

# **Young Attendees' Motivation: The Case of 'Rockwave Festival' in Athens**

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## **Abstract**

During last decades there is a lot of discussion about different subjects as regards to events. According to literature, events grew to a significant factor of development to hosting areas and researchers examined event sector from various aspects (impacts, event motivation, tourism perspective etc.). Current paper tries to contribute to event motivation research by focusing on motives of a specific segment of event and festival market: young attendees. On-site interviews to "Rockwave Festival" – a hallmark event of Greece – were conducted. 26 motivational items picked up based on event literature and factor analysis revealed five motivational dimensions: Music as entertaining experience, Gregariousness/communitas, Socialization, Novelty and escape, "Loyalty" to Festival. Moreover, implementation of cluster analysis revealed three separate groups of attendees: Cluster 1: Festival and music fans, Cluster 2: Music lovers, Cluster 3: Novelty and sociality seekers. Findings of current research contributed to better understanding of motivation of young visitors that consists the main market for Greek event sector. Although there are several limitations, results are useful for academics, event managers and researchers that approach the event sector either from the tourism or leisure studies perspective. Finally, results provide the potential for further study in order to achieve generalization of the results.

**Keywords:** event motivation, young attendees, music festival

## **Introduction**

During last decades events have been growing adequately enough to offer a field of study on various subjects, to researchers from all around the world. Economic impacts and motivation are the most discussed topics in the event sector literature. However, there is still the necessity for better understanding attendees' motives and segmenting audiences aiming to achieve effectiveness of marketing strategies and competitiveness of festival's experience. Especially, the niche market of young attendees has to be carefully noticed.

Further down, a review of theoretical background of events, event tourism and event motivation is mentioned, followed by study design and results from "Rockwave Festival", a major music festival of Greece.

## **Literature Review**

### ***Defining the Event – The Tourism perspective***

Donald Getz (2008) determined: *‘Planned events are spatial–temporal phenomenon, and each is unique because of interactions among the setting, people, and management systems including design elements and the program. Much of the appeal of events is that they are never the same, and you have to ‘be there’ to enjoy the unique experience fully; if you miss it, it’s a lost opportunity.’*

*‘A special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body. To the customer or guest, a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.’*(Allen et al. 2002). This definition is one adopted by the paper’s authors as being the most appropriate from the tourism and leisure perspective. Events can be divided to four basic categories: “Mega-events”, “Hallmark”, “Major” and “Local” events (Allen et al. 2002). Size, demand, tourist value and impacts to the host destination are the main criteria for the above categorization (Skoultzos & Tsartas 2009).

The exponential growth of events could not be ignored by tourism sector. Contribution of events and festivals to tourism development has been well established by several researches. Impacts to host community, destination branding, development of special form of tourism etc. are some basic research fields that have been examined. Besides, Getz (1989) simply defines ‘Event Tourism’ as ‘the systematic development and marketing of special events as tourist attractions’. It is important to mention that the field of event tourism is considered to include other sectors of tourism like sport tourism, cultural tourism, convention tourism etc.

In this paper the examined event is a music festival. Music festivals need to be studied for certain reasons. During last decades, there was a global boom of these events due to reasons such as (Frey 1994): a. rise in real disposable incomes of which an increasing share is spent on the arts, b. increased amount of time and money devoted to holidays, particularly during the summer months. Increasing number of music festivals reinforces the need of focusing the research on their demand and especially on motivation, as researches analyzing audiences are sparse (Oakes 2003). Event and festival managers should try to get an insight of motives and characteristics of their market in order to offer more attractive and satisfying experiences to visitors (Park et al. 2008; Bowen and Daniels 2005; Crompton and McKay, 1997; Fodness 1994). Segmenting the audiences to groups of visitors according to their motives can lead to holistic products (Dodd et al., 2006). Park et al.(2008) stated that “different individuals engage in different behaviors because they want to satisfy different needs.” This statement shows the need of segmentation of festivals’ audiences. Moreover, Oakes (2003) underlines the importance of studying event motivation for sponsors who play a significant role to the sector and want to focus on targeted markets.

