

# Motivations for sharing experiences at music festivals

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## **Motivations for sharing experiences at music festivals**

### **Abstract**

For Generation Z (born after 1995) tourism during the summer usually means visiting festivals (especially music festivals). The aim of the paper is to understand experience sharing in case of these festivals and what are the main motivations of sharing experience.

Based on the literature review a quantitative primary research was performed. The data was collected via online structured questionnaire, factor and cluster analysis were used to interpret the acquired data.

As a result three different groups of the Hungarian youngsters visiting music festivals were formed. For them sharing experience provides different values: some only create memories for themselves, some try to create valuable content that help others and some want to be a social media celebrity.

Knowing how these groups use social media to share experience and how they gather information before decision and travelling are key factors for the marketing managers to use an efficient communication method with each group.

**Keywords:** *customer motivations, festival tourism, generation Z*

**Track:** *Tourism marketing*

## **1. Introduction**

The relationship between festivals and tourism has a long history, but these events may have never been so popular within tourism as in recent years. Visiting a music festival has become a must-have summer program for Generation Y and Z. Events like these have significant economic, cultural, and social value for many stakeholders of the destination.

Scientific articles usually deal with the economical effect of these events but there are other impacts on the destination that are important to deal with. The experiences from the festivals are shared in the social media during and after the event. All of these feedbacks also provide information for future consumers.

The aim of the study is to analyze and have a literature review of the consumer process related to the festivals focusing on motivations to share experiences. Based on the secondary research, a primary research was conducted among Hungarian youngsters to measure motivations of sharing experience and to identify groups of visitors based on their main motivations with a quantitative questionnaire.

## **2. Literature review**

### *2.1 Defining music festivals in Hungary*

Today's travelers are not bound by the existing infrastructure, features and attractions of a city, but rather by the experience. Events and related experiences today have a decisive influence in tourism marketing. The goals of these are enchasing the mood of the people, providing them experience, let them escape from their everyday life (Hunyadi, Inkei and Szabó, 2006). Husz (2012) also emphasizes that tourist attractions become more attractive if we associate events and experiences with them. Morgan (2008) also provide almost similar definitions for events. The most important factors are: these emerge with a good idea, have cultural basis, these are carefully designed experiences where people get together and have particular duration and concept. Festival tourism is an increasingly popular feature of event tourism. Festivals can be interpreted as a series of events, it happens when people travel to a destination at the time of the festival to visit at least some of the events (O'Sullivan, Jackson, 2002). Because of their complexity, festivals “combine different cultures and genres, from which the audience and the cultural-artistic life can both win” (Hunyadi et al., 2006, p. 25). Thus, the visitor will receive a concentrated package of individual programs in a short period of time to help maximize utility.

There are several literature sources which have analyzed the habits of Hungarian youngsters about their music festival attendance (Kovács, 2009; Sija, Schauer mann, 2009). These sources can be used to define the target population of a questionnaire about music festivals in Hungary. On the basis of these sources it can be summarized that 1/3 of the Hungarian audience of the main Hungarian music festivals was under 20 years old, 3 out of 10 visitors 20-24 years old, only less than 20% of the visitors are aged 29 and over. (Kovács, 2009), which means the target population for an exploratory research should be generation Z.

## *2.2 Motivations for sharing experience and the consumer decision process of tourism*

For understanding the process of tourism and sharing experience the consumer decision process proposed by Keller and Kotler (2018) and the three part travel process (pre-, during, and post-trip, proposed by for example Choe et al., 2017) should be merged together. During pre-trip phase problem recognition, information gathering, alternative evaluation and decision happens about the destination (or the festival itself). After the decision and during the trip further information gathering appears about details of the trip. The post-purchase effect suggested by Keller and Kotler (2018) and its post-purchase dissonance can appear during the three phases of the travel process too.

