

MUSIC FESTIVAL MOTIVATORS FOR ATTENDANCE: DEVELOPING AN AGENDA FOR RESEARCH

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ABSTRACT

This paper analyses existing research with reference to motivations for attending special events with specific reference to musical performances. Its purpose is to identify emerging themes, detect similarities and contradictions, and uncover gaps in knowledge that need to be addressed by further research. While the overall aim is to understand the motivations to attend music festivals, the lack of specific studies in this area requires the analysis of motivations to be conducted within the broader context of special events. The first two sections of the paper therefore identify, describe and analyse the main motivational theories and frameworks utilised in the special event context and subsequently critically examines these theories. It is suggested that the most relevant issues are motivational dimensions, the relationship between motivation and socio-demographic variables and the generalisability of motivators. A section specifically on music festivals is then presented and analysed in greater detail. The final section concludes the analysis by highlighting the significant overall findings and identifying the gaps in the existing literature so that future studies may use this as a platform for guidance in further research.

KEYWORDS

Motivation; Event Attendance; Music Festivals

INTRODUCTION

Events have grown to be a significant part of the tourism experience and an increasingly common motivator for travelling. Throughout the world, events of different types have been utilised by destinations as attractions (Raybould, 1998; Robinson, Picard & Long, 2006), image enhancers and generators of competitive advantage in an international market crowded with potential leisure experiences (Raybould, 1998). As a result, events in general have experienced a significant growth in number, size and attendance.

Pioneer researchers addressing event motivations have pointed out the lack of research on this matter (Uysal et al., 1993; Mohr et al., 1993; Lee, 2000); however, more recently several authors have recognised that this topic is now a growing stream in event management research (Li & Petrick, 2006; McMorland & Mactaggart, 2007). The explanation for the growth of event motivation studies remains with the substantial value of investigating the motivations that underpin people's attendance. The importance of this topic has been highlighted by a significant

number of authors who have explored this field in more recent years (Scott, 1996; Crompton & McKay, 1997; Raybould, 1998; Lee, 2000; Nicholson & Pearce, 2001; Park, Reisinger & Kang, 2008).

While broad issues have been acknowledged by several researchers and the literature on event motivation for attendance has been growing, there are only a few studies focusing specifically on music festivals (Saleh & Ryan, 1993; Formica & Uysal, 1996; Faulkner et al., 1999; Thrane, 2002; Bowen & Daniels, 2005; Gelder & Robinson, 2009). Music festivals represent an important category of special events. As described by Bowen and Daniels (2005), they are unique special events where music is the central theme and where generally numerous performances from different artists are involved. In addition, these festivals usually include activities and diversions beyond the music itself. Because of this particularity, music festivals can attract people for a variety of reasons (Bowen & Daniels, 2005) but these reasons have not been fully explored in the literature.

MOTIVATIONAL THEORIES

A framework widely used to formulate and test motivations for event attendance is the push and pull theorising presented by Dann (1977; 1981). The basis of this tourism and leisure framework is that motivation is classified into two different forces, push and pull factors (Dann, 1977; 1981). In Snepenger et al.'s (2006) words, people travel because they are "pushed from internal imbalances and the need to seek an optimal level of arousal, as well as pulled by the offerings of a specific destination". In this way, push factors are conceptualised as those psychological forces within the individual that act as a catalyst for travel (Scott, 1996), and they include needs such as escape, rest or relaxation. On the other hand, pull factors are those external forces that are aroused by the product or destination and encourage people to visit a particular place, stay in a determined hotel, or participate in a certain activity such as a special event (Dann, 1977; Scott 1996; Yolal, Çetinel & Uysal, 2009).

Dann (1977) proposed that in the travel decision-making process, push factors precede pull factors. Thus, a person first experiences the internal need for travel and only then considers where to go with the help of the pull factors. In addition, the author suggests that in order to understand motivation, the analysis of push factors is more helpful. On the other hand, Yoon and Uysal (2005) argue that pull factors may actually stimulate, respond and reinforce push factors.

