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*Araştırma Makalesi*

## **CLUSTERING PARTICIPANTS BASED ON THEIR MOTIVATIONS FOR ATTENDING 2013 MERSIN INTERNATIONAL MUSIC FESTIVAL WITHIN THE SCOPE OF EVENT TOURISM<sup>1</sup>**

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### **Abstract**

*Recognizing participants' motivations is important in terms of a better planning, execution, and finalization of such events. Within this framework, a survey type of empirical research was conducted for the purpose of determining the participants' motivations for attending the 2013 Mersin International Music Festival. The data was collected by conducting a face-to-face survey developed on the basis of the literature, which was performed by pollsters via convenience sampling method during the period of May 10-22, 2013. 421 participants took part in this research. Data was analyzed by using descriptive statistical techniques, t-test, chi-square, factor, cluster, and discriminant analysis. It was determined that the motivational factors pertaining to the participants of 2013 Mersin International Music Festival could be examined under the factors of novelty, socialization, escape, and family. This article is concluded along with the suggestion that the cluster profile should be taken into consideration and that the messages emphasizing the dimensions of escape and socialization should be used during the promotional activities of the festival.*

**Keywords:** *Event Tourism, Event Motivation, Mersin International Music Festival, Mersin.*

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<sup>1</sup> This study is derived from the Master Thesis titled "The participant motivations to cultural events: A research on participants of Mersin International Music Festival 2013" (Mersin University, Graduate School of Social Sciences, 2015).

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## ETKİNLİK TURİZMİ KAPSAMINDA MERSİN ULUSLARARASI MÜZİK FESTİVALİ 2013 KATILIMCILARININ MOTİVASYONLARINA GÖRE KÜMELENDİRİLMESİ<sup>2</sup>

### Öz

*Etkinlik pazarında oluşan rekabet nedeniyle, etkinlik faaliyetlerine katılanların tercihlerini neye göre yaptıkları ve en önemlisi katılımlarını sağlayan motivasyon düzeylerinin belirlenmesi, dolayısıyla etkinlik katılımcılarının motivasyonlarının bilinmesi, söz konusu etkinlikleri daha iyi planlama, yürütme, sonuçlandırma bakımından önemlidir. Bu çerçevede, Mersin Uluslararası Müzik Festivali 2013 katılımcılarının motivasyonlarını belirlemek üzere bir araştırma yapılmıştır. Bu araştırma kapsamındaki veriler, literatüre dayalı geliştirilen bir anketin, kolayda örnekleme tekniği ile 10-22 Mayıs 2013 tarihlerinde anketörler tarafından yüz yüze uygulanmasıyla toplanmış olup; araştırmaya 421 izleyici katılmıştır. Veri analizinde, tanımlayıcı istatistikler ve t-testi, ki-kare, faktör, kümeleme, ayırma analizlerinden yararlanılmıştır. Mersin Uluslararası Müzik Festivali 2013 katılımcılarının motivasyonlarının; yenilik, sosyalleşme, kaçış ve aile olmak üzere 4 ana başlıkta incelenebileceği tespit edilmiştir. Makale, festivalin tutundurma faaliyetlerinde küme profillerinin dikkate alınması gerekliliğinin yanı sıra, kaçış ve sosyalleşme boyutlarına vurgu yapan mesajların kullanılması önerisiyle son bulmaktadır.*

**Anahtar Kelimeler:** Etkinlik Turizmi, Etkinlik Motivasyonu, Mersin Uluslararası Müzik Festivali, Mersin.

### INTRODUCTION

It is possible to define the term ‘event’ in various ways. According to Getz (2007: 19), the term ‘event’ can be defined as “a remarkable occasion that takes place during a given time at a certain place under certain conditions”, whereas according to Shone and Parry (2004: 4), it can also be defined as “Non-routine occasions which are exclusive of the normal activities carried on by people in their daily lives”. An event is not an occasion that takes place every day. According to Tassiopoulus (2005: 11), events are non-permanent happenings, and the duration, design and management of each event is different from one another; and such occasions created along with people’s participation are unique and incomparable. According to Silvers (2004: 4), an event is an occasion which is designed for the purpose of influencing participants (as cited Babacan and Göztaş, 2011: 8).

An event is an occasion with a beginning and an end. Every event bears unique characteristics on its own. Every event has a different duration, management and style, and again, every event must be created and organized very carefully. Events have been the methods used for meeting the requirements, such as achieving common determined goals, gathering together and getting socialized. For

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<sup>2</sup> Bu çalışma “Bireylerin kültürel etkinliklere katılım motivasyonları: Mersin Uluslararası Müzik Festivali 2013 katılımcıları üzerinde bir araştırma“ başlıklı yüksek lisans tezinden (Mersin Üniversitesi Sosyal Bilimler Enstitüsü, 2015) türetilmiştir.

instance; people come together through the events that have become popular, and hence, social integration is ensured (Babacan and Göztaş, 2011: 8; 31).

Events take several different roles, from building up communities to urban transformation and cultural development that cultivate the national identity (Getz, 2008: 403). As can also be understood from this, events can be utilized for touristic purposes, as well. Within this framework, it is also possible to touch on event tourism. Event tourism represents the support provided for reviving tourism during a low season in the destinations where seasonality problem is experienced (Skoultos and Tsimitakis, 2008: 595). While defining event tourism, it is also necessary to define event tourists. An event tourist is the person who travels from his/her place of residence to another place to participate in the event, or the one who spares some part of his/her journey for the event and stays overnight in that region (Babacan and Göztaş, 2011: 194).

