

AN EXPLORATORY STUDY OF SEGMENTING VISITORS TO A COMMUNITY FESTIVAL

Alvin H. Yu
St. Cloud State University
St. Cloud, MN 56301
hyu@stcloudstate.edu

I-Yin Yen
I-Shou University

Abstract

Understanding motivations of festival visitors is one of critical issues for learning about the visitors' behaviors and intentions for some specific festivals and such knowledge will help festival sponsors customize and market their event products to customer. The purpose of this study is twofold. First, an attempt is made to identify visitors' motivations for an art festival. Second, the designated motivations serve as a foundation to segment visitors into various groups. For that, a survey based on previous studies was administrated in Central Minnesota, USA and a total of 156 questionnaires were completed in 2010. Five factors of motivations were extracted after factor analysis and reliability test, including novelty, exploration, family gathering, recovering equilibrium, and socialization. Later, all participants were segmented into two groups based on their motivations, i.e., highly motivated and lower motivated group. These two groups were different on some social demographics and festival participation behaviors. The theoretical and practical implications are discussed.

1.0 Introduction

Attending festivals has become one of the fastest growing tourism attractions for the past two decades (Compton and McKay, 1997; Getz, 1997; Thrane, 2002). Most festivals were initiated as a small community ceremony and gradually evolved to a mega event to celebrate their culture or tradition (Getz, 1991). Among of all festival effects, most studies suggested that the economic ones (Felsenstein and Fleischer, 2003; Frey, 1994; Uysal and Gitelson, 1994), followed by a sense of togetherness and social interactions (Bres and Davis, 2001; Delamere, 2001; Gursory and Kendall, 2006; Rao, 2001) are the most important. The types of festival effects are tied to participants' behaviours toward various types of activities, which are ultimately determined by their motivation.

It is beneficial for both tourism authorities and festival organizers to know participants' motivations for attending a festival so that they can decide whether or not festivals are planned and advertised based on participants' needs and wants. Motivation could be defined as a force for people to act to satisfy their need when individuals feel a state of deprivation (Leiper, 2004). Iso-Ahola (1980) stated that motivation is one of the antecedents of human behaviours as it serves as a mechanism to initiate, direct, and arouse human behaviours. Summarized by Mayo and Jarvis, consistency theory explains that people like to have things happen according to their expectation whereas complexity theory explains that those unexpectedness and novelty are inherently satisfying. They further stated that travel allows people to "escape from the boredom of consistency and tension and allows us to experience complexity of change, novelty, and unpredictability" (as cited in Rittichainuwat, Qu, and Mongkhonvanit, 2008, p. 7).

In order to understand participants' motivations for festivals, the tourism motivation theories such as the push and pull model (Dann, 1977) have been utilized for a theoretical framework to capture the motivations of festival participants in specific. Getz (1991) suggested it is acceptable to use the travel motivation framework as festival is an alternative form of tourism. Most studies utilized a pool of items from 19 to 34 and might generate about four to six dimensions after various factor analyses (Yolal, Woo, Cetinel and Uysal, 2009). The factor analysis was utilized to reduce the size of items and the extracted factor could serve as a foundation for later analyses such as segmentation analysis to identify the various participants' groups with homogenous preferences (Formica and Uysal, 1996; 1998; Lee, Lee, and Wicks, 2004). Findings suggested the most common festival motivations included socialization (Backman, Backman, Uysal, and Sunshine, 1995; Formica and Uysal, 1996 & 1998; Kim, Uysal, and Chen, 2002; McDowall, 2011; Regan, Carlson, and Rosenberger III., 2012), followed by family togetherness (Backman et al., 1995; Kim et al., 2002; Scott, 1996; Uysal et al., 1993), escape (Crompton and McKay, 1997; Lee et al., 2004; Kim et al., 2002; McDowall, 2011; Uysal et al., 1993; Yolal et al., 2009), novelty (Chang, 2006; Dewar, Meyer, and Li, 200; Formica and Uysal, 1996 & 1998; Uysal and Li, 2008), and cultural exploration (Crompton and McKay, 1997; Lee et al., 2004).

