

## **The festival motivation and its consequences: the case of the Fethiye International Culture and Art Festival, Turkey**

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### **Abstract**

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Festivals, as an innovative product, have become increasingly popular at various destinations. Although some researches have been conducted about festivals, few researches have been carried out with the aim of understanding the impacts of festival motivations on visitors' post-purchase behaviors. Therefore, this study aims to test a model of whether festival motivations impact on the post-purchase behavior of attendees of the Fethiye International Culture and Art Festival in Turkey. Based on the literature, five push and five pull motivation dimensions were determined. An on-site intercept survey was conducted and 388 items of data were gathered from the festival visitors. According to the structural equation model results, there is an interrelationship between festival motivations, satisfaction and word-of-mouth for attendees of a festival. The novelty is the strongest push motivation dimension that affects festival satisfaction, whereas atmosphere is the most effective pull dimension. The results are valuable to festival organizers in order to promote the attendees' word-of-mouth and thereby increase participation in the festivals, which leads to increased motivation and satisfaction. The practical and theoretical implications of the study results are discussed.

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**Keywords:** festival, festival motivation, visitor satisfaction, word of mouth, Fethiye

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## 1. Introduction

Tourists' travel preferences and experiences have been varied in recent times. This variety reflects their travel motivations and the types of experiences that make them more specifically selective. Tourists' changing demands have increased the competitiveness among destinations, especially in saturated marketplaces. Therefore, it is becoming difficult to increase numbers of foreign tourists in a particular destination. According to Lee, Petrick & Crompton (2007), tourism businesses need to develop effective methods to survive in areas of strong competition.

Yolal, Woo, Cetinel & Uysal (2012) asserted that destinations struggle to regenerate themselves by making use of their existing cultural assets. Event tourism, with festivals and gatherings, seem to answer the product diversification needs of destinations. Festivals are the events that are among the fastest growing segments of tourism in the world (Van Zyl, 2006). They are beneficial to both the attracted visitors and the communities that host them. According to Kim, Kim, Ruetzler & Taylor (2010), festivals offer specific times and places to visitors, and they can be enjoyed with family members. In the destination perspective, festivals are increasingly being used as instruments for boosting the local economy (Felsenstein & Fleischer, 2003), providing recreation opportunities (Lee, Lee & Wicks, 2004), improving the image of the host city (Grappi & Montanari, 2011), and as a travel attraction with unique features (Kim et al., 2010). Festivals are an important and strategic product in the increased competition area between different cities wishing to attract potential visitors (Grappi & Montanari, 2011).

Festivals as an innovative product have been used to attract more tourists. From the 1980s, (Getz, 2008), festivals as a special form of events have become more and more popular at destinations. Various festivals are also held in Turkey to publicise rich Anatolian culture. Some festivals aim to present products which have a strong economic element, some aim to present culture alone. In addition to this, culture festivals are more widely held in Anatolia.

It has been observed that festivals' economic impacts (Lee & Taylor, 2005; Scott, 2015; Chhabbra, Sills & Cubbage, 2003), destination branding (Lee & Arcodia, 2011; Lee & Lee, 2009), residents' attitudes and perceptions (Jeong & Faulkner, 1996) and visitors' motivations (Lee et al., 2004; Dewar, Meyer & Li, 2001; Yolal et al., 2012; Bayrak, 2011; Kruger, Saayman & Ellis, 2011) have been investigated by researchers.

Despite the studies done on the relationship between tourists' satisfaction and loyalty (Yoon & Uysal, 2005), limited researches have solely focused on the effects on festival satisfaction of word-of-mouth (WOM). Besides, few research have been conducted in Turkey (Bayrak, 2011; Yolal et al., 2012; Egresi & Kara, 2014) about visitors' experiences at the Fethiye International Culture and Art Festival. Therefore, this study aims to test whether motivational factors in attending a festival affect satisfaction and WOM in the context of the Fethiye International Culture and Art Festival in Muğla-Turkey. Thus, this study doesn't only help to understand and predict the festival attendees' post-purchase behaviour but can also help festival organizers' effective marketing strategies in targeting these visitors.

The study consists of four sections: the introduction is followed by the theoretical backgrounds underpinning the study that examines festivals' motivation dimensions, satisfaction, WOM and a hypothetical model. The second section illustrates the methodology of study. Thereafter the findings are presented, analysed and discussed. Finally, conclusions and recommendations for future studies are presented.

## **1. Literature review**

### **1.1. Festival motivation**

Tourist motivation, which is defined as a psychological stimulus able to determine the desire to travel (Mahika, 2011), has a vital role for both tourism researchers and practitioners. Why people travel and what they want to enjoy are always essential subjects for producing a good product and satisfying visitors. According to Snepenger, King, Marshall & Uysal (2006), tourists' motivations are useful in explaining people's behaviour, the vacation decision-making process, and satisfaction, and this has a critical role in marketing tourism experiences and designing and planning tourism destinations.

