



ISSN : 2350-0743

www.ijramr.com



International Journal of Recent Advances in Multidisciplinary Research

Vol. 02, Issue 10, pp.0879-0886, October, 2015

RESEARCH ARTICLE

AN INFLUENCE OF FESTIVAL VISITORS' MOTIVES AND SATISFACTION FOR THE LOCAL FESTIVAL ACTIVATION

***Jin-Sik Park**

Department of Broadcasting and Visual Art, Joong-bu University, Chungnam 312-702, Korea

ARTICLE INFO

Article History:

Received 09th July 2015

Received in revised form

17th August, 2015

Accepted 13th September, 2015

Published online 31st October, 2015

Keywords:

User Motivation,
Satisfaction,
Festival Visitor,
Local Festival.

ABSTRACT

The objective of this study measured the level of satisfaction of festival participants through the festival visitors' consideration. In other words, this study wanted to find out how the visitors' considerable factors from the festival participation affect the satisfaction. This study was performed during the festival period (for 24days starting April 24, 2015) in order to analysis about the participational visitors' motivation and satisfaction of Gwangju Royal Ceramics Festival. A total of 400 questionnaires were collected from respondents considering their demographic factors such as sex, age, education, income, job and character during the festival period. The considerable factors were the 7-point scale of the interest, show, mood, escape, diversion, leisure and interact on the festival visitors' considerable factors setting. For this, this study made use of multiple regression analysis. First, the 'enter' method generated a significant influence through four variables (the interest, show, escape and diversion of seven items) on the festival visitors' satisfaction..

INTRODUCTION

Have you ever thought that you take the motivations into consideration when you wanted to participate in festival? Especially, the traditional festivals were a hometown, a meaningful folk festival of a communal sense and local homogeneity to confirm. The traditional festival was a developed festival which base on the folk life and culture according to the festival form, propose, location, season and visitors' sex. But the modern festival is tending to approach other point of view such as the festival event, industry, employee, mass entertainment, special event and national event of a modern style on the transition. In this point of view, the festival is increasing and changing the festival character through that festival could activate for an inducement of the tourists or the activity of the local economics, and the important of the cultural, industrial festival events and communication with the local people. Specially, the local festival has activating the local culture through the succession and interaction of the cultures, arts and the satisfaction of the local people. This local festival has meanings which had connected with the direct relationship of the local history and tradition. Festival is to describe that festival is the special event for expression of a congregative sense of belonging at a place or group because festival provides the making function and social interaction of the opportunity to share history, and custom, ideology of the local (Ekman, 1999). Especially, festival has its own characteristic of the event for commemoration not only local traditional cultural inheritance but also history and culture, and has important meaning of

mass communication for transmit special meaning to the festival participants (Goldbatt and Nelson, 2001). Therefore, it is to help research the local festival studies. In spite of their view point, Ministry of Culture, Sports and Tourism in Korea have to make the continuous efforts which are field evaluation, to improve festival detailed program and drawing characteristics from the festival. According to Ministry of Culture, Sports and Tourism in Korea (2014), the department of Culture and Tourism has been in force a policy of culture sightseeing promotion since 1995. The number of total festival was five hundred fifty-five cases, and held by the policy in 2014. The local festivals included to support resources from government, to patronize or to hold under the superintendence of a local government, to hold from a private organization and to designate from Ministry of Culture, Sports and Tourism in Korea.

Above all, this study focused on Gwangju Royal Ceramics Festival which is one of the culture sightseeing art festivals (culture-sightseeing, specialty, culture-art and general festival). Gwangju, GyeongGido in Korea is a great place for production of ceramics products since 1392 (the Joseon Dynasty period). A ceramics history of Gwangju is a historied local in Korea. The place provided bowls and dishes to royal family, and was place of ceramics production. Also, the area has three hundred twenty kiln sites, and discovered the relics. This study verified that a visit motivation of festival participants' consideration which performed to find out how the consideration of a participation motivation affected a visitors' satisfaction in Gwangju Royal Ceramics Festival. This study confirms a motivation of Gwangju Royal Ceramics Festival visitors, and creates a new momentum for the activation of local community economic in Korea which is to lure participants and to supply the development of that festival after this.