2.0 Methods

2.1. The study site and the festival

The study festival was the Lemonade Fair, which has been held on a university campus of central Minnesota, USA since 1973. This summer festival is one of the most important special events in this area and it draws about 10,000 people each year and it features children's crafting areas, live music concert and performance, a wide variety of arts and crafts, as well as traditional fair foods such as lemonade and hot dogs.

2.2. Questionnaire design and sampling

The questionnaire consists of two sections. In the first section, the motivation scale with 24 items was developed based on Crompton and McKay's work in 1997. The second section included socio-demographic variables (such as age, gender, education level), and festival participation behaviour (such as information source, travel partner, etc.). The survey was conducted in the summer of 2010 during the one-day Lemonade Fair festival. Convenient sampling with the on-site intercept procedure was utilized to collect information from festival visitors. A total of 156 valid questionnaires were collected by the end of the festival.

2.2. Data analysis

Several statistical analyses were performed to fulfil the purposes of this study. First, an exploratory factor analysis and Cronbach's alpha tests were used to identify the visitors' motivations for a community festival. Second, the designated motivations would serve as a base to segment visitors into various groups. Third, the cluster result was validated using a discriminant analysis. Following are chi-square test, ANOVA, and multiple responses crosstab in order to compare clusters and identify who those participants are in each cluster.

3.0. Results

3.1. Profile of respondents

The majority of the participants were female (63.5%), not student (61.6%), have a college and higher degree (55.2%), and live within 10 miles radius from the festival site (75.7%). On average, the participants were 41.9 years old (SD=16.3) and have the annual household income of \$62,479 (SD=33,280). They had attended the Lemonade Fair 6 times (SD=6), mostly with their family (61%) and friends (53%). The majority of them received the Lemonade Fair information from newspaper (43%) and friends (34%).

3.2. Festival motivations

To document motivations to attain Lemonade Fair, individuals were asked to respond to 24 motivation statements using a five-point scale ranging from 1, "strongly disagree," to 5, "strongly agree." They were most likely to agree that they enjoy arts or music concert (m=4.32) or to enjoy a unique atmosphere (m=4.19) and least likely to agree that they go to Lemonade Fair to increase their knowledge (m=2.54) or to seek adventure at the Fair (m=2.68). Responses on each motivation statement are presented in Table no. 1.

Table 1

Motivations to attain Lemonade Fair

Motivation statement	Mean	SD
I enjoy arts or music concert	4.32	0.90
I go to Lemonade Fair to enjoy a unique atmosphere	4.19	0.93
I want to explore new things while at Lemonade Fair	4.08	0.90
I like some unexpected pleasures at Lemonade Fair	3.91	1.08
I like to experience local customs and cultures	3.89	1.00
I like to observe the other people who are attending Lemonade Fair	3.86	1.03
I seek novelty in Lemonade Fair	3.63	1.13
I thought the entire family would enjoy it	3.56	1.30
I go to a festival so I can be with my friends	3.53	1.29
I enjoy activities at Lemonade Fair that offer excitement	3.52	1.18
I go to Lemonade Fair to escape from my routine life	3.47	1.25
I attend Lemonade Fair for a good deal (reasonable price)	3.4	1.17
I go to Lemonade Fair to spend time with my family	3.36	1.34
I want there to have a sense of discovery involved as part of reasons for this festival	3.33	1.01
I go to Lemonade Fair to relieve boredom	3.2	1.28
I have a chance to meet people have the same interest as mine	3.14	1.17
I feel more energized than before by attending festivals	3.1	1.14
I go to Lemonade Fair to relieve daily stress	2.95	1.29
I go to Lemonade Fair to help my family learn more about arts and folk performances	2.93	1.23
I attend Lemonade Fair because I do not normally have an opportunity to go to	2.92	1.44
I like to go to Lemonade Fair with a group	2.85	1.32
I attend the Lemonade Fair because of its 36-year tradition	2.79	1.39
I seek adventure at Lemonade Fair	2.68	1.17
I go to Lemonade Fair to increase my knowledge	2.54	1.18

