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# CONFERENCE PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON TOURISM (ICOT2016)

## *New Challenges and Boundaries in Touism: Policies, Innovations and Strategies*

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**Naples 29 June - 2 July 2016**

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# THE RELATIONSHIPS AMONG SOCIO-DEMOGRAPHIC CHARACTERISTICS, BEHAVIOURS AND MOTIVATIONS OF FESTIVAL ATTENDEES: A STUDY IN URLA INTERNATIONAL GRAPE HARVEST FESTIVAL

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This study aimed at examining the effects of socio-demographic characteristics and behaviours of festival attendees on their motivations to attend festival. Using purposeful sampling approach, the questionnaires were administered to attendees of Urla International Grape Harvest Festival in Izmir/Turkey. Analysis of variance and t test were performed in order to test the prescribed relations among study variables. The analyses revealed significant differences in respondents' motivations for attending the festival with reference to gender, age, education, profession, length of stay, and information sources. Finally, conclusions and implications were discussed. From a theoretical perspective, the current study confirmed the view that festival attendees' profile including socio-demographic and festival attending behavior variables is a useful tool to establish and investigate its associations with other variables such as motivations.

## 1. Introduction

Festivals provide suitable environments for eating and drinking, entertainment, observation, participation to

activities, socialization and learning which eventually enhance tourists' experiences in a destination. For instance, wine festivals offer opportunities for escaping from daily routine and enjoying unique experiences. Festivals also generate some tangible benefits for localities such as increasing the number of visitors to a destination, contributing economic growth of a region, and improving the destination image (Litvin and Fetter, 2006). It is also observable that a world-wide increase in the demand for festivals and special events exist (Park, Reisinger and Kang, 2008). Thus, many destinations attempt to develop and promote festivals around popular themes and local sources. In those attempts, destination managers and marketers need to pay a special attention to festival attendees' behaviors in order to create and promote an attractive festival for their audiences. Since the festival attending behaviors change depending on several factors such as socio-demographic characteristics, perceptions and motivations of attendees (Crompton and McKay, 1997; Liang, Illium and Cole, 2008), it is vital to develop a deep understanding of those factors and their impacts.

Food and wine are among the most popular festival themes since they are attractive, unique and esthetic local sources (Kivela and Crotts, 2006). This line of food and wine festival literature primarily focused on tourists or festival attendees' motivations (Gagić et al., 2013; Park, Reisinger and Kang, 2008; Yuan et al., 2005), value perceptions (Yuan et al., 2008), and satisfaction and behavioral intentions (Smith, Costello and Muenchen, 2010). Among those subjects, motivations were attracted a special academic attention since it is believed that a successful differentiation in food or wine festivals largely depends on discovering how tourists are motivated to attend the festival (Park, Reisinger and Kang, 2008). Given the above background, the current study aims at investigating the festival attendance motivations and understanding the impacts of socio-demographic and festival attending behaviors on those motivations.

## 2. Literature Review

### *2.1 Motivations for Food or Wine Festivals*

Recently, a group of researchers (Fields, 2002; Kim, Eves and Scarles, 2009; Kim and Eves, 2012; Mak et al., 2012) have mainly focused on how tourists are motivated to sample local foodstuffs (food and beverages) when they are on holiday, and they found that physiological factors (taste, health, freshness etc.), cultural factors (learning a new culture, authentic experience, symbolic meaning of food etc.), social factors (status, or personal characteristics. More specifically, gender, education and age; uncertainty avoidance, length of stay, repeat visits; previous behaviors and exposition to local food culture, attitudes and subjective norms may change tourists' motivations for consuming local foodstuffs(Han and Ryu, 2009; Kim and Eves, 2012).