The third commonly used theory in the event motivation literature is the seek-escape dichotomy. In his social-psychological model of tourism motivation, Iso-Ahola (1980; 1982) argues that individuals become involved in leisure activities because of two motivational forces: the desire to escape from the day-to-day environment and the desire to seek intrinsic rewards. In any leisure activity these two components are always present, though the intensity of each one can vary with individuals, type of activity or context. In addition, when deciding the relative importance of the two forces, the individual deals with one's personal and/or interpersonal dimensions. There may be a wish to escape the personal world (personal problems and failures) and/or interpersonal world (family members, co-workers) and there may be a need to seek personal rewards such as relaxation or interpersonal rewards such as interaction (Iso-Ahola, 1982). An additional important assumption of this theory is that leisure needs are dynamic indicators of leisure motivation, as opposed to being stable indicators. Such needs are particularly sensitive to

the influence of a leisure experience itself (Iso-Ahola & Allen, 1982). Also, as the two authors argue "it is futile to attempt to categorically separate reasons from benefits because reasons can be benefits and benefits can be reasons" (Iso-Ahola & Allen, 1982).

More recently, Getz and Cheyne (2002) presented a theoretical framework specifically for evaluating and researching special event motives and behaviour. Showing presence in only one of the reviewed studies (Yuan et al., 2005), this theory is still important to mention as it represents the first attempt at a theoretical framework for motivations specific for events. Based on their exploratory qualitative research, the authors propose that motives to attend events are explained by three dimensions: generic leisure and travel motives, extrinsic motives and event-specific motives. Firstly, individuals are driven to special events by generic leisure and travel motives. These include the related theories of seeking escape and needs fulfilment. Secondly, individuals are motivated by the specific characteristics of certain events. These are linked to the uniqueness of events and target benefits related to the theme and program. Finally, individuals are motivated by extrinsic factors that are unrelated to any particularity of the event. Examples of these are business purposes, obligation and incentives (Getz & Cheyne, 2002).

MOTIVATIONAL DIMENSIONS

Having described the main theoretical frameworks used to explain motivations to attend special events, this section reviews the available empirical studies. In the growing body of literature concerning this topic, many different issues have been discussed but the most popular topic has been the identification of event motivations. In order to do so, some authors (Prentice & Andersen, 2003; Dodd et al., 2006; McMorland & Mactaggart, 2007; Gelder & Robinson, 2009) simply identified the strongest motives for the attendance. The vast majority however, employed a factor analysis of the different motivators so that the main motivational dimensions become visible. Some researchers have even gone further by conducting a cluster analysis based on the dimensions recognised in order to identify groups of visitors based on motivational behaviours (Formica & Uysal 1998; Prentice & Andersen, 2003; Lee, Lee & Wicks, 2004; Chang, 2006; McMorland & Mactaggart, 2006; Smith & Costello, 2009).