There are some motivation theories in the literature, claiming that motivation involves push and pull forces. Gnoth (1997) stated that push motivations are drive-based emotions, whereas pull motivations are drive-based cognitions. According to Yoon & Uysal (2005), the push motivations are about the tourists' desire and the pull motivations are related to the destination attributes. Motivations in attending a festival can also be subdivided into push and pull types.

The push motivations include the desire to escape, rest, enjoy relaxation, prestige, health and fitness. On the other hand, pull motivations are based on the attractiveness of festivals' attributes (Uysal & Jurowski, 1994). According to Van Zyl (2006), while push motivations refer to attendees' motivations to visit a festival internally, pull motivations are the actual features of a festival. The former is intangible and origin-related and the latter includes tangible attributes.

Understanding the motives of festival visitors helps to increase visitors' enjoyment and it makes it possible to attract and retain more visitors. Consequently, festival organizers can design future programs tailored to them (Dewar et al., 2001; Kitterlin & Yoo, 2014; Lee et al., 2004; Kim, 2014). Many studies in the literature have examined festival visitors' motivations. *Escape* is seen as a way of recovering equilibrium (Lee, 2000). Individuals want to move away from daily routine and stress in their life. From many researches it is evident that escape is one of the strongest push motivations to experience a festival (Uysal, Gahan & Martin, 1993; Lee, 2000; Dewar et al., 2001; Lee et al., 2004; Kruger et al., 2011; Bayrak, 2011; Yolal et al., 2012; Egresi & Kara, 2014). According to Lee (2000), *novelty* represents curiosity and adventure together (Uysal et al., 1993; Egresi & Kara, 2014; Yolal et al., 2012; Lee et al., 2004; Dewar et al., 2001; Lee, 2000; Uysal et al., 1993). *Socialization*, which is defined as the willingness to meet new people and to extend social contacts (Schofield & Thompson, 2007), is also one of the push motivations used in festival researches. A number of studies show that socialization is a remarkable dimension in attending a festival (Uysal et al., 1993; Schofield & Thompson, 2007; Uysal et al., 1993; Dewar et al., 2001; Lee et al., 2004; Bayrak, 2011; Yolal et al., 2012; Egresi & Kara, 2014; Ayazlar & Ayazlar, 2015). *Togetherness*, as a push motivation, provides and/or strengthens family/friendship ties (Lee, 2000). Several studies indicate togetherness as a salient dimension (Uysal et al., 1993; Lee, 2000; Dewar et al., 2001; Lee et al., 2004; Park, Reisinger & Kang, 2008; Schofield & Thompson, 2007; Egresi & Kara, 2014.) *Cultural exploration* is mentioned by many researchers, who contend that exploring new cultures is one of the most utilized push motivations; it means learning about new cultures via festivals. Some researches explain that cultural exploration is an important motivation dimension (Lee, 2000; Lee et al., 2004; Schofield & Thompson, 2007).

Some pull motivation dimensions that attract festival visitors can be mentioned. *Festival program* is a tangible factor that motivates visitors to attend a festival (Yan, Zhang & Li, 2012; Cole & Chancello, 2009; Yoon et al., 2010; Wu et al., 2014; Grappi & Montanari, 2011).

*Atmosphere* is also determined as an important pull motivation dimension in festival research (Carmichael, 2005; Lee et al., 2008). *Festival facilities, information and staff* are also among the most used pull motivations in festival research (Schneider & Backman, 1996; Chen, Lee & Lin, 2012; Yoon et al., 2010; Grappi & Montanari, 2011).

## 1.2. Visitor satisfaction

Visitor satisfaction is no doubt one of the most discussed concepts in marketing literature. It is also crucial for a successful tourism business (Yoon & Uysal, 2005). Because of the value of the information about it, satisfaction is a very important concept in tourism research (Baker & Crompton, 2000). Satisfaction helps to increase customer patronage, loyalty and retention. This enhances the number of tourists and helps the destination revenues in achieving economic goals (Wu, Wong & Cheng, 2014). Specifically, satisfaction is a fundamental concept that helps to evaluate the performance of a festival (Kim, 2014). The expectation/disconfirmation theory (Oliver, 1980), which is one of the most accepted satisfaction approaches, is used in this study. Accordingly, consumers compare pre-purchase expectations and post-purchase performance of goods or services. If the actual performance of goods or services match the expectations customers are satisfied, whereas when there is a difference between expectations and outcomes, disconfirmation occurs (Yüksel & Yüksel, 2008).