Identifying the factors that influence tourists' festival attendance motivations is another important topic in tourist motivation literature. Researchers (Yuan et al., 2005; Çela, Knowles-Lankford and Lankford, 2007; Park, Reisinger and Kang, 2008; Gagić et al., 2013; Kitterlin and Yoo, 2014) found that product-related factors (tasting food and wine, introduction to new products); social factors (spending time with family or friends, meeting celebrity chefs or food network stars); escapism (entertainment, relaxation) and learning (information acquisition about local food or wine, local producers and local culture) are the primary domains of tourists' food or wine festival attending motivations. Both two lines of literatures on tourists' motivation to consume local food or wines in holiday or festival experiences show that tourists are motivated to sample local foodstuffs (food and wine) by physiological factors (taste), cognitive factors (learning), social factors (socialization), and psychological factors (escapism). Thus, it is reasonable to state that festival motivation is a multi-dimensional construct.

### *2.2 Profiling Tourists*

The characteristics of tourists are generally described in two domains of variables including socio-demographics and travel behaviors in tourism studies. The socio-demographic variables mostly include age, gender, income, marital

status, occupation, education, and nationality while variables such as decision-making time taken to select a destination, travel companion, past travel experience, length of stay, holiday organization mode, type of accommodation used, type of transport, activities undertaken on holiday, and sources of information constitute the travel behaviors of tourists (Huh, Uysal and McCleary, 2006; Kozak et al., 2004).

Consequently, behaviors of tourists are expected to change depending on their profiles, and motivations. For instance, prior research demonstrated that tourists' motivations for festival can change depending on the demographic variables (Yuan et al., 2005; Kitterlin and Yoo, 2014); repeat visits (Park, Reisinger and Kang, 2008); ethnicity (Lee, 2000), and local versus non-local attendees (Liang, Illium and Cole, 2008). Consequently, it is possible to hypothesize that the profile of festival attendees including socio-demographics and festival attending behaviors influence festival motivations.

## 3. Methodology

The data were collected through a questionnaire administered to a purposive sample of festival attendees in Izmir. Specifically, a combination of purposive sampling methods was used. The screening of study respondents followed two criteria. First, respondents had to be older than 18, and second they had to have a recent experience of attending a food or wine festival. The questionnaires were administered to 293 attendees of Urla International Grape Harvest Festival of which 23$^{th}$ event was organized between August 14$^{th}$ and 16$^{th}$ 2015 in Urla, Izmir. Ultimately, 271 questionnaires could be analyzed due to incomplete or unreturned forms.

The questionnaire comprises three parts. The first part includes the introductory information about the research and states that respondents' participation in the study is strictly voluntary and their individual responses are anonymous and confidential. In the second part, there is a group of items constitutes a scale for festival attendees' motivations. Finally, the aim of the third section was to obtain information about socio-demographic and festival attending behaviors of respondents.

*Scale for festival attendees' motivations:* The eight items of the scale were borrowed from the relevant literature (Park et al., 2008; Gagić et al., 2013). The studies sourcing for the scale were listed on Table 1. All the items in the scale were translated into Turkish from English. The translated items were examined by two experts (faculty members at gastronomy and culinary arts department) who were familiar with both languages. The scale was also tested in a pilot study which was carried out with five faculty members. After small adjustments based on the results of the pilot study, the questionnaire took its final form. A 5-point Likert scale (1 = strongly disagree; 5 = strongly agree) was used for all items in the scale.

## 4. Findings

### *4.1 Respondents' Profile*

The study findings revealed that 55.7% of the respondents were women; 35.4% were in the age bracket of 18 and 29; 59.4% were married and 49.8% had bachelors degree. The findings also indicated that 39.9% of the sample had an average monthly income below 500 American dollars. Attending the festival was the primary reason for 62% of the survey respondents in visiting the destination. Moreover, it was observed that 59% of the respondents were first time visitors of the Urla International Grape Harvest Festival, and 63.5% stayed in festival for two nights or more. 50.6% of respondents stated that they were accompanied by their families, and 59% of them made their decisions in one or more weeks prior to their attendance to the festival.

### *4.2 Validity and Reliability of Scales*

Factor analysis was performed to determine the underlying dimensions of respondents' motivations for attending the festival. In the factor analysis, a principal component analysis using Varimax rotation was undertaken. Factors with an eigenvalue equal to or greater than one were considered as significant and reported in the final factor structure. Results are shown on Table 1.