3.3. Motivation dimensions

Six factors were extracted based on the 24 motivation statements using a maximum likelihood factoring procedure with a varimax rotation. Bartlett's test of sphericity was significant ($p < 0.000$) and the KMO value was 0.77, suggesting that factor analysis was appropriate. Further, factor loadings of 0.35 were used to determine which items loaded on to each factor. In addition, when items loaded on two or more factors, the difference should be greater than 0.10, otherwise, they were deleted. Six-factor solution is found; however, the last factor contains single factor; as a result, it was deleted. Items in the rest five factors were checked using Cronbach's alpha reliability test. The five factors have reliabilities ranging from 0.64 to 0.78. The final five factors, explaining 55% of the variance, are presented in Table 2. The first factor "novelty" included four items that depicts the unexpected and new atmosphere at the fair. The second factor, "exploration," pictured the adventure and sense of discovery in the fair. "Family gathering" featured the opportunity for the participants to be with their family during the fair. The fourth factor, "recover equilibrium," represented the benefits of stress and boredom relief by attending the fair. The final factor, "socialization," included items that revolve primarily around social interaction with the fair participants.

Table 2
Final motivation items

Motivation statement	Factor				
	Novelty	Exploration	Family gathering	Recover equilibrium	Socialization
to enjoy a unique atmosphere	.851				
some unexpected pleasures at Lemonade Fair	.698				
to explore new things while at Lemonade Fair	.641				
novelty in Lemonade Fair	.496				
adventure at Lemonade Fair		.719			
more energized than before by attending festivals		.666			
a sense of discovery involved as part of reasons for this festival		.534			
activities at Lemonade Fair that offer excitement		.525			
to help my family learn more about arts and folk performances			.842		
to spend time with my family			.647		
to relieve daily stress				.968	
to relieve boredom				.589	
to escape from my routine life				.457	
so I can be with my friends					.607
to go to Lemonade Fair with a group					.599
Eigenvalue	6.24	2.26	1.76	1.54	1.47
% of variance explained	26.01%	9.40%	7.33%	6.41%	6.13%
Cumulative variance explained	26.01%	35.41%	42.74%	49.14%	55.28%
Cronbach's alpha	0.76	0.78	0.72	0.72	0.64
Mean scale importance score ¹	3.96	3.05	3.12	3.22	3.22

¹Coded on a 5-point Likert scale where: (1) strongly disagree, (2) disagree, (3) neutral, (4) strongly agree, and (5) strongly agree.

Overall, participants had neutral motivation degree except "novelty". They agreed that they are motivated to attain the Lemonade Fair by its novelty ($m=3.96$). Following were recover equilibrium and socialization (means of both factors are 3.22), family gathering ($m=3.12$) and exploration ($m=3.05$).

3.4. Types of fair participants based on motivation

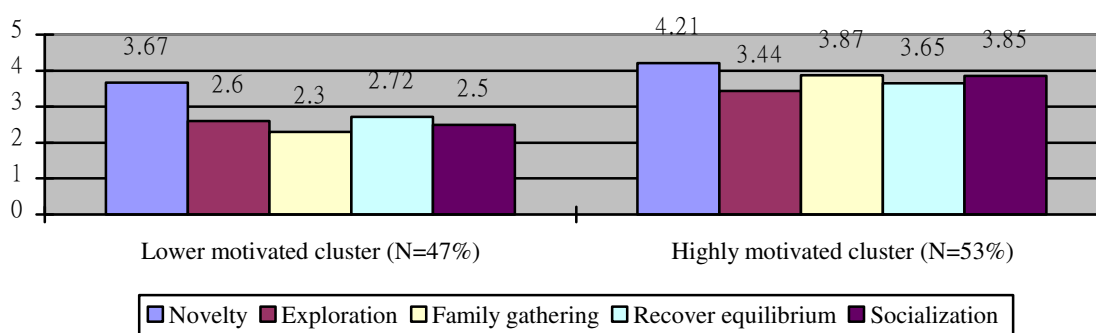
The major objective of this study was to identify the different types of Lemonade Fair participants based on their motivations. A two-step cluster method was conducted and the result suggested that the two-cluster solution is fine. Later, a K-means cluster analysis was performed using the two cluster solution.

The first cluster, which was named as "lower motivated cluster," has lower motivation across different motivation factors (means range from 2.3 to 2.72) except "novelty" factor ($M=3.67$). On the contrary, the other cluster, which was named as "highly

motivated cluster,” consists 53% of the participants, have higher motivations (means range from 3.44 to 4.21) and its novelty factor has the highest score among the five motivations (M=4.21).