Alongside the numerous satisfaction studies on the tourism business (Yoon & Uysal, 2005; Anderson, 1998; Bigne, Sanchez & Sanchez, 2001; Casalo, Flavian & Guinaliu, 2008; Matos & Rossi, 2008), there are specific investigations researching satisfaction in festivals (Kim et al., 2010; Ayob & Said, 2010; Baker & Crompton, 2000; Bayrak, 2011; Grappi & Montanari, 2011; Schofield & Thompson, 2007; Yoon, Lee & Lee, 2010). It can be generally said from research that satisfaction has a positive effect on festivals and visitors' post-purchase behaviors. According to Fornell (1992), satisfied consumers tend to recommend goods or services to others.

## 1.3. Word-Of-Mouth (WOM)

WOM is one of the effective post-purchase behaviors in marketing. WOM is defined as an informal communication between consumers who are perceived as non-commercial individuals and receivers of goods or services (Söderlund, 1998; Matos & Rossi, 2008).

WOM refers to an evaluation of goods and services between private parties, rather than formal complaints to firms (Anderson, 1998). Because of the intangibility of service structure, interpersonal communications are vital for tourism businesses. A positive WOM can decrease the marketing expenditures and increase firm revenues, thanks to the attracted customers (Söderlund, 1998). It's also more effective than traditional marketing tools such as personal selling or advertisements (Gruen, Osmonbekov & Czaplewski, 2006). Some studies have claimed that WOM is an effective consequence of a purchase (Söderlund, 1998; Anderson, 1998; Babin, Lee, Kim & Griffin, 2005), while others have explained the attendees' festival WOM as well (Yoon et al., 2010; Chhabbra, Healy & Sills, 2003; Lee, Lee, Lee & Babin, 2008; Slack, Rowley & Coles, 2008). It can be generally said that WOM is an effective instrument to attract new visitors and sustain customer retention.

## **2. Research model and hypothesis development**

### **2.1. Relationship between festival motivations and satisfaction**

Festival motivations can be used as a precursor to festival satisfaction. According to previous studies, satisfaction is affected by travel motivation (Yoon & Uysal, 2005; Bigne et al., 2001; Baker & Crompton, 2000; Yoon et al., 2010). Understanding visitors' satisfaction can help to evaluate the festival performance. Some studies have noticed the association between motivation and satisfaction concepts. For example, Lee et al. (2004) explored that program content, staff service, festival facilities, information about festivals, food and souvenirs strongly affect the festival visitors' emotion and satisfaction. Yoon et al. (2010) indicated that festival programs, souvenirs, food, facilities and information service are major contributors that affect both satisfaction and loyalty. According to Uysal et al. (1993), novelty, socialization, escape, excitement/thrill and family togetherness are five reasons for attending a festival. Lee (2000) determined seven motivation dimensions, namely cultural exploration, known-group socialization, family togetherness, event attractions, escape, external group socialization and novelty. Therefore, this study posits the following hypothesis:

*H<sub>1</sub>: Internal motivations affect attendees' satisfaction.*

*H<sub>2</sub>: External motivations affect attendees' satisfaction.*

## 2.2. Relationship between satisfaction and WOM

Satisfaction should be examined to understand tourists' post-purchase behavior (Kim et al., 2010). Some studies have demonstrated that satisfaction affected visitors' loyalty, which involved WOM, repurchase intention, a willingness to pay more (Yoon & Uysal, 2005; Yoon et al., 2010) and a desire to tell friends and/or relatives (Yoon & Uysal, 2005). Babin et al. (2005) pointed out that increased satisfaction is associated with increased WOM. Customer satisfaction or dissatisfaction with consumption experience is generally regarded as an antecedent of WOM. It is widely held that satisfied customers will engage in WOM favorable to the firm (Anderson, 1998). Söderlund (1998) found that the relationship between customer satisfaction and WOM behaviour varies under different conditions. Satisfied festival visitors provide positive WOM to their family and friends that will translate into actual visitors (Chen et al., 2012).

According to Yan et al. (2012), customer satisfaction is a well-known concept that relates to future behaviour such as WOM, future purchase decisions and willingness to pay more. They stated that festival visitors' satisfaction affects their behavioral intentions. Yoon et al. (2010) investigated the linkages between quality, value, satisfaction and loyalty at the Punggi Ginseng Festival. According to the results, satisfaction positively affected festival loyalty, including positive WOM, recommendation to others; repurchase intention and high tolerance for price premium. According to Chhabra et al. (2003), heritage events get maximum publicity via WOM. A study investigating the decision-making process of people who attend a theatre festival by Slack et al. (2008) revealed that WOM is a significant concept throughout the attendees' decision-making process. Accumulated evidence has shown that satisfaction is associated with WOM. Therefore, this study posits the following hypothesis:

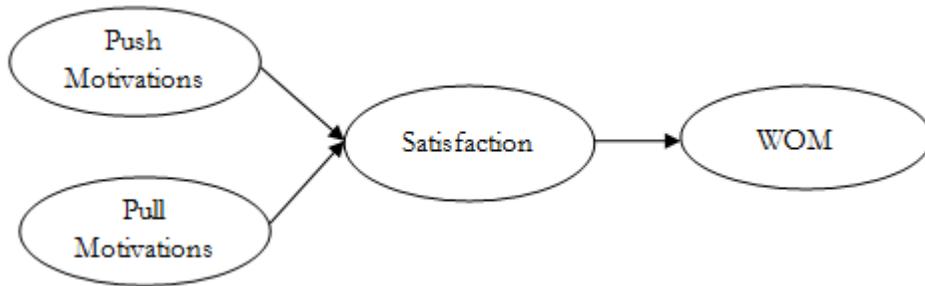
*H<sub>3</sub>: Satisfaction from attending a festival affects customer WOM behavior.*

Figure 1 depicts the hypothetical causal model framework of this study. The model, based on previous conceptual and empirical works, delineates the relationship among model variables. In this context, the aim of this study is twofold:

1. To identify the dimensions of internal and external motivations for visitors attending the Fethiye International Culture and Art Festival.

2. To examine the significant interrelationship between motivation, satisfaction and WOM in the behaviour of people attending a festival.

To achieve these objectives, a quantitative methodology, involving exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modelling (SEM) is employed.



**Figure.1 The proposed hypothetical model**

### 3. Methodology

A self-administrated questionnaire was designed to survey visitors' motivation, satisfaction and WOM at the Fethiye International Culture and Art Festival in Muğla. The questionnaire items were initially generated from a review of festival research pertaining to visitor motivation, satisfaction and WOM as follows: *Togetherness* (Lee et al., 2004; Yoon & Uysal, 2005, with eight items); *Socialization* (Lee et al., 2004; Yolal et al., 2012, with four items); *Escape* (Yolal et al., 2012; Lee et al., 2004; Lee, 2000, with four items); *Novelty* (Lee et al., 2004; Yolal et al., 2012, with six items); *Cultural Exploration* (Lee et al., 2004, with six items); *Program* (Chen et al., 2010; Yoon et al., 2010; Grappi & Montanari, 2011, with nine items); *Information* (Yoon et al., 2010, with two items); *Staff* (Grappi & Montanari, 2011; Chen et al., 2010, with seven items); *Facilities* (Chen et al., 2010; Grappi & Montanari, 2011, with five items); *Atmosphere* (Grappi & Montanari, 2011, with five items); *Satisfaction* (Yoon et al., 2010, with three items); *WOM* (Söderlund, 1998, with two items).

Respondents were asked to indicate how strongly they agreed or disagreed with each item on the scale. For this, a 5-point Likert type scale was used, ranging from 'strongly agree (1)' to 'strongly disagree (5)'. The questionnaire was prepared in both English and Turkish languages because of the attendees' nationalities at the Fethiye International Culture and Art Festival. A back-translation technique was used to ensure equivalence.

To check the validity, two scholars who had worked at Muğla University were asked to critique the proposed questionnaire. They were requested to clarify these items, and comment whether the items were appropriate for the Fethiye International Culture and Art Festival. As a result, minor changes were made. The survey population for this study was selected from a group of people who had attended at least one of the festivals. The sample is comprised of the Fethiye International Culture and Arts Festival's attendees. Primary data were gathered. The selected measuring items were pre-tested on a sample of 30 festival attendees. As a result of the pilot stage, some ambiguous items were deducted for clarity.

The survey was conducted at the 8th Fethiye International Culture and Art Festival, 14-17 May, 2015. Fethiye is one of the most attractive and well-known tourism destinations in Turkey. According to the Ministry of Culture and Tourism (2015), 557,293 tourists stayed overnight at Fethiye hotels in 2014. The Fethiye International Culture and Art Festival started in 2008 to meet the need for an art and culture festival in Fethiye. It is organized with the cooperation of the Fethiye municipality and FETAV (Fethiye Tourism Promotion Cultural Environment and Education Foundation). The festival includes literary, theatre, sculpture, picture, photography and short film activities. It also involves public protest meetings and conferences for local people. The festival is held annually and is staged over five days in May. Four research assistants, who were senior students, were trained to administer the survey. In total, 400 self-administered questionnaires were distributed and 388 usable questionnaires were obtained, representing a response rate of 97%.

