1988) and the latest study of Chang and Yuan (2011). First of all, frequency analysis of the motivational factors was conducted. Then, the Eigenvalues and variances explained (%) of each factor were calculated. Finally, the Delphi Technique, which used a group of experts, was employed to categorize the motivational factors.

**Table 7**  
Tourism motivation studies relevant to festival attendance motivation.

Festival attendance motivation	Studies on tourism motivation
Socialization	McIntosh (1977), Crompton (1979), Yuan and McDonald (1990), Fisher and Price (1991), Fridgen (1996), Hanqin and Lam (1999), Yoon and Uysal (2005), Jang and Wu (2006)
Excitement	McIntosh (1977), Crompton (1979), Yuan and McDonald (1990), Fridgen (1996), Hanqin and Lam (1999), Yoon and Uysal (2005)
Escape	Thomas (1964), Crompton (1979), Yuan and McDonald (1990), Fisher and Price (1991), Fridgen (1996)
Learning	Thomas (1964), McIntosh (1977), Crompton (1979), Fisher and Price (1991), Hanqin and Lam (1999), Yoon and Uysal (2005), Jang and Wu (2006)
Shopping	Yoon and Uysal (2005)

This study aimed to identify the origins of festival attendance motivation through a meta-analysis and to insist that festival attendance motivation originating from tourism motivation studies are not suitable to be used when designing festival offers such as souvenirs. In addition, this study aimed at laying the foundation for developing new universal factors for festival attendance motivation. Unlike Getz (2010) and Li and Petrick (2006), who only reviewed research on festival attendance motivation, this study extracted the main factors based on Eigenvalues and variances explained (%), as well as by frequency analysis. The Delphi Technique was employed to categorize and trace the origin of these factors. The research results revealed that *socialization* was addressed most frequently, followed by *family togetherness*, and then *escape, novelty, cultural exploration, excitement, festival attraction, entertainment, learning, and relaxation*.

Moreover, this study compared the average values of Eigenvalue and variance explained (%) for each factor. The comparison was made only for factors whose Eigenvalues positively influence their variance explained. The research results indicated that *cultural Exploration* had the highest values of Eigenvalue and variance explained (average Eigenvalue = 5.047; average variance explained = 19.714) although its frequency was lower than that of *socialization, family togetherness, escape, and novelty*. *Socialization* was the second-highest among the values (average Eigenvalue = 2.765; average variance explained = 12.429). The ranking of the remaining factors was: *escape, novelty, excitement, family togetherness, festival attraction and entertainment*. This study integrated similar motivational factors for festival attendance based on the Delphi Technique. According to the research results, *socialization* was the most common, *excitement* the second, and *learning* the third; the rest of the factors had minor values.

*Socialization, excitement, escape, learning, and shopping* were found to be major motivational factors for festival attendance. These five categories of factors can be analyzed critically in the following manner.

To begin with, *socialization* has been directly borrowed from studies on tourism motivation (McIntosh, 1977; Crompton, 1979) because the measurement items are identical. However, the measurement items for *socialization* exclude “relationship building with community members”, which is an important motivational factor for festival attendance according to Chwe (1998) and Yolal et al. (2009).

Secondly, *excitement* has also been borrowed from studies on tourism motivation (McIntosh, 1977; Crompton, 1979) having the same measurement items. However, the measurement items for *excitement* do not reflect the enjoyment of competition and participation in festivals mentioned by Cartledge (1985).

Furthermore, *escape* has been directly borrowed from Thomas (1964) and Crompton (1979), again with identical measurement items. However, the measurement items for *escape* exclude the non-routine activities and changed life patterns at festivals mentioned by Cox (1969) and Falassi (1987).

In addition, *learning* was mentioned as a festival attendance motivation by Raybould (1998) and Chang (2006). However, *education*, a similar concept to *learning*, was mentioned as a tourism motivation by Crompton (1979). Therefore, it is not suitable to consider *learning* a motivational factor for festival attendance.

Finally, *shopping* has not even been considered a tourism motivation. Therefore, it is not suitable to consider *shopping* a motivational factor for festival attendance.

As can be seen from the above information, most motivational factors for festival attendance have been directly borrowed from studies on tourism motivational factors. Therefore, these motivational factors for festival attendance are not suitable for use when designing festival offerings such as souvenirs.

A festival is an inward-looking event for a local community, so festival attendance motivation should be studied inwardly, from the approach of the local community. Festivals are generated by local community needs (Getz, 1997, 2007) and festivals involve community purposes, individual needs, social norms and cultural aspects. Therefore, studies on festival

attendance motivation should consider the various social environments of individuals as well as festival diversity (Gnoth, 1997; Crompton & McKay, 1997). Studying festival attendance motivation based on tourism motivation or local marketing doesn't explore the unique characteristics of festival motivation. Therefore, studies on festival attendance motivation should take into account the community needs as well as the intrinsic motivation of a festival. Based on a meta-analysis, This study demonstrated that major festival attendance motivation has been borrowed from studies on tourism motivation, As Getz (1997, 2007), Gnoth (1997), and Crompton and McKay (1997) have argued, studies on festival attendance motivation should consider the needs of festival attendants who belong to a community, the social environment of the individual, as well as the unique characteristics of the festival. Li and Petrick (2006) also insisted on the necessity to develop more generalized motivational factors through interdisciplinary research such as psychological/social marketing.