The use of events for touristic purposes has turned its participants into a significant market throughout the world. The cities and/or destinations that have become aware of the social, cultural and economic benefits of events have started to make great effort in order to be able to receive a share from this market. Thus, the individuals indispensable for the events being held have also gained importance, and a need in this respect has arisen for recognizing the reasons for participation as well as the motivations of the participants.

Event tourism contains different fields of tourism sector like sport tourism, culture tourism and convention tourism (Skoultos ve Tsimitakis, 2008: 599). Festivals are one of the most important fields of event tourism. Festivals are unique events and create a demand for tourism services at specific place and time (Getz and Andersson, 2009: 848).

Music festivals are also unique events that attract participants (Gelder and Robinson, 2009: 181) and these days, cities or regions mostly have a music festival “Music festivals may be traced back to the 11th Century, where French troubadours took part in the festivities of the guilds. The oldest contemporary music festival is the Three Choirs Festival in Gloucester, Hereford and Worcester, which dates back to 1724, followed by the Handel Festivals in Westminster Abbey (1784-87 and 1791)” (Frey, 1994:29).

According to the data of Turkish Ministry of Culture and Tourism, in 2008, approximately 1323 events were carried out in 81 provinces (Çakır, 2009: 220). Mersin International Music Festival is one of these festivals which is a project started in 2002. The first festival supporting institutions are TR Ministry of Culture and Tourism, the Governorship of Mersin, Mersin Metropolitan Municipality, Mersin University, subunit municipalities, and professional associations (<https://merfest.org.tr/en/history-499.html>).

In this research, it was aimed to determine participants’ motivations towards 2013 Mersin International Music Festival within the scope of event

tourism. According to Crompton and McKay (1997: 426) and Park et al., (2008: 163), studying over event motivation is a key to planning the expectations of participants, understanding the decision-making processes, and observing the path to success. As the competition between events speed up, the need to acquire information about events gains importance. Identifying such motivations is a prerequisite in planning an effective event and in marketing it to the visitors. This type of study will be able to help identify the current theoretical and methodological problems and will be able to shed light on the prospective studies.

### **PARTICIPANT MOTIVATIONS IN EVENT TOURISM**

The social, cultural and economic benefits of events lead individuals towards following events with different motivations or, in other words, for different purposes. The participation in leisure time activities also requires a motivational process for individuals. An individual is expected to have two basic motives for participation. One of these is the desire to escape from the current place, which means driving (intrinsic, push) motivations and the other is the desire to see a different place, which, in other words, is called attractive/tempting (pull) motivations. While individuals escape from humans or their own loneliness, they try to become socialized in the places they visit. In other words, tourism paves the way for seeking out something while running away from something (Rızaoğlu, 2012: 57-67).

The participation in event tourism rarely takes place as the result of a single motivation. Tourists' motivations are often diverse. This diversity may occur on individual and collective levels. On an individual level, the participant may have several different needs and desires to meet these needs with his/her participation in an event. For instance, it may be a communication with the family or a cultural diversity. On a collective level, on the other hand, different participants adapt to the elements of the same package and make different benefits of their own experiences. For instance; to one person, eating a local food may mean experiencing a cultural tradition, while to another, it may mean becoming socialized within or among the groups s/he interacts with (Crompton and McKay, 1997: 426).

There are numerous studies regarding individuals' motivations for participating in events (Uysal et al., 1993; Mohr et al., 1993; Backman, et al., 1995; Formica and Uysal, 1996; Crompton and McKay, 1997; Formica and Uysal, 1998; Lee, 2000; Yuan et al., 2005; Park et al., 2008; Bayrak, 2011). In these studies, the motivations for participating in events have been referred to in a similar way. Rather than demonstrating and explaining the dimensions similar to one another, seven socio-psychological fields of motivation are put forward as the motivation for participating in events by Crompton in 1979, who became the source of

inspiration for several studies, they are stated below (as cited Crompton and McKay, 1997: 430):

- Novelty: The participants of event tourism who wish to acquire new and different experiences get motivated in order to have excitement, adventure, surprises and also to minimize their stress levels.
- Socialization: This is the desire to establish a communication with a group and with the members of that group.
- Prestige/Status: This is the desire to become the respected figure among the people around.
- Escape: This is the desire to physically and mentally get away from the stress of daily life as well as the desire to get rejuvenated.
- Intellectual Prosperity: This is the desire to acquire new information and to develop one's intellectual/spiritual scope.
- Developing Kinship Relations and Gathering Together with the Family: It is the desire to develop family relationships.
- Linkage/Regression: It is the desire to trace the behaviors that evoke the memories of childhood or adolescence.

## **LITERATURE REVIEW**

Individuals have different requirements in the face of different circumstances, and thus, some type of behavior shows up so as to meet these emerging needs. The behavioral process that emerges under the effect of the motives so as to meet the needs is referred to as the "motivational process". Every individual needs leisure time. They sometimes wish to escape from daily life and get motivated in this way, and sometimes they get motivated with the need to participate and relax in leisure time-events (Çakıcı, 2009: 206). Crompton and McKay (1997: 425) express the motives/motivations as the starting point that triggers the decision-making process. From another perspective, it is stated that the behaviors directing people towards the objective can be explained by the presence of driving powers. The process indicating to what these driving powers are, including their relationships and interactions with one another, is called 'motivation'. Within this scope, motivation is an inner formation and development as well as an inner process (Rızaoğlu, 2012: 53).