#### **4. Results**

Frequency analysis was used to determine the attendees' demographic features. According to the results, the majority of the participants were female (54.1%). 52.3% of attendees had heard about the festival on social media and 82.7% came with their friends or family. Other findings are shown in Table 1. Exploratory factor analysis is used to reduce numerous items to make them more manageable (Yap & Khong, 2006). Accordingly, four constructs (push and pull motivation dimensions, satisfaction and WOM constructs) were measured with 61 items. The AMOS 20 Package Software Program was employed. According to Hair, Black, Babin & Anderson (2014a), factor loadings of .50 or greater are considered practically acceptable values. 61 items were calculated using varimax rotation and factor loadings with .50 and greater were used.

Differently from original push motivation items, 22 items with five dimensions were determined in this study. Likewise, 22 items with four dimensions contained pull motivation dimensions. Other constructs were remained unchanged.

**Table 1. Respondent Profile (N= 388)**

Demographic Variables	n	%	Demographic Variables	n	%
<i>Gender</i>			<i>Age</i>		
Female	210	54.1	Under 20	66	17.0
Male	178	45.9	21-39	188	48.5
<i>Education</i>			40-59	122	31.4
High school	176	45.4	60 and over	12	3.1
Associate's	102	26.3	<i>Marital status</i>		
Bachelor	83	21.4	Married	172	44.3
Master	27	7.0	Single	216	55.7
<i>Hear about festival</i>			<i>Travel times</i>		
Family/Friends	86	22.2	First time	169	43.6
Newspaper	27	6.9	Two and more	219	56.4
Radio/TV	26	6.7	<i>Attend with</i>		
Web site	46	11.9	Alone	67	17.3
Social media	203	52.3	Family/Friends	321	82.7

At the second stage, confirmatory factor analysis (CFA) was performed to test whether the collected data fitted the hypothetical model. Four constructs with 49 items were attained after EFA were tested by CFA. In this context, the fit indices were evaluated first in the study. There are various types of fit indices used in the literature. Hair et al. (2014a) categorises these fit indices into three: respectively, the absolute fit indices, incremental fit indices and parsimonious fit indices. It can be generally said that the closer variables are to 1 the greater fit the indices are, except RMSEA, because Hair et al. (2014a) report that RMSEA is between .03 and .08, with 95% confidence.

According to the fit indices' results, it was seen that some values were not perfect but acceptable in the proposed model, so the modification indices results were checked. In the direction of these values, some items were excluded and the fit indices were checked again. The regenerated model with four constructs and 24 items showed that all three types of goodness of fit indices were perfect (Table 2).

After evaluating the goodness of fit indices of the overall model, the reliability and validity of the constructs were analyzed. For reliability, Cronbach's Alpha and composite reliability values were checked, whereas average variance extracted (AVE) values were reviewed for validity of the model. In SEM, the accepted general limit of the Cronbach's Alpha is .70. As seen in Table 3, all items had a loading of .70 and higher. In addition to Cronbach's Alpha, composite reliability (CR) was also calculated to check the reliability of the constructs. According to Yap & Khong (2006), while general reliability measures the variables consistency in the data set, composite reliability measures the internal consistency of the construct. Hair, Hult, Ringle & Sarstedt (2014b) recommended that between .60 and .70, composite reliability values are acceptable as appropriate levels for exploratory researches. To check the discriminatory validity, AVE values are tested in the study. The minimum criterion for AVE is determined as .50 (Fornell & Larcker, 1981). Based on this knowledge, each of the constructs appears reliable and valid.

It is also analyzed whether a common method problem exists in the study. Common method bias is a general problem in behavioural researches because of the participants' social desirability and/or consistency motif, complex and uncertain items, measurement of time and place and so on. Measurement error endangers the validity of the constructs (Podsakoff, Mackenzie, Lee & Podsakoff, 2003). Various analysis techniques were used in this study. One of these analyses is Harman's single factor analysis, which is frequently used in social science researches. All 24 variables were entered into an exploratory factor analysis, using unrotated factor analysis for Harman's factor analysis. If a single factor emerges from the factor analysis and this one factor accounts for the majority (.50 and greater) of the covariance among the variables, it means that there is a common method problem (Mat Roni, 2014). In this study, one factor emerged after unrotated factor analysis, but this one factor didn't account for the majority of the variance, 38.258%. Bagozzi, Yi & Philips (1991) recommend another technique to test common method variance. According to this, the square roots of AVEs are .90 and lower values mean that there is no common method variance. Besides, the inner-constructs correlations must be lower than the square roots of AVEs (Kim, 2010). According to Table 4, there is no common method variance in this paper.