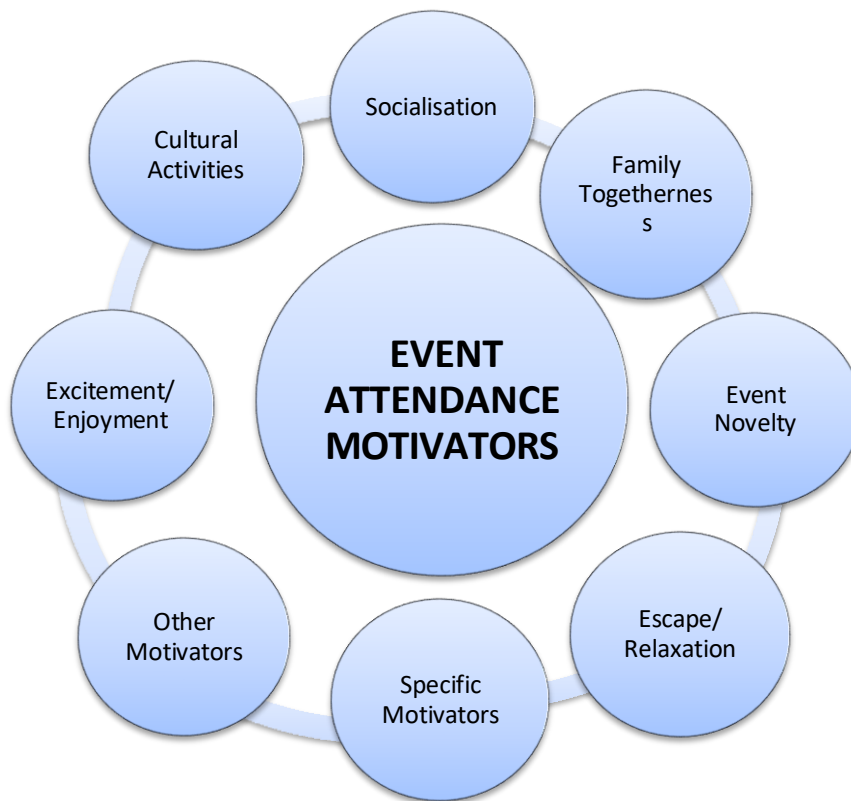
The analysis of 29 empirical studies led to the identification of seven main dimensions of motivations, namely; socialisation, family togetherness, event novelty, escape and relaxation, excitement and enjoyment, and cultural exploration and some very specific motivators which are described and analysed in the following section. A few studies were not included in this section because they did not identify motivational dimensions (Saleh & Ryan, 1993), as their dimensions were too different from the ones emerging in the majority of studies (Dodd et al., 2006) or because they only examined the effects of one motivation (Thrane, 2002).

Socialisation

Socialisation appears as the most common dimension as it is present in 27 of the studies. Furthermore, in ten of the studies it appears as one of the two most important reasons for attendance. As Crompton & McKay (1997) describe, socialisation expresses the desire to interact with people and its general domain can be divided into external socialisation and known group socialisation. The former refers to the interaction with people who were unacquainted with the visitor prior to the event while the later to interaction with existing friends or acquaintances

(Crompton & McKay, 1997). The majority of researchers have joined these two types together (Uysal et al., 1993; Mohr et al., 1993; Formica & Uysal, 1996; Scott, 1996; Nicholson & Pearce, 2001; Lee et al., 2004; Chang, 2006; Çetinel & Uysal, 2009; Smith & Costello, 2009); others have separated them (Crompton & McKay, 1997; Formica & Uysal, 1998; Lee, 2000), and a third group categorised known-group socialisation together with family togetherness (Backman et al., 1995; Schneider & Backman, 1996; Schofield & Thompson, 2007), the dimension discussed next.

Figure 1: The Dimensions of Motivation



Different authors have investigated the relationship between socialisation and socio-demographic and geographic characteristics. Significant results were found in age, annual household income, level of study, and visitor segment according to origin. Both age (Van Zyl, & Botha, 2004) and annual house incomes (Yan et al., 2005) were reported to have a positive relationship with socialisation. In other words, younger people and people with lower levels of income place more emphasis on spending time with friends. Yuan et al. (2005) found that visitors with no college or an undergraduate degree rated socialisation higher than those with a postgraduate degree. When comparing out-of-region visitors with local region visitors for the

Umbria Jazz Festival, Formica & Uysal (1996) concluded that the local region visitors placed more importance on socialisation than out of the region visitors.

Family Togetherness

The second most present dimension in the existing literature is family togetherness. It was present in 23 out of the 29 studies reviewed however, its relative position varied significantly across studies. Family togetherness emerged as one of the two strongest dimensions in events with a strong cultural component (Schneider & Backman, 1996; Kerstetter & Mowrer, 1998; Lee, 2000; Lee et al., 2004; Van Zyl & Botha, 2004) while not so important in music and sporting events (Formica & Uysal, 1996; Formica & Uysal; Raybould, 1998; Nicholson & Pearce, 2001).