To sum up, events and festivals form a separate, competitive and rapidly – growing tourism market which offers opportunities for development to hosting areas and tourist destinations. Although, further research on groups of visitors and the understanding of their motives is essential for event and festival organizers.

### ***Tourism and Event Motivation***

Before starting the description of current research's design and implementation, a summation of event tourism motivation literature is needed. At first, motivation can be defined as psychological/biological needs and desires that arouse, direct, and affect a person's behavior and activity (Dann, 1981; Iso-Ahola, 1980; Park et al. 2008).

Regarding to events, various researchers focused on event motivation that approached the subject based on previous theories of tourist motivation. The most accepted theory - by the event researchers - is the "push" and "pull" factors theory (Dann, 1977, 1981; Crompton 1979; Iso-Ahola, 1982;). Related to festivals "pull factors" refer to festival attributes such as festival setting, facilities, services or entertainment etc. "Push factors" refer to psychological benefits such as the need to enjoy a day out, escape from the routine, have fun etc. (Yuan et al. 2005). Another theory, coming from the leisure perspective is Mannell and Iso-Ahola's (1987) theory which argues that leisure travel is stimulated by intrinsic motivation and escape. Uysal, Gahan and Martin (1993) used the above theoretical framework. They used 24 variables at a 5-point Likert Scale and identified five motivational dimensions: escape, socialization, family togetherness, excitement and thrills, and event novelty. They concluded that there are no significant differences between demographic variables. Similar results came up by Mohr, Backman, Gahan and Backman(1993) that conducted a research and studied possible differences between first-time and repeat visitors. They also, identified five motivational dimensions: Socialization, escape, family togetherness, excitement/uniqueness and event novelty

Another initial study, which have been a starting point for the following researches, is the one of Crompton & McKay(1997). Using 31 motivation items they identified 6 dimensions: cultural exploration, novelty/regression, recover equilibrium, known group socialization, external interaction/socialization and gregariousness. Also, they concluded that motives vary based on event type. Another interesting research was conducted by Faulkner, Fredline, Larson, and Tomljenovic who came up with interesting results regarding young visitors and music festivals. They identified three market segments (local repeaters, young party set, and local families) and eight motivational dimensions(local culture/identity, excitement/novelty seeking, party, local attractions, socialization, known group socialization, ancillary activities, desire to see artists perform). There were differences between clusters and the young party set was motivated by partying while other groups were motivated by excitement/novelty seeking. All groups were motivated by known group socialization, socialization and enjoying the artists' performances.

Additionally, an interesting theoretical approach was made by Gursoy, Spangenberg and Rutherford (2006) which examined the events by hedonic and utilitarian consumption perspective. They stated that "the hedonic attributes of a festival reflect its potential entertainment and emotional worth" and "perceived utilitarian attributes of a festival may depend on whether the need stimulating the festival attendance was accomplished". To summarize, the basic motives that have been identified from event motivation studies are: socialization, novelty, escape/entertainment, family togetherness depending on the theme of each festival/event and the demographic characteristics of the attendees. Needless to say, each researcher interpreted and denominated motivational dimensions according to several reasons.

Specifically, it can be argued that there is lack of research of young visitors, although they represent a significant segment of event and festival market. Moreover, music is neglected as a separate motivational dimension and needs to be studied as

basic motive for visiting music festivals. Table 1 contents a briefly review of certain event motivation studies chronologically ranked.