Table 2. Goodness of fit indices for the original and modifies measurement model (N=388)

	$\chi^2$	df	$\chi^2/df$	Absolute fit measures			Incremental fit measures			Parsimonious fit measures		
				GFI	RMR	RMSA	AGFI	NFI	PNFI	CFI	IFI	RFI
Original Model	4176.886 (p=.000)	1072	3.896	.711	.100	.087	.669	.762	.695	.811	.812	.739
Re-specified Model	448.102 (p=.000)	196	2.286	.917	.046	.058	.873	.931	.661	.960	.960	.903

Not: GFI: Goodness of Fit Index, RMR: Root Mean Square Residual, RMSA: Root Mean Square Error of Approximation, AGFI: Adjustment Goodness of Fit Index, NFI: Normed Fit Index, PNFI: Parsimony Normed Fit Index, CFI: Comparative Fit Index, IFI: Incremental Fit Index, RFI: Relative Fit Index

**Table 3. Overall CFA for the modified measurement model (N=388)**

Construct & indicators	Loadings	Cronbach's Alfa	CR (Composite Reliability)	AVE
<b>Staff</b>		.721	.736	.587
Knowledgeable	.861			
Quick response to requests	.658			
<b>Program</b>		.871	.863	.614
Well organized	.869			
Interesting	.806			
Funny	.748			
Wonderful	.700			
<b>Facilities</b>		.886	.892	.807
Available portable restrooms	.819			
Cleanliness	.971			
<b>Atmosphere</b>		.771	.775	.634
Intensify the festival essence	.844			
Comfortable	.745			
<b>Togetherness</b>		.920	.961	.853
Increase kinship	.930			
Do something with family	.917			
<b>Novelty</b>		.689	.703	.546
Seek adventure	.634			
Curiosity	.831			
<b>Cultural explanation</b>		.882	.885	.794
Enjoy arts and crafts	.933			
Experience local and foreign cultures	.847			
<b>Socialization</b>		.792	.798	.665
Meet new people from different places	.867			
Be with people who enjoy the same things to do	.760			
<b>Escape</b>		.902	.906	.829
Relieve boredom	.970			
Relieve daily stress	.847			
<b>Satisfaction</b>		.910	.911	.836
Happy	.890			
Satisfied	.938			
<b>Word of mouth</b>		.948	.949	.903
Say positive things	.972			
Recommend to other people	.928			

**Table 4. Latent Variable Correlation Matrix**

	ST	PR	FA	AT	TO	NO	CE	SO	ES	SA	WO
ST	<b>.766</b>										
PR	.559**	<b>.783</b>									
FA	.430**	.499**	<b>.898</b>								
AT	.529**	.600**	.447**	<b>.796</b>							
TO	.326**	.454**	.299**	.407**	<b>.923</b>						
NO	.425**	.559**	.336**	.499**	.332**	<b>.738</b>					
CE	.369**	.472**	.295**	.531**	.397**	.734**	<b>.891</b>				
SO	.232**	.340**	.087	.395**	.282**	.468**	.439**	<b>.815</b>			
ES	.192**	.250**	.123*	.362**	.337**	.323**	.327**	.609**	<b>.910</b>		
SA	.427**	.606**	.399**	.633**	.384**	.739**	.697**	.403**	.305**	<b>.914</b>	
WO	.347**	.516**	.252**	.488**	.292**	.693**	.639**	.351**	.262**	.750**	<b>.950</b>
$\bar{X}$	3.57	3.47	3.44	3.56	3.05	3.68	3.67	3.30	3.48	3.74	4.15
$\sigma$	.94	.87	1.01	.99	1.17	.92	1.03	1.14	1.07	1.02	1.01