As seen on Table 1, the eight items had factor loadings ranging from 0.507 to 0.918 and a two factor solution explained 57.96% of the total variance. The result of Bartlett's test of sphericity was significant at 0.00; and the Kaiser-Meyer-Olkin (KMO) overall value was 0.782. These results indicated that the data were suitable for factor analysis. Cronbach's alpha coefficient of the scale is 0.798 which is acceptable (Murphy ve Davidshofer 1988). As presented on Table 1, each of the factors was labelled based on the items that constituted it. Factor 1 included three items relating to increasing knowledge and exchanging ideas about food and wine, and it was labelled as "cognitive motivator" (CM). Factor 2 comprised of five items and was labelled as "socio-psychological and physiological motivators" (SPPM) because the items under this factor related to enjoying the festival atmosphere, spending time with family or friends, tasting and purchasing products, and escapism. These two factors were inserted into the further analysis as dependent variables.

**Table 1: Results of Factor Analyses**

| Scale items | Factor loading | Eigenvalue | % of variance explained | Cronbach's Alpha Coefficient |
|---|---|---|---|---|
| Cognitive motivator | | 2,579 | 32,239 | 79,6 |
| To increase my food knowledge | 50,7 | | | |
| To increase my wine knowledge | 90,6 | | | |
| To exchange ideas with food and wine experts | 91,8 | | | |
| Socio-psychological and physiological motivators | | 2,058 | 25,724 | 70,9 |
| To enjoy the festival atmosphere | 66,2 | | | |
| To spend time with family/friends | 68,4 | | | |
| Tasting new products | 75,9 | | | |
| Purchase of promoted food and drink at moderate prices | 67,8 | | | |
| Escape from the daily life routine | 51,8 | | | |

### *4.3 Testing the Relations among Study Variables*

While testing the relations among study variables, first the influence of socio-demographics was investigated, and then the impacts of festival attending behaviors were examined. The effects of gender and marital status on motivation was estimated through using t test, and as shown on Table 2 the test results indicated that there was a significant difference between the CM scores of males and females (t value 2.84; p= 0.005). It is seen that males had a higher CM than their female counterparts. The t test results in Table 3 revealed that there was not a statistically significant difference between motivation scores of married and single festival attendees with reference to both dimensions of motivations.

**Table 2: The Effects of Gender and Marital Status on Motivations**

| Variables | Motivations | | n | Mean | Standard Deviation | t | p |
|---|---|---|---|---|---|---|---|
| Gender | CM | Male | 120 | 3,65 | 1,05 | 2,84 | ,005 * |
| | | Female | 151 | 3,27 | 1,14 | | |
| | SPPM | Male | 120 | 4,05 | 0,77 | 0,16 | ,87 |
| | | Female | 151 | 4,03 | 0,76 | | |
| Marital Status | CM | Single | 110 | 3,49 | 1,12 | 0,63 | ,52 |
| | | Married | 161 | 3,40 | 1,11 | | |
| | SPPM | Single | 110 | 3,99 | 0,76 | 0,92 | ,35 |
| | | Married | 161 | 4,08 | 0,76 | | |

*p ‹0,05

The effects of remaining socio-demographic variables on motivations were examined through employing ANOVA. The results were shown on Table 3. Following the ANOVA, Scheffe test was conducted in order to indentify the differences among variable groups.