**Table 1**  
**Review of Event Motivation Studies**

<b>Researchers</b>	<b>Year</b>	<b>Dimensions of motives</b>	<b>Selected Event</b>	<b>Methodology</b>
Uysal et al.	1993	1.Escape; 2.excitement/thrills, 3.event novelty, 4.socialization, 5.relaxation	Corn Festival, South Carolina, USA	24 statements 5-point Likert Scale
Mohr et al.	1993	1.Socialization, 2.escape 3.family togetherness 4.excitement/uniqueness 5.event novelty	Freedom Weekend Aloft, South Carolina, USA	23 motive items 5-point Likert Scale
Scott	1996	1.Nature appreciation, 2.event excitement, 3.sociability, 4.family togetherness, 5.curiosity, 6.escape	BugFest, Holiday Lights Festival and Maple Sugaring Festival, Ohio, USA	25 motive items 5-point Likert Scale
Formica & Uysal	1996	1.Excitement/thrills, 2.socialization, 3.entertainment, 4.event novelty, 5.family togetherness	Umbria Jazz Festival, Italy	24 motive items 5 point Likert Scale
Schneider & Backman	1996	1.Family togetherness/socialization, 2.social leisure, 3.festival attributes 4.escape, 5.event excitement	Jerish Festival, Jordan	23 motive items 5-point Likert Scale
Crompton & Mckay	1997	1.Cultural exploration, 2.novelty/regression, 3.gregariousness, 4.recover equilibrium, 5.known-group socialization, 6.external interaction/socialization	Fiesta in San Antonio, Texas, USA	31 motive items 5-point Likert Scale
Formica &Uysal Formica & Murrmann	1998	1.Socialization/entertainment, 2.event attraction/excitement, 3.group togetherness, 4.cultural/historical; 5.family togetherness, 6.site novelty	Spoletto Festival, Italy	23 motive items, 5-point Likert Scale
Faulkner et al.	1999	1.local culture/identity, 2.excitement/ 3.novelty seeking, 4.party, 5.local attractions, 6.socialization, 7.known group socialization,	Storsjoyran music festival, Sweden	25 items 5-point Likert Scale

		8.ancillary activities, 9.desire to see artists perform.		
Nicholson & Pearce	2000 & 2001	1.External interaction/socialization, 2.novelty/uniqueness, 3.escape 4.family togetherness 5.entertainment/excitement (etc. depend on festival's theme)	Marlborough Wine, Food and Music Festival, Hokitika Wildfoods Festival, Warbirds over Wanaka, New Zealand Guitar Awards, New Zealand	Open Ended Question @0 motive items 5-point Likert Scale
Lee	2000	1.Cultural Exploration, 2.escape, 3.novelty, 4.event attractions, 5.family togetherness, 6.external group socialization, 7.known-group socialization	'98 Kyongju World Cultural Expo., South Korea	34 motive items 5-point Likert Scale
Dewar et al.	2001	1.Event novelty, 2.escape, 3.socialization 4.family togetherness 5. excitement/thrills	Harbin Ice and Sculpture and Snow Festival, P.R. China	23 motives 5-point Likert Scale
Lee et al.	2004	1.Cultural exploration 2.Family togetherness 3.novelty 4.escape 5.event attractions 6.socialization	2000 Kyongju World Cultural Expo., South Korea	34 motive items 5-point Likert Scale
Bowen et al.	2005	1.Discovery, 2.music, 3.enjoyment	Celebrate Fairfax!, Virginia, USA	9 motive items 5-point Likert Scale
Yuan et al.	2005	1.Festival and escape 2.Socialisation 3.Wine 4,Family togetherness	Vintage Indiana Wine and Food Festival Indiana USA	25 motive items 7-point Likert Scale
Dood et al.	2006	1.socialization, 2.family togetherness, 3.excitement/uniqueness, 4.escape, 5.event novelty	GrapeFest Festival, Texas Vintage Indiana Wine and Food Festival, Indiana USA	14 motive items, 7 Likert Scale
Park et al.	2008	1.Taste new wine and food, 2.enjoy the event, 3.enhance social status, 4.escape from routine life, 5.meet new people, 6.spend time with family, 7.get to know the celebrity chefs and wine experts	South Beach Wine and Food (SOBE) Festival in Miami Beach, Florida, USA.	44 motive items 5-point Likert Scale

Note: Partly adopted from Lee et al. (2004), Bowen et al. (2005) and Li & Petrick(2006)

## **Study of “Rockwave Festival”**

### ***Research’s goals***

The main purposes of the current study are to examine event motivation of young attendees and to reveal basic characteristics of festival market in Greece. Based on theoretical background of “Push and Pull” factors and “Hedonic Consumption” theories, on event motivation literature review and on special features of Greek festivals authors the above hypotheses:

1. The majority of visitors appertains to young age
2. Motivation of young festival visitors is based on three dimensions: socialization, novelty and escape, consumption of emotions
3. Separate groups of visitors would emerge.