Kang and Schuett (2013) states that user-generated travel information shared on social media is often considered a more reliable information than the ones provided by the organizations and private sector members. Wang and Fesenmaier (2004) found that online travel communities play important role in the users' social (e.g. communication, involvement), functional (e.g. information, efficiency) and hedonical (e.g. entertainment, enjoyment) needs. Munar and Jacobsen (2014) shows that users can have altruistic motivations too, like helping others, or wanting to prevent people from using bad products. For sharing travel experience Kang and Schuett (2013) found a moderate positive relation between using social media in travel planning and sharing actual experience of a trip and the usage of the social media and sharing experience on them. Munar and Jacobsen (2014) divides the motivations for sharing online tourism experiences into self-centered and community-related motivations. Munar and Jacobsen (2014) also shows that the most common role in online communities are "the lurkers", who read but never post.

Focusing on the post-trip phase and sharing of experience Rivera and Semrad (2018) point out that general satisfaction has a strong impact on how memorable the event is. Their research also shows that a moderately strong relationship can be found between the appearance of electronic Word-Of-Mouth and the memorable experience. This experience

sharing is closely related to the Zero moment of truth model by Lecinski (2011), which interprets the consumer purchasing decision process as a feedback loop. An important momentum after experiencing the product is the sharing of consumer experiences, which helps making the feedback and prepare the decision process for later consumers.

Xiang et al. (2015) shows the results of surveys from six consecutive years (2007 and 2012). They emphasize the significant increases for social network sites and photo and video sharing. For online travel planning activities according to the results the most significant increase is counted to watching videos, looking at comments/materials posted by travelers and reading travel-related blogs. This also means that the shared information by users play an important role in the decision process as Lecinski (2011) pointed out in his model. Thus, it is necessary to encourage consumers to share experiences by understanding their motivations.

There are a number of studies and articles about the tourists' behavior on social media, and also a number of studies showing results of the usage of social media during all phases of the travel process (Xiang, Gretzel, 2010; Kang, Schuett, 2013; Wang et al., 2014; Tussyadiah, 2015; Choe et al., 2017). Elements of Web 2.0, the so-called social media and websites based on user generated content (Facebook, Instagram, YouTube, TripAdvisor, Wikipedia) enable travelers to communicate with each other and create a more informal and intimate relationship with destinations, businesses, and other travelers of the world. Choe et al. (2017) states that the usage of social media in case of pre-, during and post-trip phase differ significantly based on the timing of the trip, the information needs, the context, the trip type and access to the internet. Based on this it is clear that although many studies deal with classical tourism experience and social media the usage of these websites and applications should be quite different for festival tourism which has special timing, is based on special needs and motivates rather the younger generations to travel and have experience in an other destination.

### **3. Research questions and methodology**

Based on the ZMOT model of Lecinski (2011) the lack of sharing their experience is an important problem of the feedback hook, because in the decision phase of the customer journey consumers usually use these previously shared memories to form their own attitude and preferences. To understand experience sharing and information gathering of younger generations in case of festivals a research question with two hypothesis were formed.

*RQ: What are the most important motivation factors in sharing experience, are they almost the same for everyone?*

For answering research question based on previous primary and secondary research different motivations were collected into statements. Based on Taneja et al. (2012) and Choe et al. (2017) there should be different strategies of using social media to share experience and these strategies have different motivations. The hypothesis are:

*H1: There are significant differences in motivation factors for the visitors, so different groups can be formed based on the motivations.*

*H2: Showing our happiness through our experiences as a self-expression are the most important factor for the majority.*

Based on the results of previous researches by the authors a questionnaire survey had been designed to collect information about the factors of experience for Generation Z regarding tourism generally, festival tourism and several specific festivals in Hungary. The survey also included questions about the motivations of sharing their experiences (16 statements). This questionnaire was part of an exploratory research for Hungarian festivals.

The questionnaire of motivations with 16 statements (using semantic scale) was conducted two times: in the autumn of 2017 and 2018. During the sampling period of time in 2017 572 and in 2018 844 valuable answer were received and analyzed. The target population was the members of Generation Z who live in Hungary and attended at least one music festival in the same year. Snowball sampling method was used to collect answers. Sampling was based on a homogeneous group, where members of Generation Z – mainly university students from Budapest and major Hungarian cities - were asked. The statistical evaluation was made with IBM SPSS v26 based on Hair et al. (2014).