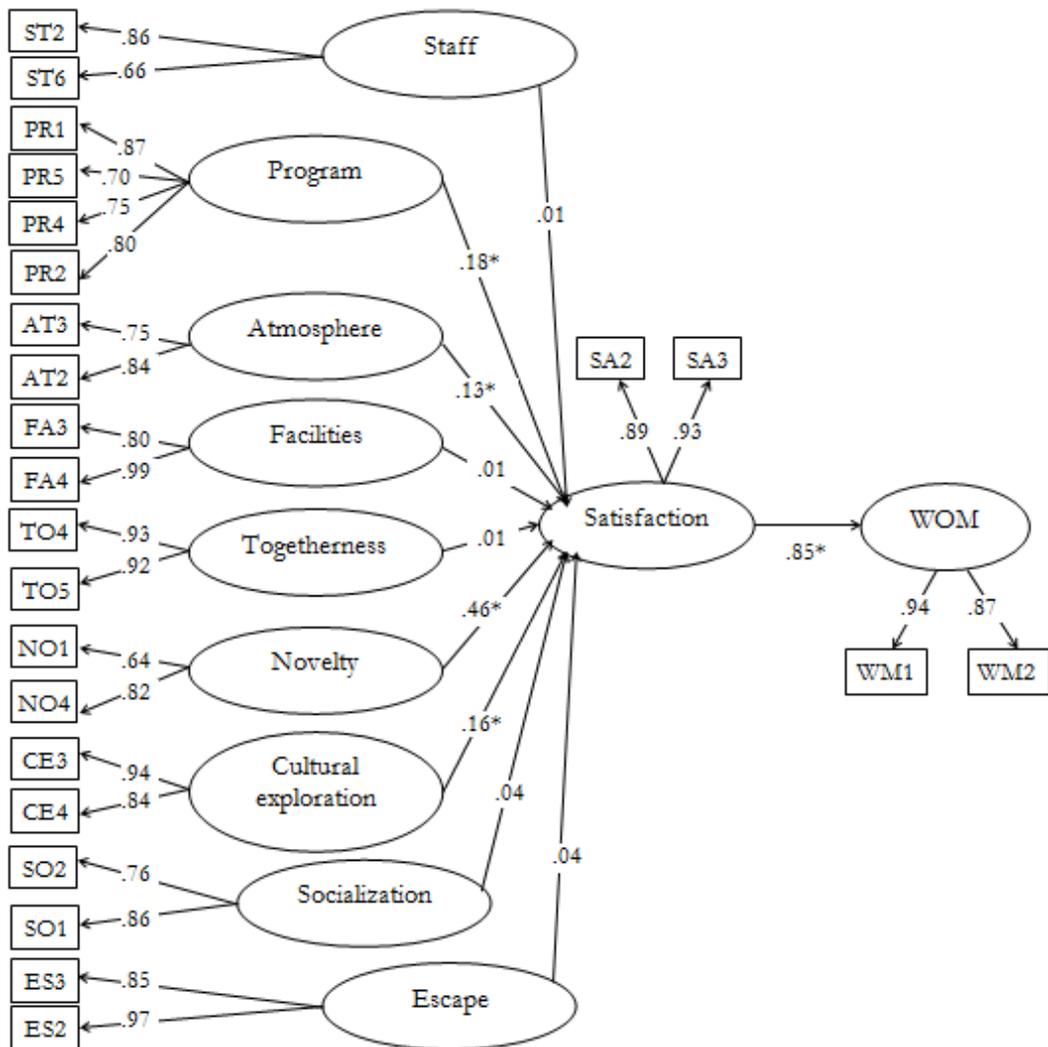
ST: staff; PR: program, FA: facilities, AT: atmosphere, TO: togetherness, NO: novelty, CE: cultural exploration, SO: socialization, ES: escape, SA: satisfaction, WO: word of mouth. : Arithmetic mean,  $\sigma$ : Standard deviation, \*\*p< .01, \*p< .05,  $\sqrt{AVE}$  is on the diagonal.

In the last stage, the relationships between the mentioned constructs in the proposed model were tested by using SEM. To evaluate the relationships, the rate of chi square ( $\chi^2$ ) and degree of freedom (df) values was used as the criterion. Some researchers agree that the  $\chi^2/df$  being lower than 3 is an acceptable level in SEM (Klem, 2000; Kline, 2005). The results show an acceptable degree of good fit to data:  $\chi^2 = 473.706$ ,  $df = 205$ ,  $\chi^2/df = 2.311$ ,  $RMSEA = .058$ . The results of SEM were summarised in Figure 2 and Table 5.

**Table 5. SEM results of the proposed model**

Hypothesis path	Estimates	S.E.	C.R.	p	Hypothesis testing
Staff → Satisfaction	-.004	.053	-.079	.937	Not supported
Program → Satisfaction	.184	.079	2.332	.020	Supported
Facilities → Satisfaction	-.001	.029	-.032	.975	Not supported
Atmosphere → Satisfaction	.128	.052	2.487	.013	Supported
Togetherness → Satisfaction	.007	.029	.246	.806	Not supported
Novelty → Satisfaction	.464	.118	3.945	***	Supported
Cultural exp. → Satisfaction	.155	.068	2.263	.024	Supported
Socialization → Satisfaction	.037	.054	.680	.497	Not supported
Escape → Satisfaction	-.042	.040	-1.045	.296	Not supported
Satisfaction → WOM	.850	.046	18.506	***	Supported

$\chi^2$ : 473.706;  $df$ : 205;  $\chi^2/df$ : 2.311;  $p$ : 0.000 (< 0.05);  $GFI$ : .913;  $RMR$ : .048;  $RMSEA$ : .058;  $AGFI$ : .872;  $NFI$ : .927;  $PNFI$ : .689;  $CFI$ : .957;  $IFI$ : .957;  $RFI$ : .902



\*CR>1,96, p<0.05 Internal dimensions: staff (ST), program (PR), atmosphere (AT), facilities (FA)  
 External dimensions: togetherness (TO), novelty (NO), cultural exploration (CE), socialization (SO),  
 escape (ES)