### ***Why young attendees?***

Although, young tourists are neglected and regarded as low-budget travelers (Horak and Webwer 2000, Carr 1988), several researchers had made interesting approaches at young tourism markets. They stated that study of young tourists is of great interest. “*Young tourists are often the trendsetters who establish and build the attractiveness of tourist destination*”(Horak and Weber 2000). Dodd et al. (2006) had conducted an interesting research which examined the potential of wine festivals to attract young visitors in order to promote wine and to achieve loyal wine consumers. They conclude that “*events provide an excellent opportunity to introduce people to new experiences and this should apply to wine.*” According to that, successful events introduce people to various experiences that may deal with music, live performances, sports, performing arts, etc. Additionally, young people at industrial economies are characterized by high disposable income and - in contrast with older people - they have high mobility and they not suffer from the “time-poverty syndrome”(Besus-Richembergh 1997 in Horak and Weber 2000; Sellars 1998;)

By combining the above opinions it can be argued that successful managers should not neglect the importance of young visitors as they have the potential to sustain the event sector. Hence, it is essential to study motivation elements of young event tourists to implement more attractive festivals and events aiming at the establishing of new and successive form of leisure and tourism travel. Especially in Greece, as event tourism is a developing sector, festivals attracts mainly young travelers. For the above reasons the research focused on young attendees at a music festival. It has to be stated that although the age limits of young tourists vary, the current study uses range from 18 to 35 years.

### ***Event Selection***

The event selection was made taking into account certain criteria. Firstly, according to the authors’ opinion, the selected event had to be a hallmark event with a great number of visitors from all over the country and recognized as a successful event. Secondly, it had to last at least two days so as to examine tourists’ motives co instantaneously with motives of leisure travel. The theme of the festival was not selected but a music-orientated festival was inevitable as the Greek event sector is dominated by music festivals. “Rockwave Festival” ([www.rockwavefestival.gr](http://www.rockwavefestival.gr)) was

the most appropriate for the purposes of the study as being a successful festival for 13 years and hosting famous artists and bands every year.

### ***Data Collection***

Festival began on 27<sup>th</sup> and ended at 30<sup>th</sup> of June of 2009. Unfortunately, the second day of the festival was cancelled due to weather conditions. Survey team consisted of five experienced interviewers who volunteered to receive the appropriate training before the festival and to participate to the research. Interviews were conducted randomly throughout several festival grounds (entrance, meeting points, restaurants, live stages etc.) from 15:00 to 20:00 before headliners start their performance in order to get full concentration of participants. Visitors were asked the main questions by interviewers and then they filled out the rest of the questionnaire answering about their sociodemographic information. Finally, 426 questionnaires were appropriate to be used for data analysis, from 476 that had been collected.

Twenty six motivation items was picked out from the event literature (mentioned previously at Table 1) and had been adjusted to the theme and special characteristics of 'Rockwave Festival'. Authors, taking into account the special attitude and features of Greek festival attendees, expected that the vast majority of the participants would be young. Hence, regarding the age of attendees and lack of families at festivals' crowds in Greece, authors decided to exclude the item of family togetherness and asked visitors an open question about additional motives to avoid possible biases. Answers for motives were based on a 5-point Likert scale to reveal the importance of motives to each respondent. Specifically, the type of questions for importance of motives was: "Reason for visiting Rockwave Festival was: *For Fun/Because Rockwave Festival is stimulating and exciting/For a change of pace from everyday life/ etc.*" Additionally, questionnaires included information about frequency of attending festivals, preferred company, source of information, willingness to discover the surrounded area, type of accommodation, expenditures, length of stay etc.

### ***Methodology and Data analysis***

Statistical software of SPSS was used to elaborate the answers. Descriptive statistics were used to gain a picture of the sample's sociodemographic characteristics. Factor analysis was implemented for the elaboration of the answers in order to examine the dimensions of attendees' motives and to examine the hypothesis of three motivational dimensions. Many researchers state that in order to complete factor analysis, number of respondents has to be five times greater than the number of the selected items (Siomkos 2005: 286). In the current study the number of participants was 426 and number of selected items 26. Furthermore, cluster analysis used to examine if there are discernible groups of attendees according to their motives. Cluster analysis was implemented at two steps: Firstly, hierarchical cluster analysis was conducted in order to reveal the statistically reliable number of clusters to be chosen. Further elaboration of data using k-means cluster was conducted for three- and four- cluster solutions.