In terms of variations according to socio-demographic variables, significant differences were found for age, gender, nationality, marital status, and annual house income. Van Zyl & Botha (2004) reported that the oldest group of festival visitors (+36) placed more importance on family togetherness than younger groups. Yolal, Çetinel & Uysal (2009) noted that female visitors valued family togetherness more than male visitors. In relation to nationality, Park, Reisinger & Kang (2008) concluded that the family dimension was perceived as being more important to South American, European and Asian visitors than to U.S and Canadian attendees. A related finding was presented by Schofield & Thompson (2007) who concluded that domestic visitors placed more value on family togetherness than international visitors. The relationship between marital status and this dimension has been extensively studied even though results are contradictory. A number of researchers (Uysal, Gahan & Martin, 1993; Backman et al., 1995; Yuan et al., 2005) noted that married visitors assigned greater priority in spending time with family than single visitors while others (Formica & Uysal, 1998) reached the opposite conclusion. Annual house income was also studied as having a significant impact on the family togetherness factor. Yuan et al. (2005) found that those respondents with a lower annual household income placed more importance on spending time with the family at the festival than those with a considerably higher annual house income (Yuan et al. 2005).

Event Novelty

Showing a presence in twenty-two different studies, event novelty was another significant dimension explaining motivations for event attendance. As described by Crompton & McKay (1997), this concept represents the desire to seek out new and different experiences as well as satisfying curiosity. In the diverse studies where it appeared, this dimension contained motivational items linked to discovery, adventure, and uniqueness of the event. Like the previous dimensions, event novelty emerged associated with other dimensions or concepts such as uniqueness (Nicholson & Pearce, 2001), excitement (Gelder & Robinson, 2009) and curiosity (Scott 1996).

Despite the attempts made by different academics in finding the relationship between escape and socio-demographic variables, significant differences were found only in age, gender and first time visitors versus repeat visitors. The variations according to age are still not clear as results are contradictory. Uysal, Gahan & Martin (1993) concluded that older visitors tended to attach more importance on event novelty than the other age groups while Van Zyl & Botha (2005) reached the exact opposite conclusion. In relation to sex, Yolal, Çetinel & Uysal (2009) stated that female visitors were more likely to be motivated by event novelty than male visitors. Not surprisingly,

several authors concluded that first time visitors valued event novelty more than repeat visitors (Uysal, Gahan & Martin, 1993; Mohr et al., 1996; Scott, 1996).

Escape and Relaxation

Another dimension present in the great majority of the articles reviewed encompasses the desire to relax and refresh oneself mentally and physically from the everyday life stresses (Crompton & McKay, 1997). Present in 19 studies, this dimension appeared under the labels of escape (Uysal et al., 1993; Mohr et al., 1993; Scott, 1996; Schneider & Backman, 1996; Raybould, 1998; Nicholson & Pearce, 2001; Lee, 2000; Dewar et al., 2001; Lee et al., 2004; Van Zyl & Botha, 2004; Yan, Morrison & Linton, 2005; Gelder & Robinson, 2009; Yolal, Cetinel & Uysal, 2009), relaxation (Backman et al., 1995) and recovery of balance (Crompton & McKay, 1997; Lee et al., 2004; Weiler, Truong & Griffiths, 2004; Chang, 2006). In a similar way to the other dimensions, it has been grouped with others such as festival (Yuan et al., 2005) and excitement (Yolal, Çetinel & Uysal, 2009). Its relative importance when compared to the other dimensions also differed with the type of event and study. In six studies it was found as one of the most two significant underlying reasons (Uysal et al., 1993; Mohr et al., 1993; Lee, 2000; Dewar et al., 2001; Yan, Morrison & Linton, 2005; Yolal, Çetinel & Uysal, 2009).