**Table 3: The Effects of Age, Education, Occupation and Income on Motivations**

| Variables | Motivations | | N | Mean | Std. | F | p |
|---|---|---|---|---|---|---|---|
| Age | CM | 18-29 | 96 | 3,59 | 1,13 | 4,55 | ,004** |
| | | 30-39 | 66 | 3,70 | 1,03 | | |
| | | 40-49 | 70 | 3,10 | 1,10 | | |
| | | 50 and above | 39 | 3,23 | 1,08 | | |
| | SPPM | 18-29 | 96 | 4,07 | 0,80 | 1,40 | ,24 |
| | | 30-39 | 66 | 4,11 | 0,74 | | |
| | | 40-49 | 70 | 3,88 | 0,73 | | |
| | | 50 and above | 39 | 4,13 | 0,75 | | |
| Education | CM | Primary School | 31 | 3,48 | 1,17 | 3,38 | ,01* |
| | | High School | 76 | 3,35 | 1,13 | | |
| | | College | 29 | 2,80 | 1,10 | | |
| | | Undergraduate | 97 | 3,61 | 1,00 | | |
| | | Postgraduate | 38 | 3,61 | 1,18 | | |
| | SPPM | Primary School | 31 | 4,07 | 0,92 | 2,73 | ,03* |
| | | High School | 76 | 3,87 | 0,81 | | |
| | | College | 29 | 3,86 | 0,80 | | |
| | | Undergraduate | 97 | 4,13 | 0,69 | | |
| | | Postgraduate | 38 | 4,28 | 0,61 | | |
| Occupation | CM | Private Sector Employee | 110 | 3,38 | 1,12 | 0,47 | ,62 |
| | | Governmental officials | 76 | 3,54 | 1,08 | | |
| | | Unemployed | 85 | 3,42 | 1,14 | | |
| | SPPM | Private Sector Employee | 110 | 3,86 | 0,74 | 9,03 | ,000*** |
| | | Governmental officials | 76 | 4,33 | 0,64 | | |
| | | Unemployed | 85 | 4,02 | 0,82 | | |
| Income ($) | CM | Up to 500 | 108 | 3,29 | 0,11 | 1,11 | ,34 |
| | | 501 - 1000 | 103 | 3,55 | 0,10 | | |
| | | 1001 - 1500 | 33 | 3,50 | 0,19 | | |
| | | 1501 and above | 27 | 3,53 | 0,17 | | |
| | SPPM | Up to 500 | 108 | 3,95 | 0,07 | 1,54 | ,20 |
| | | 501 - 1000 | 103 | 4,06 | 0,07 | | |
| | | 1001 - 1500 | 33 | 4,27 | 0,11 | | |
| | | 1501 and above | 27 | 4,06 | 0,14 | | |

***p ‹ ,05;**p ‹ ,005; ***p ‹,001**

Analysis demonstrated that there were significant differences among cognitive motivations of respondents among age groups (F value 4.55; p= 0.04). According to the Scheffe test the difference was sourcing from two groups including 30 - 39 and 40 - 49 age brackets where the respondents in 30-39 age group were more cognitively

motivated than the respondents in 40-49 age group. It is also possible to suggest a relationship between education level and motivations of respondents with reference to both cognitive, and socio-psychological and physiological motivators since the results of ANOVA revealed that there were statistically significant differences among respondents who had different levels of education. More specifically, there were significant differences between college and postgraduate education levels in relation to CM, while the significant difference existed between high school and postgraduate levels with regard to SPPM. The results of ANOVA (F value 9.03; p= 0.000) also revealed that the occupation variable led to differences in SPPM. Relying on the results of Scheffe test, it might be argued that governmental officials had higher motivations than private sector employees and unemployed respondents. When it comes to the income variable, ANOVA did not report any significant difference in respondents' both CM and SPPM.

**Table 4: The Effects of Frequency of Festival Attendance on Motivations**

| Variables | Motivations | | n | Mean | Std | t | p |
|---|---|---|---|---|---|---|---|
| Frequency of festival attendance | CM | First time | 160 | 3,51 | 1,12 | 1,29 | ,19 |
| | | Repeat visits | 111 | 3,33 | 1,10 | | |
| | SPPM | First time | 160 | 4,10 | 0,73 | 1,60 | ,10 |
| | | Repeat visits | 111 | 3,95 | 0,81 | | |

**CM = Cognitive motivators; SPPM= Socio-psychological and physiological motivators**

A series of t tests and ANOVAs were also employed to test the relations between respondents' festival attending behaviors and their motivations. Table 4 shows the results of t test on the connection between respondents' frequency of festival attendance (first time versus repeat visits) and their CM and SPPM. As seen on the table, test results are not statistically significant which indicates indifference between first timers and repeat visitors. The results of ANOVAs which were performed to examine the effects of purpose of visit at destination, length of stay, travel companion and time of decision making on respondents'

motivations were depicted on Table 5. However, of those variables only length of stay had a significant effect on SPPM, and the results indicated that respondents staying two or more nights were more motivated than respondents with shorter length of stay.