**Figure.2 Results of testing hypothetical model**

The SEM analyses revealed that two push motivations of the festival were predictors of satisfaction: novelty (CR: 3.945,  $p < 0,01$ ) and cultural exploration (CR: 2.263,  $p: .024$ ). Interestingly, the other three push motivations - togetherness, escape and socialization - weren't found to be similarly effective satisfaction determinants. Thus,  $H_1$  was partially supported. It can be said from findings that program (CR: 2.332,  $p: .020$ ) and atmosphere (CR: 2.487,  $p: .013$ ) are significant pull motivations that affect festival visitors' satisfaction, whereas festival facilities and staff are not related to satisfaction. Therefore,  $H_2$  was also partially accepted.  $H_3$  was supported in that there was a relationship between satisfaction and WOM at the festival (CR: 18.506,  $p < 0,01$ ).

## 5. Conclusion and Discussion

SEM analysis serves as a reliable and valid foundation for the proposed model in the current study. In other words, the proposed model, claiming an interrelationship among festival motivations, satisfaction and WOM in the study, is acceptable for the Fethiye International Culture and Art Festival. According to the results, festival visitors' satisfaction was induced by novelty (CR: 3.945,  $p < 0,01$ ) and cultural exploration (CR: 2.263,  $p: .024$ ) as push motivations and programs (CR: 2.332,  $p: .020$ ), and atmosphere (CR: 2.487,  $p: .013$ ) as a pull motivation. Push and pull motivations have a positive affect on festival visitors' satisfaction. Data analysis also centered a positive and significant relationship between festival satisfaction and WOM (CR: 18.506,  $p < 0,01$ ).

This study presents the importance of festival motivations to festival visitors' satisfaction and WOM. Festival motivations are closely linked to visitors' satisfaction in the literature. This study presents relatively new research in investigating the relationship between festival motivations and satisfaction at an international festival in Fethiye-Turkey. According to the findings, novelty and cultural exploration are strong push motivations of visitors' satisfaction. This result coincides with the previous researches. Lee et al. (2004) explored that cultural exploration, which explained the largest proportion of total variance, was the centre of the festival for the 2000 Kyongju World Culture Expo. Novelty is also an effective motivation dimension for festivals. The study results show that festival program and atmosphere are important indicators as pull motivations of festivals that positively affect visitors' satisfaction. This finding is consistent with previous studies.

For example, Yan et al. (2012) revealed that the programming quality of festivals has a positive effect on visitors' satisfaction. Cole & Chancellor (2009) noted that festival programs are effective elements in festival visitors' overall satisfaction. Yoon et al. (2010) indicated that the festival program, as part of the festival value, is positively associated with visitors' satisfaction. Lee et al. (2008) found that program content and festival atmosphere have a positive effect on festival satisfaction. According to Wu et al. (2014), the perception of festival quality, including the physical environment, positively influences visitor satisfaction. Carmichael (2005) indicated that festival perception is affected by atmosphere. Grappi & Montanari (2011) explored that the festival program has more effect than other festival cues on attendees' satisfaction. According to Prentice & Andersen (2003), atmosphere also has an effect on festival satisfaction through positive emotion.

This paper shows evidence that festival satisfaction is statistically associated with WOM. It seems that communication between visitors is linked to satisfaction. This finding overlaps with previous studies (Yoon et al., 2010; Chhabra et al., 2003; Lee et al., 2008; Slack et al., 2008), which pointed out that both concepts are contiguous. The present study provides important managerial implications for festival organizers. The results firstly provide indications as to what motivations are important in deciding to attend an international festival. In this way, festival organizers should mention these motivational dimensions in order to promote the festival and attract more visitors.

Among the motivational dimensions, novelty was found to be the most influential push factor, whereas atmosphere was the most effective pull factor in enhancing visitors' satisfaction. Festival organizers should recognize that people come to festivals to experience new things, so they should present new and different things from visitors' daily lives, such as new entertainment areas and activities. These new things should also correspond to the festival atmosphere. Festival organizers should also consider better design and management of the festival programs. These motivational dimensions will maximize the festival visitors' satisfaction both internally and externally. The results also show that festival visitors' satisfaction is strongly related to WOM. Therefore, festival organizers should notice that the more satisfied festival visitors are, the greater the WOM is. They can use the satisfied visitors as voluntary workers.

There are some limitations of this study. First of all, the data were gathered from a culture and art festival in Fethiye. For generalization of the proposed model, studies from different festival destinations need to be explored. This study's motivational dimensions might vary across different kinds of festivals. Researchers can focus on different festival types with the same motivational dimensions. The other motivational dimensions are needed to explore visitors' satisfaction in festival settings.

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