### ***Results and discussion***

Descriptive statistics came up with the following results:

- The majority of visitors (78%) declared that they attend at least 1 festival a year. Half of them attend more than one festival per year. These answers show high frequency of visitation which buttresses up the argument of high loyalty among the festival attendees.
- Interesting answers came up regarding the type of the festival they choose to attend. 95 per cent of visitors attend music festivals, 7% art festivals, 2% sport events, 1% gastronomy festivals and 1% other type of festivals. Normally, during a music festival the vast majority of festival attendees enjoy music. So, loyalty to type of entertainment and dynamic of special motive (music) can be argued. Moreover, these answers show lack of supply-side to other type of events, such as sport or gastronomy festivals, explaining the dominant presence of music and art festivals at the Greek event sector.
- As it was expected, the vast majority of visitors (81%) declare that they prefer to attend festivals with friends. These results reinforce the special features of Greek festivals' crowd.
- Table 5 depicts the answers considering willingness to stay and discover the surrounded area of the festival. Although respondents showed unwillingness to stay to the area after the festival, they declared that they prefer to discover local area during the festival. Also, they prefer the discovery to be part of the festival experience. These results are useful to event managers who want to enhance festival experience by offering opportunities of knowing hosting area. Moreover, 73 per cent of the respondents declared unwillingness to plan every detail of their travel so as to evoke adventure to it. These results can be explained by young age of the majority of respondents.

**Table 5**

	<b>Agree(%)</b>	<b>Disagree(%)</b>
Prefer to Discover the Local area.	63.4	36.6
Stay to the area after the Festival	39.2	60.8
Prefer that the discovery of the area as part of festival experience	63.1	36.9
Not planning of every detail of traveling in order to be more adventurous	73	27.0

- Regarding repeat visitation, only 32% of visitors had not been to “Rockwave Festival” again. Additionally, more than half of the crowd had visited the festival more than two times. 29% of visitors had attended the festival more than three times. These results demonstrate wide acceptance of the current festival and loyalty of festival attendees and correlate with other researches about repeat visitation (Park et al., 2008, Skoultos & Tsimidakis 2008).
- The greatest proportion of attendees (58%) stayed to the festival only for one day. One quarter stayed for two, 12% for four days and finally 5% for three days.
- Half of visitors returned to their permanent residence after the end of the concerts. 9% stayed to a hotel, 17% to camping facilities (provided by the festival) and finally 23% to friends and relatives. These results raise the need of approaching festivals not only by the tourism perspective. They also offer the opportunity for a one-day trip as a leisure time experience to city residents.
- 74% of respondents attended Rockwave Festival with their friends, 15% with partner and only 6% with relatives. 93 per cent were single. These results reinforce the initial statement for excluding the item of family togetherness.

- Only 42% of visitors came from outside of Attiki's Prefecture (hosting area's region).
- The percentages of male and female visitors were 64% and 36% respectively.
- As regarding to age, 86% of the participants were under 30 years old. Especially, 69% of festival's crowd was under the age of twenty-five. By inference, young people are the main market for Greek festivals.
- 51.6% of the respondents were students. Moreover, 53% declared none annual income. Only 19% declared annual income greater than 10000 euros. These results are explained by young age of the participants.

### ***Factor analysis***

Table 3 presents the initial results from factor analysis: means for each motivation item and its Standard Deviation. Answers was based on 5-point Likert scale (1=not important, 5=extremely important).