Finally, Table 6 demonstrates the results of a series of t tests on the relations between respondents' information sources and their motivations. There are only a couple of significant results including newspapers' effects on both dimensions of motivations, and television's impact on SPPM.

**Table 5: The Effects of Purpose of Visit at Destination, Length of Stay, Travel Companion and Time of Decision Making on Motivations**

| Variables | Motivations | | n | Mean | Std. | F | p |
|---|---|---|---|---|---|---|---|
| Purpose of visit at destination | CM | Festival | 168 | 3,54 | 1,13 | 2,11 | ,12 |
| | | Holiday | 17 | 3,33 | 0,96 | | |
| | | Other | 86 | 3,25 | 1,08 | | |
| | SPMM | Festival | 168 | 4,07 | 0,78 | 1,56 | ,21 |
| | | Holiday | 17 | 3,72 | 0,80 | | |
| | | Other | 86 | 4,05 | 0,71 | | |
| Length of stay | CM | Day-trip | 79 | 3,39 | 1,11 | 0,18 | ,82 |
| | | 1 night | 20 | 3,36 | 1,21 | | |
| | | 2 or more | 172 | 3,47 | 1,11 | | |
| | SPPM | Day-trip | 79 | 3,81 | 0,84 | 6,70 | ,001* |
| | | 1 night | 20 | 3,86 | 0,62 | | |
| | | 2 or more | 172 | 4,17 | 0,71 | | |
| Travel companion | CM | Alone | 51 | 3,47 | 1,14 | 0,52 | ,66 |
| | | Family | 137 | 3,41 | 1,19 | | |
| | | Friends | 75 | 3,41 | 0,91 | | |
| | | Tours | 8 | 3,91 | 1,36 | | |
| | SPPM | Alone | 51 | 3,99 | 0,93 | 0,70 | ,55 |
| | | Family | 137 | 4,11 | 0,74 | | |
| | | Friends | 75 | 3,97 | 0,67 | | |
| | | Tours | 8 | 3,92 | 0,82 | | |
| Time of decision making | CM | Spontaneous decision | 26 | 3,11 | 1,18 | 2,62 | ,05 |
| | | 24 hours | 26 | 3,88 | 0,67 | | |
| | | Week | 59 | 3,57 | 0,89 | | |
| | | More a week | 160 | 3,37 | 1,21 | | |
| | SPPM | Spontaneous decision | 26 | 3,83 | 0,88 | 1,05 | ,37 |
| | | 24 hours | 26 | 3,93 | 0,61 | | |
| | | Wweek | 59 | 4,05 | 0,58 | | |
| | | More than a week | 160 | 4,09 | 0,82 | | |