The first study regarding the motivations of event participants, as stated by Getz (1991), was first conducted by Ralston and Crompton in 1988. In this study, 48 motivation items were developed, and response categories of all items were subjected to 5-point-Likert type scale. Finally, it was emphasized that all the motivational items were of equal importance for the participants.

Following the studies of Ralston and Crompton (1988), several researchers took part in discussions about event motivation. Uysal et al. (1991), and right after,

Backman et al. (1995) used the data of 1985-American Travel Satisfaction Market and tried to measure the touristic activities, motivations and demographic characteristics of event participants. In these studies, 12-item-motivation scale were used, and 5 dimensions of motivation were identified (Li et al., 2006: 240), which are excitement, external/extrinsic motives, family, socialization and relaxation (Woo et al., 2011: 3). Some motivational differences based on certain demographics of respondents were found. For instance, excitement is a least likely travel motivation for the married and elderly event participants. According to the other results achieved, the participants from the lowest income group participate in the events to become socialized. These findings suggest that the event participants could also be heterogeneous groups and that they should be separated into groups, as well (Li et al., 2006: 240).

Another study conducted by Uysal et al. (1993) was, again, on examining the event motivations. A scale consisting of 24 items was performed on 174 participants; the dimensions of motivation comprised of, ‘escape, novelty, excitement, socialization and family’. As the result of this study; no statistical difference was determined in the comparison of the motivational factors and the demographic variables (Uysal et al., 1993: 6).

In the study conducted by Mohr et al. (1993) in the hot air balloon festival, similar elements of motivation were identified. 23 items of motivation were selected, and 5 dimensions of motivation were determined, which were socialization, family, excitement, escape and novelty. In a study conducted by Backman et al. in 1995, however, 12 items of motivation were reduced down to 5 dimensions of motivation. The differences of motivational factors according to the demographic characteristics were tested, and some of them were stated to have showed a statistically significant difference. For instance, the excitement dimension differs according to age and marital status, whereas the external dimension differs according to age, the family dimension differs according to marital status; the socialization dimension differs according to the income level, while the escape/relaxation dimension differs according to age (Lee et al., 2004: 62).

Uysal and Formica (1996: 176-178) implemented a study for the purpose of determining the dimensions of motivation pertaining to the event participants in the Umbria Jazz Festival and for examining the current market of the Umbria Jazz Festival according to the demographic characteristics and event participation histories of the participants. 313 participants took part in the research, and 23 items on motivation were collected under 5 factors (excitement; socialization; entertainment; the novelty of the event; family). This study also provided the opportunity to compare whether or not the festival participants were the residents of that region. Consequently, while the local people got motivated in the socialization dimension, those coming from abroad or other regions got motivated in the entertainment factor. In another study conducted by Formica and Uysal

(1998: 20), 23 motivation items were reduced to 6 dimensions, which were socialization, excitement, group association, cultural/historical, family and the curiosity about that region.

Another study was conducted by Lee (2000: 175). 32 motivation items were subjected to the factor analysis, and determining the basic motivational factors and comparing the event motivations between the Caucasian and Asian participants were the objectives of the study. The elements of motivation were collected under 7 different headings, which were cultural exploration, family, escape, novelty, socialization, event attraction and the dimension of being included within the group. According to the result of the research; there were statistical differences between the Asian and Caucasian participants. According to the mean value obtained, the motivation rates of the Caucasian participants were statistically higher than those of the Asian ones.

Yuan et al. (2005: 47), in their study, aimed to identify the motivations of the event participants and particularly the motivations of those who participated in the regional wine festival. 510 participants filled out a questionnaire, and since 9 of them were invalid, the factor analysis was performed on 501 participants' data. In the analysis, the 25-item-motivation scale was used. The results of the analysis comprised of the following headings, 'event participation and escape from daily life, being informed about wine, socialization and family'.

The objective of the study conducted by Park, Reisinger and Kang (2008: 169) was to determine the basic factors that motivated the participants in joining the SOBE (South Beach) Wine and Food Festival. Within the scope of the research, a scale of 44 items was performed on 475 participants. Finally, 7 dimensions were formed, which were original tastes, enjoying the event, increase in social status, escape from daily life, meeting new people, spending time with family, and learning something about famous chefs and wine experts.

A study conducted by Bayrak (2011: 382) aimed at describing the motivations of the event participants as well as the relationship between event performance and event satisfaction. The research was conducted in the Efes Pilsen Blues Festival, which was held in Izmir for two days. Within the scope of the festival, a questionnaire was applied to 291 participants, and after 238 of them were considered valid, they were subjected to an analysis. According to the results of the research, the motivation factors were collected under 3 headings: socialization, event participation and escape factors.

## **PURPOSE OF STUDY**

Today the importance of event activities and the number of organized events are on the increase with each passing day. To make a choice among the events increases day by day and to pick the appropriate one gains importance, as

well. Due to the competition that emerges in the event market, determining the basic decision points pertaining to event participations and preferences, and most importantly, determining the motivational factors of event participants are of importance in terms of planning, organizing and managing the events. The motivations of participants should be taken into consideration so as to achieve success in the event market and to be able to compete with other events. For this reason, in this research it was basically aimed to determine the motivations of the participants of 2013- 12<sup>th</sup> Mersin International Music Festival. Therefore the following research objectives were determined:

- To find out motivational factors of the participants of 12th Mersin International Music Festival.
- To cluster the participants of 12th Mersin International Music Festival based on their motivations.
- To profile the clusters.
- To find out motivational factors discriminating the clusters best.