**Table 3**  
**Means of each motivation item**

<b>Motivation Items</b>	<b>Means</b>	<b>Std. Deviation</b>
For Fun	4.687793	0.813816753
To enjoy live music	4.523474	0.928332164
Because I am fan of an (or more) artist(s)	4.518779	0.943522518
To find thrills and excitement	4.450704	1.012236648
Because I like music festivals	4.199531	1.112538069
For the festival's atmosphere	3.671362	1.296139617
Because Rockwave Festival is stimulating and exciting	3.570423	1.323442324
To have a change from my daily routine	3.450704	1.378374822
For a change of pace from everyday life	3.359155	1.37716614
Because I like the area of Terra Vibe(festival's ground) .	3.251174	1.308905617
To experience cultural happenings, concerts where I don't have usually the chance to attend	3.197183	1.440127952
To listen to a different kind of music	3.058685	1.433656669
Because I always wanted to attend Rockwave Festival	3.021127	1.5543562
To experience new and different things	3.004695	1.425804714
Because I have been to Rockwave Festival again and I liked it	2.910798	1.656793735
To learn and discuss about music	2.676056	1.369667864
Because it is organized very well(staff, facilities, etc.)	2.671362	1.281534568
To be part of the festival crowd	2.5	1.404614245
To be with my friends	2.488263	1.321711292
To visit a place I can talk about when I get home	2.403756	1.355211284
To observe and socialize with people attending the festival	2.370892	1.381728722
To meet people with same interests	2.298122	1.247244962
Because I was curious to attend Rockwave Festival	2.230047	1.333244957
To participate in activities which are apart from the festival's main theme	2.143192	1.20221879
To meet new friends	2.129108	1.272236623
Because my friends would enjoy it	2.103286	1.299280705

Results from Factor analysis (principal components factor analysis with varimax rotation) revealed 6 dimensions with an eigenvalue of at least 1.0 and explained 58.395% of the variance. Nevertheless, further elaboration showed that 5<sup>th</sup> and 6<sup>th</sup> factor had questionable reliability as they reach the borderline reliability score (Cronbach Alpha<0.70). Siomkos (2005:301) argues that factors higher or close to 0.70 are acceptable. So, only the 6<sup>th</sup> factor should be excluded as its reliability test showed Cronbach alpha 0.555(<0.7). Moreover, scree plot (Figure 1) corroborated this statement. The items “To participate in activities which are apart from the festival’s main theme” and “To listen to a different kind of music” included in the 6<sup>th</sup> dimension were ignored.

**Table 4**  
**Total Variance Explained**

Component	Extraction Sums of Squared			Rotation Sums of Squared		
	Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.570	21.424	21.424	3.335	12.829	12.829
2	3.703	14.241	35.665	2.808	10.801	23.630
3	2.042	7.853	43.518	2.653	10.203	33.833
4	1.502	5.779	49.297	2.594	9.977	43.809
5	1.200	4.617	53.915	2.067	7.952	51.761
6	1.165	4.481	58.395	1.725	6.634	58.395

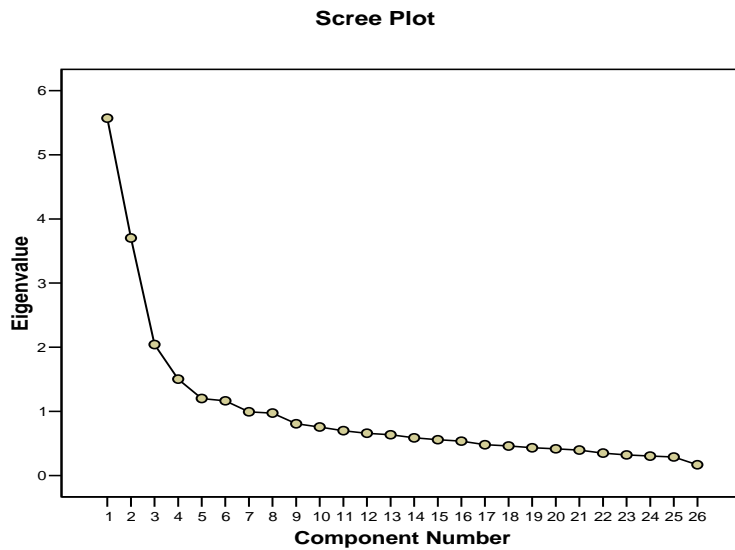
Extraction Method: Principal Component Analysis.

Finally, factor analysis revealed five main motivational factors. The interpretation from the authors came up with these dimensions (Table 4): Music as entertaining experience, Gregariousness/communitas, Socialization, Novelty and escape, “Loyalty” to Festival. The above factors explained 53.92% of Total Variance.