To verify that the two cluster solution was not obtained by chance, internal validation procedure, an assessment using information obtained from within the clustering process was used (Milligan, 1996). The result of MANOVA suggested a statistically significant difference between the two clusters on the motivation dimensions ($F=64.993$, $p<0.001$, Wilks' $\Lambda=0.307$). Comparisons of the mean difference across motivation factors were presented in Figure 1. Overall, the results suggested that internal validity was present and 96% of the cases were classified accurately.

Figure 1
Comparisons of motivation factors between clusters



3.5 Other findings

The highly motivated cluster tended to have higher household annual income (\$69,350 vs. 53,317, $p=0.045$). They were less likely to attend the Lemonade Fair alone (2.6%), compared to 14% of the lower motivated cluster do so. Two clusters had different source priorities of obtaining the Lemonade Fair information. Slightly more than one third of the highly motivated cluster received the relevant information from friends (35.5%), followed by newspaper (32.3%), radio (21%), and poster (19.4%). The other cluster, however, was likely to get festival information from newspaper (50%), followed by friends (29.3%). One more difference between these two clusters was whether or not they have the student status. The highly motivated cluster had equal student and non-student participants whereas the lower motivation cluster had less students ($p=0.009$).

4.0. Discussion and Implication

For the first objectives of this study, findings revealed that participants' motivations to attend the Lemonade Fair merge in the similar but not exactly the same framework proposed by Crompton and McKay (1997). For example, the "Novelty" and "recovery equilibrium" factors were identified in both studies. Similarly, Dewar et al. (2001) studied the festival of ice sculpture in Harbin, China and they also found novelty is the most important reason for visitors to attend this festival. In this study, this festival offered a venue for artists to advertise their art works and many visitors tended to find some new homemade artefacts or paintings which they do not have any access to see them other than the festival period.

Regardless of the similarity to Crompton and McKay's work (1997), the result was not congruent with a critical festival literature review (Uysal and Li, 2008) where most studies suggested that socialization and family togetherness are two most important reasons for festivals. In this study, visitors participated in this festival because they were motivated by novelty seeking and exploration conducting. The "cultural exploration" motivation identified in Crompton and McKay's study (1997), however, becomes "exploration" in current study.

Crompton and McKay (1997) found the "known-group socialization," (which refers to socialization with friends and family) and "external socialization" in their study. In the current one, the former motivation split into "family gathering" and "socialization" (with friends in particular) and their motivation with unknown group did not remain. Participants tended to use this occasion to satisfy their social needs and interact with either family members or other people.

Recover equilibrium, which has similar meanings to "escape", is considered as another motivation for the festival even though it was not ranked as the most important one. In addition, the "gregariousness" motivation was not found in the current study. Overall, it might reflect the fact that festival motivations differ depending upon the characteristics of each festival but also correspond to individuals' motive for novelty, exploration, interaction, and escape. In addition, it could be justified that the measurement scale developed by Crompton and McKay (1997) is an effective tool to evaluate festival motivations.

Later, the cluster analysis was employed to segment festival visitors based on the motivation factors. Based on the results, novelty has the highest score between two clusters. It revealed that novelty seeking is a common motivation for both high and low motivation group. Findings suggested that festival organizers should make use of this feature to renew the exhibition and

program each year. Besides, the “lower motivated” group was more likely to attain the Lemonade Fair alone than the “highly motivated” group. They also tended to disagree that they attain the festival for the “family gathering” and “socialization” motivations (means are 2.3 and 2.5, respectively). On the contrary, the highly motivated group tended to agree to those two motivations (means are 3.87 and 3.85, respectively). The festival organizers might consider enhancing the opportunity for unknown-group socialization so that those who attain the festival alone could feel the social-interaction atmospheres.

Moreover, the cluster result also indicated that there are two groups of participants whose participation motivations are different. The separation of “high” and “low” motivation groups seem simple at the first glance, but in fact, it implied at least two recommendations for the further study and implication. First, it doubted that the current motivation scale is sufficient enough to capture all motivations from the low motivation group. Second, it might become a crucial issue for the event organizer to motivate the low group to attend more events or festivals in the future.