## **RESEARCH METHOD**

This research was designed in a descriptive type since it was aimed to determine motivational factors of the participants of 2013- 12<sup>th</sup> Mersin International Music Festival, to cluster them based on their motivations, to profile the clusters, and to reveal the motivational factors that discriminate the clusters best.

In this research, the data were collected through a questionnaire developed based on the literature. It was pre-tested by face-to-face with 10 individuals who took part in Mersin International Music Festival in the previous years, between the dates of April 01-02, 2013, and then it was finalized. Apart from the demographic questions, participants' motivations were determined by using the scale developed by Uysal et al.(1993). Respondents were asked what factors motivated them to participate in 12<sup>th</sup> Mersin International Music Festival, using 5-point-Likert type scale: 1 being "absolutely do not agree" to 5 being "absolutely agree".

The research population consists of those who participated in the 12<sup>th</sup> Mersin International Music Festival. No clear response could be received from the executive committee of Mersin International Music Festival despite all the efforts in asking for information as to how many people had attended the Festival in the year 2012. Additionally, efforts for preparing a list of prospective participants achieved no result because there were no information on prospects. Therefore, to determine the sample size, infinite population formula ( $n=P.Q.Z^2_{\alpha}/e^2$ )<sup>3</sup> was used

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<sup>3</sup>n: Sample size; P: percentage of population picking a choice; Q: percentage of population not picking a choice (1-P); Z: the theoretical value corresponding to a given significance level; Z value for  $-\alpha:0,05$  is 1,96; e: standard error.

(Ural and Kılıç, 2013: 45) where P was taken as 0,50, with %5 significance level (%95 confidence level) and %5 sampling error.

$$n = P \cdot Q \cdot Z^2 / e^2 = 0,5 \times 0,5 \times 1,96^2 / 0,05^2 = 0,25 \times 3,8416 / 0,0025 = 384.$$

As it was not possible to prepare a list of prospective participants, convenience sampling method was compulsorily used as the sampling technique. To be able to conduct the survey, an approval was received from the executive committee of 12<sup>th</sup> Mersin International Music Festival. The survey was performed on the participants who took part in 12<sup>th</sup> Mersin International Music Festival and who accepted to answer the questionnaire, between the period of May 10-22, 2013, via face-to-face. Though the sample size was determined to be 384 people, 421 valid questionnaires were received at the end of the implementation period.

Before analyzing process, the data was subjected to missing value and multivariate outlier analyses. It was determined that missing values were only %0.2 and randomly occurred, and then it was decided to complete missing values with the series mean. Multivariate outlier analyses resulted in deleting 5 observations since those were detected as multivariate outliers. After then the data was analyzed via the statistical techniques, such as factor analysis, t-test, chi square, cluster and discriminant analyses besides descriptive statistics. The factor analysis was used to determine the motivational factors of participants, while the two-step cluster analysis was used for grouping the participants.

#### **Validity**

For a valid measurement of event motivations of participants, a commonly used scale which had proven that it yields valid constructs in many instances was preferred. The motivation scale was obtained from the study conducted by Uysal et al.(1993) and the factors obtained in this research explain 63% of the total variance.

In our study, we applied factor analyses for testing the structural validity. As it will be discussed later, factor analyses yielded four factors, namely “novelty”, “socialization”, “escape” and “family”. As also mentioned in the literature review, factors extracted in our research shows parallelism to the studies of Uysal et al. (1993) and Mohr et al.(1993), which indicates to the structural validity of the scale, and these four factors explains %65,5 variance in total.

#### **Reliability**

The reliability analysis was performed by examining the Cronbach Alpha values in accordance with the whole scale, splitting half the scale, randomly dividing the sample in two, and also in accordance with the items with odd and even numbers. Additionally, item analyses was conducted by examining corrected

item-total correlations, squared multiple correlations, and Cronbach Alpha value if an item was deleted (Table 1).

It was determined that corrected item-total correlations had varied between 0,290 and 0,573, and squared multiple correlations had changed at the range of 0,284-0,687. State of the art, corrected item-total correlations should be greater than +250 (Kalaycı, 2010: 412) with no negative sign, and squared multiple correlations shouldn't be smaller than 0,300 (Alpar, 2012: 391). Although one item in the scale had 0,284 squared multiple correlations, it was not deleted since there was no remarkable difference with 0,300 cutting point. On the other hand, there was no presence of any item that would remarkably escalate the internal consistency coefficient when deleted on the scale. Examining the Alpha values of whole scale, scale divided in half, randomly divided sample into two, and scale numbers with even and odd, it was concluded that the scale in question was highly reliable (Alpar, 2011: 815).

**Table 1:** Reliability Coefficients Pertaining to the Motivation Scale

Motivation Scale	Value
Number of Items	18
Alpha Coefficient for the first half of the scale	0,764
Alpha Coefficient for the second half of the scale	0,731
Alpha for the scale items with odd number	0,724
Alpha for the scale items with even number	0,661
Alpha for the randomly-selected 193 surveys	0,840
Alpha for the randomly-selected 223 surveys	0,821
The smallest and the greatest corrected item-total correlations	0,290-0,573
Negative sign in corrected item-total correlations	None
The smallest and the greatest squared multiple correlations	0,285-0,687
The presence of any item that will significantly escalate the Alpha coefficient when deleted.	None
Alpha Coefficient for the whole scale	0,830

## FINDINGS

The findings as to the demographic characteristics of 416 individuals who participated in the research are presented in Table 1. Accordingly; 60% of those who took part in the research were female, and half of them were single. When the age groups of the event participants who took part in the research were dealt with, the highest ratio was found to be at the age group of 30-49, which could be identified as middle age with a percentage approximate to 50%. While one third (33,2%) of the participants were at the age range of 18-29, which was identified as young age, the group consisting of those aged 50 and above, who could be

identified as the elderly, were determined to be 15,4%. The educational levels of more than half of the participants indicate to the associate degree-bachelor's degree levels, while almost half of them have a monthly income that amounts to 1001-2500 TL. Besides, more than half of the participants own a car and a house.