### ***Cluster analysis***

Firstly, according to dendrogram of Hierarchical analysis, two large clusters solution had to be accepted. Nevertheless, k-means cluster analysis for three- and four- cluster solutions showed that the most effective differentiation of the sample, was the three-cluster solution. Table 6 depicts mean values of importance of three-clusters to each motivational item. Each of the first and second clusters represented 47.65% of the festival’s crowd (each consisted of 203 visitors). Third cluster represented only 4.7% of visitors. Cluster 1 was characterized by high means across all dimensions except “*Socialization*”. Cluster 2 indicated high means only at first dimension “*Music as entertaining experience*”. “*Socialization*” and “*Novelty and escape*” were two dimensions where 3<sup>rd</sup> cluster indicated high means. Interpretation of the results came up with the following designation of each group: Cluster 1: *Festival and music fans*, Cluster 2: *Music lovers*, Cluster 3: *Novelty and sociality seekers*. It is worthy of note that discriminant analysis – used by other researchers (Bowen and Daniels 2005) – was not used according to lack of significant demographic differences among the attendees. As referred previously, 86 per cent of attendees were under the age of 30 years.

**Figure 1**



According to the above results initial hypothesis of domination of young visitors (and absence of families) was confirmed. This fact shows the special features of Greek event sector. Also, the hypothesis of three possible motivational dimensions (1. socialization, 2. novelty and escape and 3. consumption of emotions) was partly confirmed. Dimension of “*Novelty and escape*” was emerged but only for Cluster 1 and 3 (approximately 52% of sample). Also, it can be argued that dimension “Consumption of emotions” includes the emerged dimensions of “Music as entertaining experience” and “Gregariousness/communitas”. Fun, live music, thrills, excitement, sense of belonging are several emotions included to the dimensions that emerged.

Nevertheless, second hypothesis has to be rejected for reasons such as: a. Motivational items referring to consumption of emotions do not form an indiscrete motivational factor and b. Dimension of “Socialization” was characterized by low mean values among the sample. Only Cluster 3 declared high importance among the motives of socialization. Further, the existence of separate cluster – groups of attendees among the visitors led to confirmation of 3<sup>rd</sup> hypothesis.

With reference to motivational dimension of “Music as entertainment”, the findings contribute to better understanding of music-festivals’ visitors. Bowen and Daniels (2005) emerged the importance of music as a separate motivational dimension, contrarily to past researchers that included music as an item in the “socialization” dimension. They stated that the resulting factors of their study had a limited number of attributes as they used only nine statements. Continuing their research, the current study used 26 statements so as to achieve an integrated approach of motivation at music festivals.

Additionally, current research contributes to understanding motives of young attendees. Similar to other studies of young festival attendees (Dodd et al. 2006), entertainment and festival’s main theme (music) was the most important motivational factor (in Dodd’s et al. (2006) research was “wine tasting”). Continuing work of Dodd et al., this research approaches young festival goers as a separate and loyal tourist market. Since, “Loyalty” revealed as a motivational dimension and as a great percentage of the sample was consisted of repeat visitors, it can be stated that young people should be approached by event marketers as a significant and loyal market.