Escape seems to vary with different socio-demographic characteristics: age, gender, education level and annual household income. Van Zyl & Botha (2005) concluded that the youngest group of visitors (18-25) placed more importance in the desire of escaping from the day-to-day environment. Supporting these findings, Yuan et al (2005) found that those visitors in their 20s attached more value to getting away than others did. Yuan et al. (2005) and Yolal, Çetinel & Uysal (2009) noted that female respondents perceived this dimension to be more significant than males did (Yuan et al., 2005).

Excitement and Enjoyment

The excitement and enjoyment dimension encompasses the general entertainment and atmosphere of the event as well as the excitement of visitors to experience it. The names used by authors to refer to this motivation have varied with the studies. Academics referred to it as excitement (Backman et al., 1995; Scott, 1996; Schneider & Backman, 1996), entertainment (Formica & Uysal, 1996; Kerstetter & Mowrer, 1998; Van Zyl & Botha, 2004; Gelder & Robinson, 2009), enjoyment (Bowen & Daniels, 2005; Park, Reisinger & Kang, 2008) and event attractions (Lee, 2000; Lee et al., 2004). The rest of the authors used a combination of two words such as excitement/thrills (Uysal et al., 1993; Mohr et al., 1993; Formica & Uysal, 1996; Dewar et al., 2001), event attractions/excitement (Formica & Uysal, 1998) and excitement/entertainment (Nicholson & Pearce, 2001). In total, this dimension was present in 17 of the 29 articles reviewed.

Also in this dimension, different studies evidenced significant differences based on demographic and geographic characteristics. In age, Backman et al. (1995) concluded that as festival travellers age, they were less likely to be motivated by excitement. The same authors noted that single people were more motivated to attend festivals for excitement than married people. Another significant difference found was that as income increases the importance placed on excitement and thrills decreases (Uysal, Gahan & Martin, 1993). The relationship between past visitation and excitement is not very clear. Mohr et al. (1993) concluded that first time visitors of a festival placed less meaning on excitement than repeat visitors while Scott (1996) found opposite results.

Finally, when comparing out-of-region visitors with Umbria region visitors of *Umbria Jazz Festival*, Formica & Uysal reported that the first group placed more importance on entertainment than the second one (Formica & Uysal, 1998).

Cultural Exploration

This motivational dimension includes the interest in cultural and historical activities, the desire to be in contact with different realities, customs and cultures, and the wish to increase cultural knowledge (Crompton & McKay, 1997). Culture exploration was present in eight of the reviewed studies (Formica & Uysal, 1996; Crompton & McKay, 1997; Lee, 2000; Lee, Lee & Wicks, 2004; Weiler, Truong & Griffiths, 2004; Schiolfield & Thompson, 2007; Gelder & Robinson, 2009). Despite the low overall rate of appearance, this dimension when present appears as an extremely important reason for attending. With the exception of two studies, the motivational items linked with culture represented the main reason for attending. Not surprisingly, this motivation was predominantly present in cultural festivals or events.

In relation to differences according to demographic characteristics only age and nationality (national versus international visitors) were reported to have a significant relationship with cultural exploration. Schiolfield & Thompson (2007), the only authors exploring this topic, concluded that cultural exploration was more important to those visitors in the older age groups and to international visitors.

Event Specific Characteristics

Different studies identified a dimension related to the theme of the event or its general and/or specific characteristics. In most cases, the items categorised under specifics related to the first such as the interest in aviation in an air show (Nicholson & Pearce, 2001), the music in music events (Nicholson & Pearce, 2001; Bowen & Daniels, 2005; Gelder & Robinson, 2009); the taste in food and/or wine events (Yan et al., 2005; Park, Reisinger & Kang, 2008; Smith & Costello, 2009; Smith, Costello & Muenchen, 2010) and sport attractions in sporting and cultural events. In all these cases, the respective dimension was amongst the two strongest reasons for attendance. Relating to specific characteristics of the events were dimensions such as festival attributes (Schneider & Backman, 1996); alcohol free (Kerstetter & Mowrer, 1998) related to the desire to be and support an alcohol free event environment; food and beverage (Van Zyl & Botha, 2004), related to the quality of the food stalls, and essential and support services (Smith, Costello & Muenchen, 2010) which corresponded to the attributes of the festival, such as cleaning, food stalls, parking, souvenirs and so on.