#### **4. Results**

The basic demographics for the three years are shown in Table 1. Although the distribution of the age is not even because of the small range of the years for the exploratory research this distribution was accepted. For answering the research question in the questionnaire of 2017 and 2018 16 statements were created to understand the motivations of sharing experience online (see Table 2).

Principal factor analysis was conducted for the data of the 16 statements. Based on the scree plot and the variance explained four factors were formed and VARIMAX rotation was used to help interpretation. Table 3 shows the rotation matrix of the variables. Reliability is measured with Cronbach's alpha (CR) which indicates a higher reliability for all the

constructs. (67.65% of the variance is explained, KMO value is 0.920. Barlett's test of sphericity = 663.994  $p < .001$ . Overall mean = 2.479, CR = 0.902.)

Table 1: **Demographic data for the three years**

Year:	2017	2018	Year:	2017	2018
<b>Sex</b>			<b>Age</b>		
<b>Male</b>	50.9%	68.7%	<b>18</b>	11.0%	7.5%
<b>Female</b>	49.1%	31.3%	<b>19</b>	33.6%	21.0%
<b>Residency</b>			<b>20</b>	35.0%	30.0%
<b>Capital city</b>	47.7%	43.5%	<b>21</b>	8.9%	24.8%
<b>City</b>	12.9%	14.6%	<b>22</b>	6.8%	10.8%
<b>Town</b>	28.1%	28.6%	<b>23</b>	2.8%	3.5%
<b>Village</b>	10.5%	13.3%	<b>24</b>	1.4%	1.3%
			<b>25</b>	0.5%	1.1%

Source: Authors' own research

Table 2: **Statements for researching about motivations**

Code	Motivation statement
<b>MOTIV_01</b>	To show my friends and acquaintances how much I enjoy the festival
<b>MOTIV_02</b>	To show my friends that I am at the festival
<b>MOTIV_03</b>	To show others how great this party is
<b>MOTIV_04</b>	To show the world that I'm a real party-goer
<b>MOTIV_05</b>	I want others to see my perfect photos
<b>MOTIV_06</b>	To persuade my friends and acquaintances to go to the festival too
<b>MOTIV_07</b>	To motivate others to share their own festival experiences
<b>MOTIV_08</b>	Make a memory of the festival for myself, which will help to remember things
<b>MOTIV_09</b>	Collect more likes
<b>MOTIV_10</b>	Don't miss out because my friends post photos too
<b>MOTIV_11</b>	What we do not post on the Internet is as if it had never happened
<b>MOTIV_12</b>	Make people envy that I'm at the festival
<b>MOTIV_13</b>	Reading the comments for the post is just more fun
<b>MOTIV_14</b>	I would like to participate in a game, a raffle with the post, with a photo
<b>MOTIV_15</b>	By presenting negative experiences, I want to help others make the right choices
<b>MOTIV_16</b>	I'm just sharing a positive experience for others to see how good my life is

Source: Designed by the authors

Motivations belonging to the first factor are focusing on *self-expressions* suggesting that the user is rather extroverted. Trying to show only the good things to mislead the others and social media interactions belong also to this factor. The second factor is mainly about *creating valuable content everyone* which means they create real content. The third factor is about *influencing others* in their choice. This is only about influencing, and it is independent

from the value and the reality of the content. The fourth factor is about *investments into the future* like creating a content because it will be useful for others later or the user can use it to win in a competition.