***Corresponding author: Jin-Sik Park**

Department of Broadcasting and Visual Art, Joong-bu University,
Chungnam 312-702, Korea

Theoretical Background

Festival attendance motivation

The studies (Jang, Byeong-Soo and Lee, Jung-Eun., 2008; Sung Soo Kim., 2011; Sohn, H. K and S, D. H., 2008; Lee, Hoon and Deborah L. Kerstetter., 1997; Jang and Kim., 2007; Ko, Dong-Woo., 2005; B. H. Schmitt., 1999; Hyun Seon Seong and Jae Kook Lim., 2008; Zyl, C. Van., 2002) on the festival visitors' motivation and satisfaction has related with the motivation of tourism, and recognized to the influence of the important variables. Many researchers' studies are utilized the motivation variables or the pursuit of convenience for the market segmentation studies of the participational festival (Chang, Byung-Soo and Jung-Eun Lee., 2008; Seung-Su Kim., 2012). A motive is an internal factor that arouses, directs, and integrates a person's behavior (Iso-Ahola, 1980), and states that motivation is a state of need, a condition that exerts a 'push' on the individual towards certain types of action that are seen as likely to bring satisfaction (Moutinho, 1987).

It is important to invest effort in researching about the motives of the festival visitors because that is role played by the research to enhance the design of the festival, believing that identifying the needs of the visitors and providing them as services during the festival satisfies the visitors, and has the close relationship between motives and satisfaction since the visitors are satisfied when the event meets their expectations and motives, and the motives is an essential issue in understanding the visitor's decision making process (Crompton and McKay, 1997). Many studies (Dodd et al. 2006, Formica and Uysal 1998, Gelder and Robinson 2009, McDowall 2010, Zyl, C. Van., 2002) try to explore the different motives of the festival visitors. Jang, Byeong-Soo and Lee, Jung-Eun (2008) analyzed the relationship visit motivation, satisfaction and regional effects in focuses on the 6th MirYang Play Summer festival. They utilized the motivation variables (interest, inspection, experience, consonant, strengthening the ties, child education, leisure, tours) of the festival. Sohn, Haekyung and Sohn, Dehyun (2008) their study was to examine whether there were any differences on participation motivation and the level of satisfaction of festival participants between local residents and tourists.

It also surveys whether participants' motivation influenced on the level of satisfaction of festival participants. The result showed that the 6 motivation factors, 'festival attraction', 'social activities', 'escape from daily life', and 'experiencing the pottery' raised the level of satisfaction of festival participants, and among the 4 factors 'festival attraction' had the strongest effect on satisfaction. Lee, Hoon and Deborah L. Kerstetter (1997) analyzed to investigate the motivations, evaluation, and overall satisfaction of individuals attending a regional arts festival and whether they differed with respect to residence. Their study showed that residents differed from non-residents in the percentage they allocated to four of six motivations, and suggested that managers of events such as festivals need to recognize differences in their visitors. Also, Yanglae Jang and Hae-Young Kim (2007) their study was to examine festival visit motivation, satisfaction, loyalty the differences between festival local residents and visitors at the Jun Nam Yeosu-city of Geobuksun of festival. They found out that festival visitor's motivation were composed of five factors (a new and escape, exciting and enjoy, socialization, family togetherness, local culture understand) and satisfaction were event program and service, convenience facilities, enjoy, shopping and food, transportation, and local residents were found satisfied with the interesting and enjoy. Ko, Dong-Woo (2005) was purposed to identify the validity of a recently suggested variable (self-consensus), inferred brand's attitude (pseudo construct) to the consumer behavior. This study showed the important facts that the concept and measurement scale of brand personification, i.e., personification of destination, is valid and meaningful, and the variable of the brand attitude about the consumer behavior (Lee *et al.*, 2004) was not useful for the structural model. The fact was identified that the past experience to the destination was moderating between the personification and post attitude. Crompton and McKay (1997) and Iso-Ahola (1982) interpreted the important behavior variables of the festival participating motivation. The variables are based on the visitors' behaviors which have no objection to the accelerated behavior of festival visit (Kim, Seung-Soo, 2011). Hyun Seon Seong and Jae Kook Lim (2008) analyzed the service quality (experimental, physical, on-process) of local festival influenced visitors' pleasure and satisfaction partially that pleasure significantly influences on satisfaction and pleasure and satisfaction on