In summary, it is hoped that this study will contribute to the body of festival knowledge and provide understandings on the nature of the visitor’s motivations for art festivals. As for practitioners, this study findings suggest that a customized festival will appeal more visitors to attend and it could attract more people in the future if their needs and wants are satisfied.

5.0 Citations

- Backman, K. F., Bakman, S. J., Uysal, M., and Sunshine, K. M. (1995). Event tourism: An examination of motivations and activities. *Festival Management & Event Tourism*, 3(1), 1-7.
- Bres, D. K., & Davis, J. (2001). Celebrating group and place identity: A case study of a new regional festival. *Tourism Geographies*, 3(3), 326-337.
- Chang, J., 2006. Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan. *Tourism Management*, 27(6), 1224-1234.
- Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439.
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(3), 184-194.
- Delamere, T. (2001). Development of a scale to measure resident attitudes toward the social impacts of community festival, Part 2: Verification of the scale. *Event Tourism*, 7(1), 25-38.
- Dewar, H., Meyer, D., & Li, W. M. (2001). Harbin lanterns of ice sculpture of snow. *Tourism Management*, 22(5), 523-532.
- Felsenstein, D., & Fleischer, A., 2003. Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*, 41(4), 385-392.
- Formica, S., & Uysal, M. (1996). A market segmentation of festival visitors: Umbria Jazz Festival in Italy. *Festival Management and Event Tourism*, 3(4), 175-182.
- Formica, S., & Uysal, M. (1998). Market segmentation of an international cultural-historical event in Italy. *Journal of Travel Research*, 36(4), 16-24.
- Frey, B. S. (1994). The economics of musical festivals. *Journal of Cultural Economics*, 18(1), 29-39.
- Getz, D. (1991). *Festivals, special events, and tourism*. New York, NY: Van Nostrand Reinhold.
- Getz, D. (1997). *Event management and event tourism*. New York, NY: Cognizant Communication.
- Gursoy, D., and Kendall, K. (2006). Hosting mega events: Modeling locals’ support. *Annals of Tourism Research*, 33(3), 603-623.
- Iso-Ahola, S. E. (1980). *The social psychology of leisure and recreation*. Dubuque, IA: Brown.
- Kim, K., Uysal, M., & Chen, J. (2002). Festival visitor motivation from the organizers’ points of view. *Event Management*, 7(2), 127-134.
- Lee, C., Lee, Y., & Wicks, B. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25(1), 61-70.

- Leiper, N. (2004). *Tourism Management* (3rd ed.). Malaysia: Pearson Hospitality Australia.
- McDowall, S. (2011). The festival in my hometown: The relationships among performance quality, satisfaction, and behavioral intentions. *International Journal of Hospitality and Tourism*, 12(3), 269-288.
- Milligan, G. W. (1996). Clustering validation: results and implications for applied analyses. In P. Arabie, L. J. Hubert, and G. De Soete (Eds.), *Clustering and Classification* (pp. 341-375). River Edge, NJ: World Scientific.
- Rao, V., 2001. Celebrations as social investments: Festival expenditures, unit price variation and social status in rural India. *Journal of Development Studies*, 38(1), 71-97.
- Rittichainuwat, B. N., Qu, H., & Mongkhonvanit, C. (2008). Understanding the motivation of travelers on repeat visits to Thailand. *Journal of Vacation Marketing*, 14, 5-21.
- Scott, D. (1996). A comparison of visitors' motivations to attend three urban festivals. *Festival Management & Event Tourism*, 3(3), 121-128.
- Thrane, C. (2002). Jazz festival visitors and their expenditures: Linking spending patterns to musical interest. *Journal of Travel Research*, 40(3), 281-286.
- Uysal, M., & Gitelson, R. (1994). Assessment of economic impacts: Festivals and special events. *Festival Management & Event Tourism*, 2(1), 3-10.
- Uysal, M., & Li, X. (2008). Trends and critical issues in festival & event motivation. In: A. Aktas, M. Kesegin, E. Cengiz, and E. Yenidip (Eds.), *International Cultural & Event Tourism: Issues and Debates* (pp. 10-20). Ankara, Turkey: Detay Yayıncılık.
- Yolal, M., Woo, E., Cetinel, F., & Uysal, M. (2012). Comparative research of motivations across different festival products. *International Journal of Event and Festival Management*, 3(1), 66-80.