**Table 2.** The Distribution of the Participants According To Their Demographic Characteristics

Variable	F	%	Variable	F	%
<b>Income (n:404)</b>			<b>Sex (n:411)</b>		
No Income	69	16,6	Female	252	60,6
1001-2500 TL	172	41,3	Male	159	38,2
2501-5000 TL	105	25,2	<b>Marital Status (n:412)</b>		
5001 and above	58	13,9	Married	203	48,8
<b>Age Group (n:411)</b>			Single	209	50,2
Aged between 18-29	148	35,6	<b>Being a tenant (n:414)</b>		
Aged between 30-49	204	49,0	Yes	126	30,3
Aged 50 and above	64	15,4	No	288	69,2
<b>No of children (n:409)</b>			<b>Educational Level (n:409)</b>		
0	217	52,2	Primary and High School	113	27,2
1	80	19,2	Associate & Bachelor's Degree	222	53,4
2	79	19	Postgraduate Degree	74	17,8
3	29	7	<b>Car ownership (n:414)</b>		
Other	4	1,0	Yes	223	53,6
			No	191	45,9

To find out motivational factors of the participants of 12<sup>th</sup> Mersin International Music Festival, factor analysis was performed on the motivation scale including 18 items. The KMO measure of sampling adequacy was 82.5%, which suggested that the sample size was 'quite good' (Kalaycı, 2010: 322). Separately, Bartlett's Test of Sphericity was found to be 3168,419;  $p < 0.0001$ , meaning that there were significant correlations among the variables (Kalaycı, 2010: 327). These two results indicate to the fact that the data are appropriate for the factor analysis. The result of factor analysis is shown in Table 3. Since one item (no. 17, "I like festival crowd") out of 18 items had a communality of 0.335, being remarkably under the cut point of 0.500, it was decided to be deleted from the scale. Executing factor analysis on the remaining 17 items yielded 4 factors, explaining 65.5% of the total variance.

**Table 3:** Motivational Factors of Participants in The Music Festival

I attended 12 <sup>th</sup> Mersin International Music Festival...	Communnality	Loading	Eigen-value	Explained variance	Mean	Alpha
<b>I.Novelty (7 Items)</b>			3,686	21,684	4,1974	,836
Because I enjoy special events	,664	,809			4,4168	
Because I like the variety of things to see and do	,651	,805			4,4058	
Because festivals are unique	,620	,785			4,5047	
To try something new	,617	,744			4,0653	
To experience the festival myself	,550	,717			4,2217	
Because I was curious	,481	,543			3,9346	
Because it is stimulating and exciting	,473	,521			3,8328	
<b>II.Socialization (5 Items)</b>			3,351	19,711	3,0173	,861
To be with people who enjoy the same things I do	,808	,894			3,1401	
For a chance to be with people who are enjoying themselves	,772	,868			2,9830	
To be with people of similar interest	,653	,791			3,1214	
To observe the other people attending the festival	,624	,736			2,5181	
So I could be with my friends	,480	,605			3,3237	
<b>III.Escape (3 Items)</b>			2,497	14,689	3,1834	,837
For a change of pace from my everyday life	,765	,851			3,2979	
To have a change from my daily routine	,760	,845			3,3413	
To get away from the demands of life	,652	,754			2,9111	
<b>IV.Family (2 Items)</b>			1,601	9,416	3,4403	,704
So the family could do something together	,804	,873			3,2373	
Because I thought the entire family would enjoy it	,763	,826			3,6433	
Extraction method: Principal Component Analysis, Rotation method: Varimax KMO measure of sampling adequacy: 82.5%; Approx. Chi-Square for Bartlett's Test of Sphericity: 3168,419; d.f.: 136; p<0.0001; Total variance explained: 65,5%; Reliability coefficient of Alpha for the scale with 17 items: 0,825; Response categories: 1: Absolutely do not agree.....5: Absolutely agree.						

The first factor consists of seven items and explains approximately 21% of the total variance. In this factor; the items, such as, “Because I enjoy special events (.809)”, “Because I like the variety of things to see and do (.805)”, “Because festivals are unique (.785)”, “To try something new (.744)”, “To experience the festival myself (.717)”, “Because I was curious (.543)” and “Because it is stimulating and exciting (.521)” have all come together. Therefore; the first factor was termed as ‘novelty’, also in accordance with the literature. In this factor; it was realized that the motivations as to the fondness of special events, and running after various and new stuff were the major items which have loadings over 0.700.

The second factor consists of five items and explains approximately 20% of the total variance. In this factor; the items such as, “To be with people who enjoy the same things I do (.894)”, “For a chance to be with people who are enjoying themselves (.868)”, “To be with people of similar interest (.791)”, “To observe the other people attending the festival (.736) and “So I could be with my friends (.605)” have come together. Considering the items forming the factor, the factor was named as ‘socialization’. ‘Being in the company of those who have similar interests like mine’ and ‘Evaluating the opportunity to be with the people who enjoy themselves’ were the major motivational items of the factor in question.