In conclusion, measuring festival attendance motivations based on tourism motivation can mislead festival planners into adopting inappropriate festival designs and inaccurate monitoring of attendance satisfaction, as well as lead to a misunderstanding of the decision-making process of festival attendants. Therefore, brand-new measurements for festival attendance motivation based on the unique characteristics of festivals need to be developed.

Continuous research that neglects the intrinsic motivation of festivals may hinder the design of sustainable festivals. Studies on festival attendance motivation can help festival planners design festival offerings, monitor festival satisfaction, and understand the decision-making process of festival attendants (Crompton & McKay, 1997). As shown in our exploratory studies, it is problematic for studies on the motivational factors for festival attendance to be based on the findings of studies about tourism motivation.

This study contributed to the final conclusion that studies on festival attendance motivation should reflect the unique characteristics of festival motivation and should deal differently with tourism motivation. In addition, this study has provided fundamental data to explain festival attendance motivation and should also encourage a variety of follow-up studies related to these issues in the future.

## Appendix A. Motivational factor

Festival motivational factors	References
Socialization (published journal papers only; n = 36)	Ralston and Crompton (1988); Uysal et al. (1991); Uysal et al. (1993); Mohr et al. (1993); Backman et al. (1995); Schneider and Backman (1996); Scott (1996); Crompton and McKay (1997); Formica and Uysal (1996); Formica and Uysal (1998); Kerstetter and Mowrer (1998); Raybould (1998); Formica and Murrmann (1998); Faulkner et al. (1999); Nicholson and Pearce (2001); Lee (2000); Dewar, Meyer, and Wen (2001); Tomljenovic, Larsson, and Faulkner (2001); Kim et al. (2002); Zyl and Botha (2004); Lee et al. (2004); Chang (2006); Yuan, Cai, Morrison, and Linton (2005); Allan, Guzman, Leones, Tapia, and Wong (2006); Schofield and Thompson (2007); Kim et al. (2007); Wooten and Norman (2008); Park, Reisinger, and Kang (2008); Li et al. (2009); Sofoklis and Paris (2009); Thompson and Schofield (2009); Yolal et al. (2009); Filo, Funk, and O'Brien (2011); Chang and Yuan (2011); Savinovic et al. (2012); Blešić et al. (2013) Ralston and Crompton (1988); Uysal et al. (1991); Uysal et al. (1993); Mohr et al. (1993); Backman et al. (1995); Schneider and Backman (1996); Scott (1996); Formica and Uysal (1996); Kerstetter and Mowrer (1998); Formica and Uysal (1998); Raybould (1998); Formica and Murrmann (1998); Lee (2000);