**Table 4: Motivation factors and items for visiting Rockwave Festival**

Motivation factors and items	Factor Loading	Eigenvalue	Variance explained (%)	Cronbach Alpha
<b>F1: Music as entertaining experience</b>		<b>3.335</b>	<b>12.8</b>	<b>0.815</b>
For Fun	0.799			
To enjoy live music	0.783			
Because I am fan of an (or more) artist(s)	0.722			
To find thrills and excitement	0.719			
Because I like music festivals	0.680			
<b>F2: Gregariousness/ communitas</b>		<b>2.808</b>	<b>10.8</b>	<b>0.804</b>
Because I always wanted to attend Rockwave Festival	0.767			
Because Rockwave Festival is stimulating and exciting	0.687			
Because I was curious to attend Rockwave Festival	0.635			
To be part of the festival crowd	0.569			
For the festival's atmosphere	0.562			
To learn and discuss about music	0.548			
<b>F3: Socialization</b>		<b>2.653</b>	<b>10.2</b>	<b>0.735</b>
To meet people with same interests	0.819			
To meet new friends	0.783			
To be with my friends	0.656			
To visit a place I can talk about when I get home	0.493			
To observe and socialize with people attending the festival	0.468			
Because my friends would enjoy it	0.397			
<b>F4: Novelty and Escape</b>		<b>2.594</b>	<b>9.98</b>	<b>0.734</b>
To have a change from my daily routine	0.795			
For a change of pace from everyday life	0.778			
To experience new and different things	0.673			
To experience cultural happenings/ concerts where I don't have usually the chance to attend	0.531			
<b>F5: "Loyalty" to Festival</b>		<b>2.067</b>	<b>4.62</b>	<b>0.668</b>
Because I like the area of Terra Vibe(festival's ground) .	0.780			
Because it is organized very well(staff, facilities, etc.)	0.778			
Because I have been to Rockwave Festival again and I liked it	0.699			
<b>Total Variance Explained</b>			<b>53.92</b>	

**Table 6**  
**Motivation Factor Means by Cluster**

	<b>Overall mean (n=426)</b>	<b>Cluster 1 (n=203)</b>	<b>Cluster 2 (n=203)</b>	<b>Cluster 3 (n=20)</b>
<b>Music as entertaining experience</b>	4,48	4,80	4,38	2,18
<b>Gregariousness/communitas</b>	2,96	3,68	2,2365	2,57
<b>Socialization</b>	2,30	2,64	1,83	3,55
<b>Novelty and Escape</b>	3,25	3,88	2,64	3,09
<b>“Loyalty” to Festival</b>	2,95	3,39	2,53	2,63

*Note:* Answers was based on 5-point Likert Scale (1=not important, 5=very important)

Moreover, first cluster (n=203) stressed the importance of gregariousness on attending a festival. These results go along with findings of Crompton and Mckay (1997). Sense of “communitas” is important to a significant part of festival crowd. Organizers should reform their marketing techniques by enhancing the sense of “belonging” among attendees, not only during the festival but before and after the end of it. Another important element about young attendees of music Festivals is the source of information. Marketers should apply more effective promotion through the internet.

Regarding low mean values of “Socialization” dimension, it can be stated that the findings are conversely with previous researches (Yuan et al., 2005; Lee 2000; Schneider & Backman, 1996; Formica & Uysal, 1998; Faulkner et al. 1999;), where socialization emerged as a basic and important motive for festival attendees, especially at music festivals (Bowen and Daniels 2005). Visitors motivated mainly by items relevant to socialization represent only the 4,7% of festival attendees. This fact can be explained mainly from the perspective of festival’s organization and management. Music festivals in Greece are mainly “concert-orientated”. Although, at an international level, music festivals usually offer activities beyond the music itself (Bowen and Daniels 2005), attending a festival in Greece is almost synonym to watching live-concert from several artists. Visitors do not expect to attend other activities and they are mainly attracted by music or the festival itself. Moreover, the findings bring in the foreground the necessity of spatial spreading of event and festival researches. It is obvious that differences in findings of researches are possible to come up because of special characteristics of place, country and local cultures.

### ***Limitations and further research***

Limitations of current study are related mainly to the fact that each event is different. Although, there were similarities with previous researches it is essential to continue research to other festivals in order to generalise the conclusions. Moreover - as it is mentioned before - special characteristics of the selected event may influence motivational dimensions. For example, low mean values for “socialization” can be affected by lack of additional activities (vis-à-vis to past studies on events). Visitors are captured only for attending live performances without having the possibility of participating to activities separate from the event’s theme. Needless to say,

domination of young people didn't give the chance of contrasting findings between age groups.

## Conclusion

Results of current research are useful for several reasons. Regarding that "Rockwave Festival" is a hallmark event for Greece, results should be carefully noted from event managers. Findings contributed to better understanding of demand of young visitors that can be easily targeted and more effectively approached by taking into account their specific motives. Event and festival management should consider motives of different groups within the festival's crowd. Nevertheless, it is essential that future research of event motivation should disperse to different countries and cultures so as to reveal probable motivational disparities between different event crowds.

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