Other Motivators

A few studies have originated motivational dimensions that do not fit under any of the above categories. Such dimensions represent only 12% of all the motivations identified in the studies and they include ideas such as learning (desire to develop skills and techniques as well as to learn about themselves) (Raybould, 1998; Chang, 2006; Axelsen, 2007); extrinsic rewards (in kind and cash prizes) (Raybould, 1998), community pride (Van Zyl & Botha, 2004), status (Park, Reisinger & Kang, 2008) and local attractions (Faulkner et al., 1999).

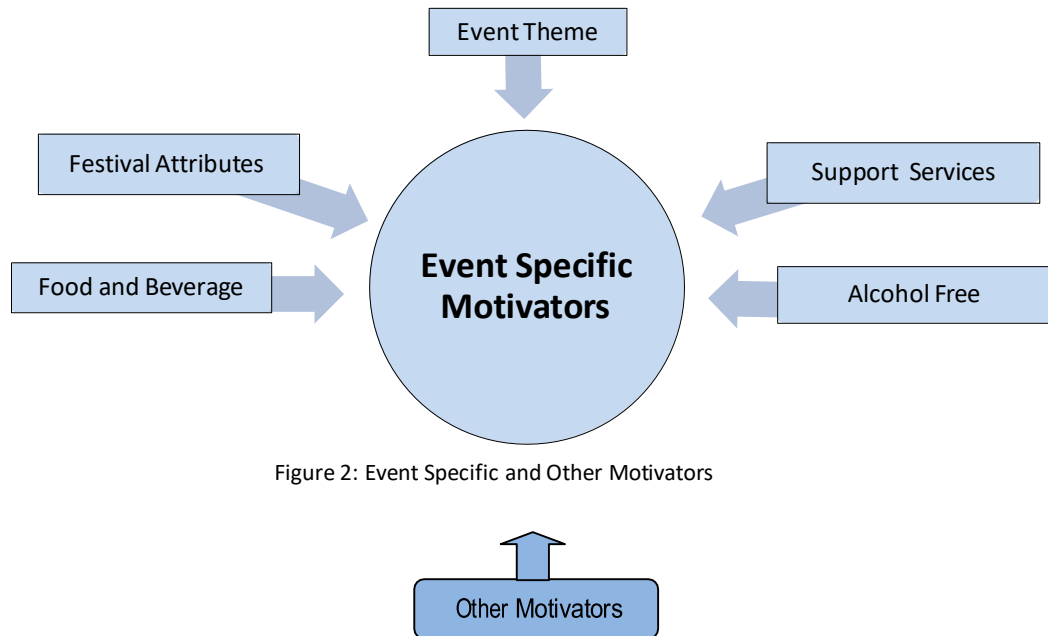


Figure 2: Event Specific and Other Motivators

COMMON EVENT ATTENDANCE MOTIVATORS

As Li & Petrick (2006) mentioned, the issue of the commonality of motivators has been addressed by different studies. In other words, researchers sought to understand if people attend different events with different motivations. In order to answer this question authors investigated multiple events instead of the typical case studies. Li & Petrick (2006) made the observation that the conclusions of the studies looking at more than one event were contradictory. On one side, Scott (1996), and Nicholson and Pearce (2000, 2001) reported significant differences when studying motivations to attend distinct types of events, suggesting that festival and special event motivations could be context specific. On the other side, Crompton and McKay (1997) argued that there are not significant differences in the visitors' motivations across events.