There are 3 items in the third factor that explains almost 14% of the total variance. In this factor; the items such as, “For a change of pace from my everyday life (.851)”, “To have a change from my daily routine (.845)” and “To get away from the demands of life (.754)” have come together. The striking aspect of this factor is the motivation of escaping from the routine predominates. Thus, the factor was referred to as ‘escape’, and all items were found to be major.

Even though it is desired that a factor has to consist of at least 3 items, in some cases, the factors with 2 items are also stated to be permitted under certain conditions. Such cases involving a factor with 2 items can be permitted when Cronbach Alpha coefficient proves to be over 0,700, when there is no negative sign in corrected item-total correlations, and when there are moderately correlations (Alpar, 2011: 269). Within this framework, the final factor consists of two items and explains almost 9% of the total variance. In this factor; the items such as, “So the family could do something together (.873)” and “Because I thought the entire family would enjoy it (.826)” have come together. Thus, this factor was called ‘family’. Two items in this factor were determined that they were major items.

Motivational factors of the participants of 12<sup>th</sup> Mersin International Music Festival were found to be as “novelty” ( $\bar{x}$ : 4.1979), “socialization” ( $\bar{x}$ : 3.0173), “escape” ( $\bar{x}$ : 3,1834), and “family” ( $\bar{x}$ : 3,4403). When the means of four factors were compared to mid-point of 3, novelty, socialization and family means were found to be statistically significant and greater than 3. It means that the Music Festival not only serves for novelty, but also socialization and family issues.

A two-step cluster analysis was performed to cluster the participants of 12<sup>th</sup> Mersin International Music Festival based on their motivations. Motivational factors of “novelty”, “socialization”, “escape”, and “family” were used as the continuous variables in the analysis. Table 4 shows the clusters with respect to the motivational factors and the descriptive statistics such as mean, standard deviations and cluster size. Sample comprising of 416 participants was clustered into two.

**Table 4:** Clusters based on the motivational factors of participants

Cluster Name	N	%	Novelty		Socialization		Escape		Family	
			Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Highly motivated cluster	259	62,3	4,3825	,49874	3,4956	1,00802	4,0236	,72568	3,5453	1,31076
Lowly motivated cluster	157	37,7	3,8921	,96825	2,3855	,90182	1,7975	,79318	3,2671	1,16503
Integrated	416	100,0	4,1974	,75080	3,0766	1,10798	3,1834	1,3157	3,4403	1,26355
t and p value			5,890 (0,000)		11,321 (0,000)		28,642 (0,000)		2,187 (0,029)	
Method: Two-step cluster; Distance measure: Log-likelihood; Response categories: 1: Absolutely do not agree.....5: Absolutely agree										

The clustering process needs to maximize the heterogeneity among the clusters while maximizing homogeneity within the clusters. Independent-samples t-tests used for checking-up of this process have proven that means of two clusters were statistically and significantly different. As it was presented in Table 4, the first cluster had statistically greater means in all dimensions of festival motivations than the second cluster. Therefore, the first cluster was composed of 259 (62.3%) participants with high level of motivation, while the second was consisted 157 (37.7%) people with low level of motivation respectively.

**Table 5:** Cluster Profile of Participants Based on High and Low Level of Motivations

Feature	Options	Highly motivated cluster n; (row %)	Lowly motivated cluster n; (row %)	N	X <sup>2</sup> value; d.f; p-value
Education	Primary and High	84 (74,3%)	29 (25,7%)	113	X <sup>2</sup> :14,170; s.d.:2; p=0,001
	Associate & Bachelor	136 (61,3%)	86 (38,7%)	222	
	Post graduate	35 (47,3%)	39 (52,7%)	74	
	Total	255	154	409	
Income group	1001-2500 TL	120 (69,8%)	52 (30,2%)	172	X <sup>2</sup> :15,681; s.d.:2; p<0,0001
	2501-5000 TL	56 (53,3%)	49 (46,7%)	105	
	5000 TL -and +	25 (43,1%)	33 (56,9%)	58	
	Total	201	134	335	
The district of residence	Yenişehir	105 (67,7%)	50 (32,3%)	155	X <sup>2</sup> :10,636; s.d.:3; p<0,014
	Mezitli	49 (52,7%)	44 (47,3%)	93	
	Toroslar	19 (82,6%)	4 (17,4%)	23	
	Akdeniz	47 (70,1%)	20 (29,9%)	67	
	Total	220	118	338	
Age group	Aged b/w 18-29	96 (64,9%)	52 (35,1%)	148	X <sup>2</sup> :10,636; s.d.:3; p<0,014
	Aged b/w 30-49	125 (61,3%)	79 (38,7%)	204	
	50 and above	38 (59,4%)	26 (40,6%)	64	
	Total	259	157	416	
Car	Yes	125 (56,1%)	98 (43,9%)	223	X <sup>2</sup> :7,450; s.d.:1; p<0,008
	No	132 (69,1%)	59 (30,9%)	91	
	Total	257	157	414	
Rent (home)	Yes	89 (70,6%)	37 (29,4%)	126	X <sup>2</sup> :5,634; s.d.:1; p<0,021
	No	168 (58,3%)	120 (41,7%)	288	
	Total	257	157	414	