Table 3: Factor loadings with VARIMAX rotation

	Self-expression on social media	Real experience for myself and others	To influence others	Investment for future
% of variation:	26.2%	19.37%	11.22%	10.87%
Eigenvalue:	4.192	3.099	1,795	1.739
Mean:	1.914	3.565	2.537	1.760
CR:	0.887	0.853	0.775	0.669
<b>MOTIV_10</b>	0.807			
<b>MOTIV_12</b>	0.800			
<b>MOTIV_11</b>	0.783			
<b>MOTIV_09</b>	0.776			
<b>MOTIV_04</b>	0.664			
<b>MOTIV_16</b>	0.650			
<b>MOTIV_08</b>		0,782		
<b>MOTIV_01</b>		0,753		
<b>MOTIV_03</b>		0,714		
<b>MOTIV_05</b>		0,706		
<b>MOTIV_02</b>		0,687		
<b>MOTIV_07</b>			0,826	
<b>MOTIV_06</b>			0,815	
<b>MOTIV_14</b>				0,838
<b>MOTIV_15</b>				0,769
<b>MOTIV_13</b>				0,467

Source: Authors' own research

Two factor cluster analysis by SPSS and scree plot suggested to create three clusters based on the sixteen statements. K-means clustering was used to create the groups. Table 4 shows the average values for each previously mentioned factor in the different clusters and the numbers of members in 2017 and 2018. There is significant ( $p < 0.01$ ) difference for all the 16 motivation variables (according to the Anova-test).

For “*Social media celebrities*” (Group C – around 20% of the whole sample) sharing experiences are really important. They try to maximize the effects in all four factors, these have the higher average for all of them. They are open to generate new content, even if they have to show a better life than reality. A significant part of the sample try to act like a real influencer.

For generating important and valuable content the authors suggest that we should trust the first cluster called “*Creators of real value for everyone*” (Group A – around half of the



users). They only had higher values for the motivations about helping others and creating real memories (these are almost as high as for Group C). These people play the most important role for the feedback loop of ZMOT model. A third group was also identified called “*creators of value for themselves*” (Group B – a little bit less than the half of the sample). According to the average values of the motivation the only one that was higher than 2 (using semantic scale of 1 to 7) was creating memories for themselves to watch them later to help remembering the experiences. They are not interested in sharing, helping others, getting social media interactions.

Table 4: Average values for the factors in case of the different clusters

Clusters:	Factors:			
	Self-expression on social media	Real experience for myself and others	To influence others	Investment for future
Creators of real value (Group A)	1,796	4,609	3,213	1,766
Creators of value for themselves (Group B)	1,161	2,128	1,507	1,314
Social media celebrities (Group C)	4,071	5,071	3,687	2,916

Source: Authors’ own research

Based on the results of k-means clustering and Table 4 H1 hypothesis is acceptable. Three groups of visitors could be identified whose motivations are different in several aspects according to the explanations above. For deciding about H2 hypothesis based on the *real experience for myself and others* factor (see Table 4) is the most important factor for all the three groups. Self-expression is mainly important for the “*social media celebrities*” group (C). Based on this H2 can be rejected.

## 5. Conclusions and limitations

Based on the results detailed in the previous section some important managerial implications can be formed. Three important groups with significant sizes could be formed of the social media users, that the marketers should pay attention.

The goal of the marketers is to have reliable user generated content because the sources of this type of content are relevant for the users generally in the information gathering phase. There is a great amount of visitors who are willing to *create valuable content for other persons too* (Group A). Reaching them with a successful marketing campaign, suggesting

them to create more valuable content and rewarding them for creating this content should be a vital part of the marketing strategy. There are visitors who are *not open yet to share memories online with others, but create valuable memories (Group B)*. They should be convinced to share their memories with others too, they have to understand the importance of these contents. Those *who would like to be celebrities (Group C)* are rather interested in creating a shiny self-image. They should be convinced that social presence is not as important as showing the valuable content and they should be converted to members of Group A.

This study is limited to the Hungarian attendants of music in Hungary, so the findings should not be generalized to other types of festivals like gastronomy or classical music festivals. Further studies should be conducted on different types of events and the results should be compared. This study focuses on the target market of Hungarian music festivals (mainly generation Z). Further studies should pay more attention on other generations and those results should be also compared to these. Further research could investigate the decision factors of a festival and satisfaction and the effects on motivations and sharing behavior. Also for creating successful marketing campaigns in this area of services connections with the 7P model and other relevant models should be investigated.

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