A closer look at Scott's (1996) and Crompton and Mackay's (1997) studies demonstrates that the differences reported by the authors are not as significant as they might seem at first sight. Both studies conducted a factor analysis using the total number of valid questionnaires and only after they compared the means of each dimension for the different events. Furthermore, both studies reported significant differences in the relative importance of those dimensions across events. Hence, the major discrepancy was found in the way authors interpreted the results. Scott (1995) concluded "that motivations sought at one festival are likely to be different than motivations sought at other festivals" (Scott, 1996). On the other hand, for Crompton & McKay (1997) "although significant differences emerged in the relative relevance of the motives to different types of events and these appear to have useful management and behavioural implications, the prevailing impression from an overall review of these data is to note the pervasive similarities of motives across different events." The difference in the interpretation shows that the concept of

commonality can be relative and different levels of this characteristic may exist. For example, for one author (Crompton & McKay, 1997) it might be enough to find similar dimensions across events while for another, (Scott, 1996) it might be necessary to also find similarities in the relative importance of those dimensions in order to consider the findings generalisable.

Nicholson & Pearce (2000, 2001) went further in their test for commonality. The authors conducted a factor analysis for each of the four New Zealand events studied, allowing different dimensions to emerge. In their findings, they mentioned some differences in the dimensions' composition as well as in their relative importance across different events. Facing these results, the authors argued that while "broader theories may be helpful in recognizing dimensions, there is clearly a distinctive "event" variation to these." They concluded that event specific characteristics are especially important in attracting festival attendees and further stated that "the broad pattern is clearly that people go to different events for different reasons and that the majority are going to a particular event for what it offers rather than an event in general". This argument was challenged by different studies where the specific features of events were not amongst the two strongest motivations for attendance (Backman et al., 1995; Schneider & Backman, 1996; Van Zyl & Botha, 2004; Yolal, Çetinel & Uysal, 2009)

MOTIVATIONS TO SPECIFICALLY ATTEND MUSIC FESTIVALS

Since the focus of this research is motivations to attend music festivals specifically, this section chronologically analyses the studies that examined, at least in part, this issue. There has been a small but growing number of studies focusing on music festivals attendance motivation (Saleh & Ryan, 1993; Formica & Uysal, 1996; Faulkner et al., 1999; Bowen & Daniels, 2005; Gelder & Robinson, 2009), however not all of them adopted the same methodology. In one of the first studies of its kind, Saleh and Ryan (1993) investigated the festival attributes that attract tourists to visit two different Canadian events, a jazz festival and a handcrafts festival. The results suggested a model of sequential decision making, where respondents, when deciding on attending the festival, take into consideration the following aspects: accessibility and availability of information, quality of the program, touristic attractions in the close area and finally value for money taking distance into account. Although this study did not consider the intrinsic motivations, it contributed to the existing knowledge about music festivals. Particularly, the research suggests the festival attributes that are valued the most by participants when making a decision about participating in a music festival.

Also studying a jazz music festival, only this time in Umbria, Italy, Formica & Uysal (1996) examined the two markets of the festival (Umbria region visitors and out of Umbria region visitors) based on motivations, socio-demographic and event behaviour characteristics. The authors used what appears to be the most popular methodology in the study of motivations: the factor analysis of a number of motivational items. For this reason, this study was also considered earlier in the second section of the literature review. The 23 motivational statements were arranged into five categories: excitement and thrills, socialisation, entertainment, event novelty and family togetherness.

Faulkner et al., (1999) conducted a study on the *Storsjöyran Music Festival*, a rock music festival in Sweden. The study comprised four main sections aimed at measuring motivations, satisfaction,

marketing information and demographic data. The factor analysis of 31 motivational items resulted in seven categories: local culture/identity, excitement/novelty seeking, party, local attractions, socialisation, known group socialisation and ancillary activities. Additionally, the authors conducted a cluster analysis in an effort to identify market segments that had different reasons for attending. The analysis resulted in the identification of three distinct clusters: “the young party” set, “older “local repeaters” and “local families”. The two motivation dimensions that contributed the most for the differentiation of the clusters were local community and party.