*p ‹,005

**Table 6: The Effects of Respondents' Information Sources on Motivations**

| Variables | Motivations | | n | Mean | Std. | t | p |
|---|---|---|---|---|---|---|---|
| Family | CM | Yes | 80 | 3,31 | 1,21 | 1,23 | ,22 |
| | | No | 191 | 3,49 | 1,07 | | |
| | SPMM | Yes | 80 | 4,16 | 0,71 | 1,68 | ,09 |
| | | No | 191 | 3,99 | 0,78 | | |
| Friends | CM | Yes | 128 | 3,53 | 1,08 | 1,25 | ,21 |
| | | No | 143 | 3,36 | 1.14 | | |
| | SPMM | Yes | 128 | 4,11 | 0,71 | 1,37 | ,17 |
| | | No | 143 | 3,98 | 0.81 | | |
| Travel agency | CM | Yes | 3 | 3,44 | 0,96 | 0,00 | ,99 |
| | | No | 268 | 3,44 | 1,12 | | |
| | SPMM | Yes | 3 | 4,33 | 0,41 | 0,65 | ,51 |
| | | No | 268 | 4,04 | 0,77 | | |
| Brochure | CM | Yes | 46 | 3,25 | 1,10 | 1,25 | ,21 |
| | | No | 225 | 3,48 | 1,12 | | |
| | SPMM | Yes | 46 | 4,06 | 0,86 | 0,13 | ,89 |
| | | No | 225 | 4,04 | 0,74 | | |
| Newspaper | CM | Yes | 47 | 3,78 | 1,31 | 2,00 | ,04* |
| | | No | 224 | 3,37 | 1,06 | | |
| | SPMM | Yes | 47 | 4,34 | 0,71 | 3,01 | ,003** |
| | | No | 224 | 3,98 | 0,76 | | |
| Magazine | CM | Yes | 23 | 3,82 | 1,08 | 1,72 | ,08 |
| | | No | 248 | 3,40 | 1,11 | | |
| | SPMM | Yes | 23 | 4,15 | 0,77 | 0,71 | ,47 |
| | | No | 248 | 4,03 | 0,76 | | |
| Radio | CM | Yes | 2 | 3.16 | 1,17 | 0,34 | ,72 |
| | | No | 269 | 3,44 | 1,12 | | |
| | SPMM | Yes | 2 | 4,10 | 0,14 | 0,09 | ,92 |
| | | No | 269 | 4,04 | 0,77 | | |
| Television | CM | Yes | 57 | 3,59 | 1,27 | 1,06 | ,28 |
| | | No | 214 | 3,40 | 1,07 | | |
| | SPMM | Yes | 57 | 4,37 | 0,70 | 3,68 | ,000*** |
| | | No | 214 | 3,95 | 0,76 | | |
| Internet | CM | Yes | 124 | 3,40 | 1,18 | 0,44 | ,65 |
| | | No | 147 | 3,46 | 1,06 | | |
| | SPMM | Yes | 124 | 4,09 | 0,80 | 0,95 | ,33 |
| | | No | 147 | 4,00 | 0,73 | | |

***p ‹,05; **p ‹,005; ***p ‹,001**

## 5. Discussion and Conclusion

This study aimed at examining the effects of festival attendees' profile including their socio-demographic characteristics and behaviours of festival attendees on their motivations to attend the festival. A two factor solution for festival motivations of study participants was revealed, and the two dimensions were labelled as cognitive, and socio-

psychological and physiological motivators. Further analyses revealed significant differences in respondents' motivations for attending the festival with reference to gender, age, education, profession, length of stay, and information sources. An investigation of the effects of various information sources demonstrated that only two had a significant impact on motivations. More specifically, newspapers affected the both dimensions of motivations, while television had an impact merely on socio-psychological and physiological dimension. Consequently, the study produced significant results for theoretical and practical implications.

From a theoretical perspective, the current study confirmed the view that festival attendees' profile including socio-demographic and festival attending behavior variables is a useful tool to establish and investigate its associations with other variables such as motivations. This treatment to tourist or festival attendees' profile is also consistent with prior studies by Kozak et al. (2004), Yuan et al. (2005), Çela et al. (2007), Park et al. (2008) and Gagic et al. (2013). Findings of the current study also supported the view that tourists' motivations for attending a festival should be assessed with taking a multi-dimensional approach.

From a practical perspective, the study also revealed some important findings that would be of help for destination managers and marketers. Significantly, the results have given some insight into the role of festival attendees' profile on their motivations. Thus, destination managers and marketers who are also responsible for affective management and marketing of food or wine festivals could also develop different marketing strategies through understanding the complexity of the relationships among festival attendees' profile and their motivations. Relying on such an understanding, marketers are able to segment the market and plan more effective positioning strategies in order to satisfy the specific needs of a certain profile of festival attendees.

The current study inherently has some limitations. First, the study had focused on domestic tourists attending a grape harvest festival. However, foreign tourists may develop different motivations for attending food or wine festivals. Thus, future studies would attempt at examining the festival attending motivations of foreign tourists. Such a

research attempt permits to make comparisons between those two markets for the development of a more through marketing policies. Additionally, the sample of the study was also limited to visitors of only one festival. Therefore, the findings of the current research cannot be generalized beyond this population. Replicating similar research in other regional or international festivals would be useful for increasing the generalizability of those findings. In the related literature there are also evidences that festival attending motivations may be associated with some other variables such as satisfaction and behavioral intentions. Therefore, it is suggested for future research that a comprehensive models of relationships between satisfaction, behavioral intensions and festival motivations can be developed and tested.

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