After determining clusters, the profile of clusters across tabs were formed between the demographic characteristics (age, marital status, the number of children, monthly income, the district they reside in, etc.) and the cluster memberships, reporting also chi-square test results (Table 5). The motivations of 74% of the primary and high school graduates are higher, whereas this ratio proves to be 61% in those with associate and bachelor's degree and then drops down to 47% on the postgraduate level. 70% of those whose monthly incomes vary between 1001-2500 TL have a high motivation level for Mersin International Music Festival, whereas 57% of those whose monthly incomes are over 5000 TL fall into

the group with low motivation. On the other hand, when the relationship between the age group and cluster memberships is evaluated, the age range of 48% of the group with high motivation level is between 30% and 49 %, whereas the age range of 37% of them is between 18 and 29. People from various parts of Turkey may visit Mersin to see Mersin International Music Festival; Adana, Ankara, and Istanbul are among these cities. However, although there are participants from the districts of Mersin, as well, the majority of the audience comprise of those living in the central counties.

The relationship between the cluster memberships and the counties, they are residing in is taken into consideration Yenişehir, Mezitli, Toroslar and Akdeniz; two-thirds of those participants coming from the district of Yenisehir are in the highly-motivated group, whereas this ratio in the district of Mezitli drops down to 53%. The same ratio in the district of Toroslar is 83%, while it proves to be 70% in the district of Akdeniz. 48% of the highly-motivated group resides in the district of Yenisehir, whereas 22% of them reside in the district of Mezitli. Similarly, 42% of the group with low motivation resides in the district of Yenisehir, while 37% of them reside in the district of Mezitli.

According to the relationship between automobile ownership and cluster membership, 56% of those owning a car have high motivation, whereas this rate in those who have no cars is even higher, almost 70%. While 62.4% of the group with low motivation have a car of their own, 38% of them own no car at all. On the other hand, when the relationship between living in a rented house (being a tenant) and cluster membership is taken into account; 70% of those living in a rented apartment are seen to fall into the highly-motivated group. It follows that this rate drops down to 58% in those living in their own houses. Separately, three fourths of the group with low motivation resides in their own houses.

After profiling clusters, the discriminant analysis was used to find out motivational factors discriminating (distinguishing the relatively highly-motivated individuals from the relatively lowly-motivated ones) the clusters best. Investigation of correlations among the motivational factors provided the information that they varied at the range of -0,007 and 0,252, which is a desirable situation for the discriminant analysis (Nakip, 2003: 471).

In the discriminant analysis, the first step is to examine whether or not the group co-variance matrices are similar to one another. In the case that the group co-variance matrices are homogeneous, the 'linear discriminant analysis' is used, whereas in the event that they are not alike, then the 'quadratic discriminant analysis' is used (Özdamar, 2004: 390). Whether or not the group co-variance matrix is equal is determined by Box's M test. It was understood that the result of Box's M test was significant on the level of  $p < 0,0001$  (Box's  $M=119,493$ ;  $F_{\text{approx.}}=11,813$ ;  $s.d._1=10$ ;  $s.d._2=509131,777$ ;  $p < 0,0001$ ), in other words, the group co-variance matrices were not homogeneous. Hence, in the discrimination process, the 'quadratic discriminant analysis' was used.

In the discriminant analysis, Wilks' Lambda value was found as 0,275, and the Chi Square value related to this value was found to be 531,566, which is significant on  $p < 0,0001$  level. The discrimination equation obtained accordingly is valid, and on the basis of the model, interpretations and estimations can be made (Nakip, 2003: 472).

The structure- matrix was used in determining the best factors which helped distinguish the relatively highly-motivated clusters from the relatively lowly-motivated clusters. The structure-matrix lines up the variables by starting from the most powerful towards the weakest and accepts those, the explanatory power of which is over 30%, as valid, and those, the explanatory power of which is below that ratio, as invalid (Nakip, 2003: 473). According to the structure-matrix, the 'escape' factor best discriminates the highly-motivated group from the group with low motivation (88,7%), which is followed by 'socialization' by 34,3%. The discrimination powers of 'Novelty' (20.6%) and 'Family' (6,6%) factors are statistically insignificant.

The validity of the discriminant analysis is evaluated by taking into consideration the ratio of correct classification. Analysis showed that the correct-classification ratio was determined to be 96,6% (Table 6). It is ascertained that this ratio is greater than all the three ratios, when compared to equal chance (1/2: 0,50 or 25% more of this ratio; %62,5) criteria, when compared with the ratio of determined according to the maximum chance (the proportion of the cluster in which most of the observations were found; 259/416: 0,623), and when compared with the ratio of proportional chance criteria (the rate obtained by summing up the addition rates of the cluster sizes with their squares;  $(259/416)^2 + (157/416)^2 = 0,530$ ) (Nakip, 2003: 77-478). Therefore it may be concluded that discriminant analysis has validity.

**Table 6:** Classification Result of Discriminant Analysis

		Cluster	The Estimated Group Membership		Total
			Highly motivated cluster	Lowly motivated cluster	
<b>Original</b>	N	Highly motivated cluster	251	8	259
		Lowly motivated cluster	6	151	157
	%	Highly motivated cluster	96,9	3,1	100,0
		Lowly motivated cluster	3,8	96,2	100,0
96,6% of the original group cases was correctly classified.					