As mentioned earlier in this chapter, Nicholson & Pearce (2001) conducted a study on motivations to attend four different types of events in order to test the generalisability of event motivations. One of the events studied was the *New Zealand Gold Guitar Awards*, one of the biggest country music festivals in Australasia. The methodology was basically quantitative however, an open-ended question was added to the survey to ensure other possibilities that might have been overlooked in previous studies. In a similar way to previous work, a factor analysis was conducted and 20 motivations were arranged into six dimensions: specifics/entertainment, escape, variety, event novelty/uniqueness, family and event socialisation.

Thrane (2002) conducted a study of the *Kongsberg Jazz Festival*, one of largest of its kind in Norway, with the purpose of exploring the potential utility of segmenting festival visitor expenditures according to attendance motives. The author focused on how one particular motive for attending a jazz festival – music interest – affected subsequent personal expenditures on the festival. Despite being a limited study for focusing on one motive only, the results are useful since they revealed that those visitors highly motivated by jazz music spend more money during the festival than those less motivated by it. In addition, the author concluded that length of stay, respondents’ geographical localization, household income and household size affect the amount of money spent.

Bowen and Daniels (2005) explored the motivations to attend *Celebrate Fairfax!*, an annual music festival held in Virginia, USA. The purpose of the study was to determine if patterns of music festival attendance motivations form definable groups of visitors. The authors conducted a factor analysis of nine motivational items, which resulted in three dimensions: discovery, music and enjoyment. A subsequent cluster analysis based on these three dimensions identified four distinct visitor segments: just being social, enrichment over music, the music matters and love it all. The appeal of the specific musical artists was the key motivation variable that differentiated the clusters. The authors also analysed possible differences in these clusters based on demographic characteristics and found some significant differences only in two variables, annual house income and marital status. To the question included in the article’s title, “Does the music matter?”, the authors concluded that it does, to a certain extent. The authors however, highlighted the importance of music festivals offering a “fun and festive atmosphere that offers ample opportunity to socialise and have new and non-musical experiences”, to complement the music itself (Bowen & Daniels, 2005). Gelder & Robinson’s (2009) research represents the first attempt to critical compare two different music festivals in terms of motivations for attendance. The authors investigated two UK-based music festivals, *Glastonbury* and *V Festival*. Adopting a similar methodological structure to Nicholson and Pearce, the research consisted of an open question “What was your main motive for attending?” and a six items scale that included one

item for each of the most important dimensions found in previous studies. Results suggested that the motivations to attend the two festivals are slightly different. Some motives are present only in one festival and the ones present in both have different relative importance. Music was the major reason for attendance only in one of the festivals and cultural exploration was the main item differentiating the two the festivals.

CONCLUSION

This paper identifies a number of significant issues arising in the event motivation literature relating to theory, methodology and findings. Concerning the theories underpinning the different articles, the study of motivation for event attendance seems to rely excessively on other fields of study. The three theories commonly used to explore motivations emerge from broader areas such as Psychology and Tourism. There is only one theoretical framework specifically designed for special events (Getz & Cheyne, 2002) and it has not been employed or even referred to in many studies.

Regarding the discovery of motivations itself, this study reveals that there are seven main dimensions explaining why people attend events: socialisation, family togetherness, escape/relaxation, excitement/entertainment, event novelty, cultural exploration, and specific attributes. These dimensions, or very similar ones, are present in the great majority of articles reviewed, evidencing the cross-cultural similarities and to a certain extent generalisability of event motivations. Furthermore, there is some evidence that motivations vary depending on the type of event, visitor segment, and socio-demographic and geographical variables. As to the methodologies employed, there are three key aspects that emerge from the review. Firstly, the examined articles were generally similar in terms of research design and methods employed, resulting in two major consequences. On one hand, the resemblance of methodologies facilitates the comparison between studies and the investigation of aspects such as generalisability and cross-cultural similarities of motivations. On the other, the similarity of methods limits the exploration of a topic that is still under-researched. There is clearly a need for further empirical studies which focus on specific motivations to attend music festivals and on the use of diverse methods to analyse these data.

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