## Appendix A (continued)

Festival motivational factors	References
Family togetherness (published journal papers only; n = 33)	Nicholson and Pearce (2001); Dewar et al. (2001); Tomljenovic et al. (2001); Kim et al. (2002); Lee et al. (2004); Zyl and Botha (2004); Yuan et al. (2005); Allan et al. (2006); Kim et al. (2007); Schofield and Thompson (2007); Kim (2008); Park et al. (2008); Kim, Sun, and Mahoney (2008); Li et al. (2009); Thompson and Schofield (2009); Lee and Beeler (2009); Yolal et al. (2009); McDowall (2010); Savinovic et al. (2012)
Escape (published journal papers only; n = 25)	Ralston and Crompton (1988); Uysal et al. (1993); Mohr et al. (1993); Scott (1996); Schneider and Backman (1996); Lee (2000); Raybould (1998); Nicholson and Pearce (2001); Dewar et al. (2001); Kim et al. (2002); Lee et al. (2004); Zyl and Botha (2004); Yuan et al. (2005); Allan et al. (2006); Kim et al. (2007); Kim (2008); Li et al. (2009); Sofoklis and Paris (2009); Lee and Beeler (2009); Yolal et al. (2009); McDowall (2010); Filo et al. (2011); Chang and Yuan (2011); Savinovic et al. (2012)
Novelty (published journal papers only; n = 21)	Uysal et al. (1993); Mohr et al. (1993); Formica and Uysal (1996); Crompton and McKay (1997); Lee (2000); Raybould (1998); Nicholson and Pearce (2001); Dewar et al. (2001); Tomljenovic et al. (2001); Kim et al. (2002); Lee et al. (2004); Chang (2006); Zyl and Botha (2004); Allan et al. (2006); Wooten and Norman (2008); Li et al. (2009); Lee and Beeler (2009); Yolal et al. (2009); McDowall (2010); Savinovic et al. (2012)
Excitement (published journal papers only; n = 15)	Uysal et al. (1991); Uysal et al. (1993); Mohr et al. (1993); Backman et al. (1995); Scott (1996); Schneider and Backman (1996); Formica and Uysal (1996); Faulkner et al. (1999); Dewar et al. (2001); Kim (2008); Li et al. (2009); Lee and Beeler (2009); McDowall (2010); Yolal et al. (2009); Crompton and McKay (1997); Formica and Uysal (1998); Formica and Murrmann (1998); Faulkner et al. (1999); Tomljenovic et al. (2001); Lee (2000); Lee et al. (2004); Chang (2006); Allan et al. (2006); Schofield and Thompson (2007); Kim et al. (2007); Kim et al. (2008); Thompson and Schofield (2009); Lee and Hsu (2011)
Cultural exploration (published journal papers only; n = 14)	Formica and Uysal (1998); Formica and Murrmann (1998); Lee (2000); Lee et al. (2004); Allan et al. (2006); Kim et al. (2007); Kim et al. (2008); Thompson and Schofield (2009); Lee and Hsu (2011)
Festival attraction (published journal papers only; n = 7)	Formica and Uysal (1998); Formica and Murrmann (1998); Lee (2000); Lee et al. (2004); Allan et al. (2006); Kim et al. (2007); Kim et al. (2007)
Entertainment (published journal papers only; n = 6)	Formica and Uysal (1996); Kerstetter and Mowrer (1998); Nicholson and Pearce (2001); Zyl and Botha (2004); Kim et al. (2007); Savinovic et al. (2012)
Learning (published journal papers only; n = 4)	Ralston and Crompton (1988); Raybould (1998); Kim (2008); Savinovic et al. (2012)
Curiosity (published journal papers only; n = 3)	Scott (1996); Kim et al. (2002); Kim (2008)
Relaxation (published journal papers only; n = 3)	Uysal et al. (1991); Backman et al. (1995); Kim et al. (2007)
Gregariousness	Crompton and McKay (1997); Sofoklis & Paris (2009)
Reciprocity	Filo et al. (2011)
Meeting people	Ralston and Crompton (1988); Park et al. (2008)
Interaction	Nicholson and Pearce (2001); Kim (2008); Kim (2008)
Friendship	Kim (2008)
Achievement	Kim et al. (2008)
Connection	Kim et al. (2008)
Friendship	Kim et al. (2008)
Affiliation	Kim et al. (2008)
Sports attraction	Schofield and Thompson (2007); Thompson and Schofield (2009)
Enjoyment	Bowen and Daniels (2005); Park et al. (2008), Nicholson and Pearce (2001)
Specifics	Schofield and Thompson (2007); Thompson and Schofield (2009)
Local special events	Wooten and Norman (2008)
Stimulation	Chang and Yuan (2011)
Art	Nicholson and Pearce (2001)
Variety	Nicholson and Pearce (2001)

## Appendix A (continued)

Festival motivational factors	References
Music as entertaining experience	Sofoklis and Paris (2009)
Fascination	Kim et al. (2008)
Recover equilibrium	Crompton and McKay (1997); Chang (2006)
Reminiscence	Lee and Beeler (2009)
Leisure and psychology	Lee and Hsu (2011)
Change	Park et al. (2008)
Get away	Kim et al. (2008)
Intellectual	Filo et al. (2011)
Festival participation and learning	Chang (2006)
Leisure and education	Kim et al. (2007)
Meeting expert	Park et al. (2008)
Self-esteem	Zyl and Botha (2004); Filo et al. (2011)
Self-expression	Lee and Hsu (2011)
Community pride	Zyl and Botha (2004)
Nostalgia and patriotism	Li et al. (2009)
Wine	Yuan et al. (2005); Chang and Yuan (2011); Savinovic et al. (2012)
Food	Zyl and Botha (2004); Chang & Yuan (2011); Savinovic et al. (2012)
Taste	Park et al. (2008)
Information and marketing	Zyl and Botha (2004); Savinovic et al. (2012)
Music	Tomljenovic et al. (2001); Bowen and Daniels (2005)
Site novelty	Formica and Murrmann (1998); Formica and Uysal (1998)
Site attraction	Faulkner et al. (1999); Kim et al. (2007)
Local motivations	Cela, Knowles-Lankford, and Lankford (2007)
Stimulus seeking	Ralston and Crompton (1988)
Extrinsic reward	Raybould (1998)
Ancillary activities	Faulkner et al. (1999)
Physical	Filo et al. (2011)
"Loyalty" to festival	Sofoklis and Paris (2009)
Festival attributes	Schneider and Backman (1996)
Transport	Zyl and Botha (2004)
Festival motivations	Cela et al. (2007)
Motivations to support	Cela et al. (2007)
Nature appreciation	Scott (1996)
Desire to improve the charity	Filo et al. (2011)
Alcohol-free	Kerstetter and Mowrer (1998)
Discovery	Bowen and Daniels (2005)
Event attachment	Filo et al. (2011)
Experiencing the uncommon	Kim et al. (2008)
Community support	Savinovic et al. (2012)
Festival perception and learning	Blešić et al. (2013)
Exploration of festival program and atmosphere	Blešić et al. (2013)
Psychophysical welfare	Blešić et al. (2013)

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