## **RESULT AND SUGGESTIONS**

The motivations of the participants of 2013 Mersin International Music Festival can be examined under 4 factors, which are 'novelty', 'socialization', 'escape', and 'family' factors. The participants can be said to attach importance to adding novelty into their lives by seeing and experiencing new and different thing. Separately, the event participants seem to desire to get socialized by gathering together either with their friends or with other people. Another aspect that triggers the motivations of festival participants is to escape from daily life as well as making changes in the activities performed in the routine life style and getting away from the hardships of life. Additionally, the participants also take part in the events so as to be together with their family members and perform activities with them.

In a study conducted by Uysal et al. (1993), the event motivations were examined, and the motivations of the participants were determined to have been comprised of the dimensions called escape, novelty, excitement, socialization and family.

In another study conducted by Mohr et al. (1993), on the other hand, the participants' motivations were, again, determined to be five-dimensional. In both of the studies, the dimensions of motivation were named in the same way (escape, novelty, excitement, socialization and family). When the literature was generally reviewed with respect to the participant's motivations, it was found that the participants' motivations were mostly composed of five or seven dimensions. Starting from these explanations, it can be stated that the motivations of those, who took part in Mersin International Music Festival, shows significant similarities to the those mentioned in the previously-conducted studies.

When an evaluation is made over the four factors of event motivations of participants, it follows that the most important motivation is the quest for novelty ( $\bar{x}$ : 4.1974). Secondly comes the motivation of getting together with family and experiencing something together with family members ( $\bar{x}$ : 3.4403). Escape relatively ranks the third place, whereas socialization ranks the fourth place. Therefore, it will be beneficial to increase the number of the innovative activities regarding novelty with regard to the event market.

According to the motivations of the participants of 2013 Mersin International Music Festival, the participants can be examined in two clusters as those with relatively high motivation level and those with relatively low motivation level. Significant correlations were determined between the cluster memberships and the educational levels of the participants; as well as the income group, the district resided in, the age group, automobile ownership and the status of living in a rented apartment. When the cluster membership and the educational level are taken into consideration, it can be said that more focus must be given on the graduates

with associate degree and bachelor's degree in the promotional activities of Mersin International Music Festival.

In terms of the income group, however, it can be emphasized that the audience whose monthly income is between 1001-2500 TL must definitely be taken into consideration while the concert ticket prices are arranged. On the other hand, it is required that an investigation be performed as to why those with high monthly income have relatively lower motivation, and that the participations of those with high socio-economic level be encouraged, as well. When the relationship between the age group and the cluster memberships is taken into consideration, it can be said that those aged between 30 and 49 must definitely be taken into account while determining the contents of the concerts.

When an evaluation is made in terms of the central districts of Mersin, it seems that there is the need to improve the promotional activities for the potential audience living in the districts of Yenisehir and Mezitli. Owing to the fact that the participants of 2013 Mersin International Music Festival consist of the individuals residing in the City of Mersin, the festival could not acquire an international identity; for this reason, it appears to be a regional, and even, a local event. First of all, importance must absolutely be attached to promotional activities, and the places where the event will be held must be selected more carefully, and it must also be targeted that the festival be allowed to acquire a national identity in the first place, and then an international identity, as well.

The relationships between cluster membership, automobile ownership and the status of living in a rented apartment have interesting implications. According to the findings, possessing a car is not a status that elevates motivation in terms of seeing the music festival. Thus, apart from the fact that the promotional activities can be focused on those owning no cars, the reason why those who own a car show less interest in the festival should also be scrutinized. On the other hand, similarly, it is possible to say that those living in rented apartments have higher motivational levels towards seeing Mersin International Music Festival. For this reason, one of the target audiences of promotional activities should be those living in rented apartments. The automobile and house ownership also refer to the upper groups in terms of the income group. It is seen that those owning automobiles or homes, along with those with high income levels, have lower motivational levels.

It was determined that the best factors that were formed according to the motivations of the participants of 2013 Mersin International Music Festival and that helped discriminate the clusters with relatively high motivation from those with relatively low motivation were "escape" (88,7%) and "socialization" (34,3%). Hence, while the promotional activities of the festival are being fulfilled, it is beneficial to send messages referring to the escape from a monotonous way of life and to spending enjoyable time with others.

Determining the expectations and their satisfaction levels of the participants gains importance in terms of more participants' involvement with the festival. When the factors motivating the participants have been determined, satisfaction after participation and re-participation as well as recommendations to others will be possible (Demir and Kozak, 2011: 20). Thus, when the dimensions called novelty, escape, socialization and family are taken into consideration, ensuring the satisfaction of the participants will allow for re-participation on their part, which, will then be the indicator to the success of the event in question

As in every research, this research has also some limitations. The major limitation involved was the difficulties experienced in acquiring applicants for the questionnaire after each concert. It is ideal to get the audiences to fill the questionnaire after seeing each concert. The reason why some difficulties were experienced in this matter was that some of the participants were reluctant and had hasty attitudes when the concert was over.

In our research, the convenience sampling technique was indispensably used in the face of almost the impossibility of creating a list of potential participants likely to see the concert. It may be recommended for future researches that the quota sampling should be preferred by taking into consideration at least the number of those with similar characteristics who see the concert, and also by taking into account other characteristics, as well, if any. Hence, the participation of those who see the concerts held within the scope of Mersin International Music Festival in the sample will have been ensured, and the representative capability as to the sampling population will have been improved. As for listing the audiences and even for creating an e-mail pool for the audience; the executive committee of the festival can be expected to make an effort in creating a database for the matter involved.

Another suggestion for future researches is to collect data regarding the event market by using qualitative methods as well as collecting data through the survey method. Through qualitative methods, more information will be gained as to the observations and views of the participants, as well.

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