Table 1. The precedent studies on the visitors' motive to participate in the festival

A researcher	Measurement Variables	Variable name
Sohn, Haekyung & Sohn, Dehyun (2008)	6	festival attraction/ family/ social activities/ escape from daily life/ experiencing the pottery/ tradition
Yanglae Jang & Hae-Young Kim (2007)	5	new and escape/ exciting and enjoy/ socialization/ family togetherness/ local culture understanding
Hyun Seon Seong and Jae Kook Lim (2008)	5	fun/ sociality/ regionality/ escape/ kindness
Lee, Choong-Ki and Lee, Tae-Hee (2000)	5	experiencing the culture/ experiencing the novelty/ family friendly/ escape from daily life/ sociality
Jang, Byeong-Soo and Lee, Jung-Eun (2008)	8	Interest/ inspection/ experience/ consonant/ strengthening the ties/ child education/ leisure/ tours
Lee, Hoon and Deborah L. Kerstetter (1997)	6	buying/ interesting/ visiting with friend/ watching and playing art/ do different things/ et cetera
Crompton and McKay (1997)	6	exploration of culture/ novelty and reminiscence/ recovering balance/ communication with acquaintance group/ sociality with outsider/ socialization
Formica & Uysal (1996)	5	excitement and thrill/ sociality/ entertainment/ event curiousness/ family friendship
Zyl, Cina. Van. (2002)	9	The push factors (escape/ event excitement or novelty/ socialization/ family togetherness/ community pride/ self-esteem), the pull factors (entertainment/ food and beverages/ transport)

behavioral intention by the five factors of cheerful, sociality, local color, deviation and kindness. Lee, Choong-Ki and Lee, Tae-Hee (2000) analyzed the motivation of visitors attending, to segment the festival market and to examine any significant differences between segments with respect to demographic and trip variables from thirty-two motivational items. They utilized the culture, marvel, family, escape and sociality. Zyl, Cina. Van. (2002), the research presented to consider and understand the needs of the local residents in the host community, since various authors have indicated that these residents play a pivotal role in the sustainability of a festival, and utilized the push factors (escape, event excitement or novelty, socialization, family togetherness, community pride, self-esteem) and the pull factors (entertainment, food and beverages, transport).

The festival satisfaction

The satisfaction of local festival visitors is dealt with by the consumer behavior study of a festival return visit because the satisfaction is reflected in the festival return visit. This satisfaction could be important in the visitors' festival return visit attitude (Ko, Dong-Woo, 2005). Lee, Jun-Hyuk and Lee, Jun-Hyuk. (2001) found the underlying factors of festival images (Kyongju World Culture EXPO 2000) through various types of literature reviews. Those were amusing factor, cultural and historical factor, information factor, were revealed to have very strong relationship with the overall satisfaction of festival visitors. Jang Kyoung-Su (2005) found out festival service quality, the relationships among the service quality, visitors' satisfaction and behavior intention with festival contents, site maintenance, and information and convenience facilities.

The result has a positive influence on visitors' behavior intention. Also, Kim Duk-Kyung, Choi Young-Joon, Yoon Jung-Eob. (2004) presented that tourists are trying to determine an appropriate location to visit when they have decision-making process visit location, and could be used as an effective marketing tool. It affects not only revisits by tourists, but also visits by their friends or neighbors. And this study analyzed how prior image Japanese tourists had of Busan in Korea affected their behavior in terms of motives for visits which the prior image a tourist has of a sightseeing location varies in influence depending on the tourist's intent or motive for travel.

Sohndehyun and Park Sang-Hyeon (2000) analyzed that a number of sources have addressed the growth, impacts, planning, and marketing of events, and has been studied the motivation of community festivals on mega-event (1999 Kwongwon International Travel Expo) motivation and its related satisfaction. The mega-event visitors are more interested in event itself than common community festivals whose top motivations are mostly escape, local culture, nature appreciation, and socialization. Cho Tae-Young and Seo Tai-Yang (2008) found which factors of the festival environment cue, as Kyungju World Cultural Expo, and to affect the visitors' satisfaction and loyalty. The visitors' festival satisfaction in image and satisfaction in tourism which affected the loyalty of the visitors, and found out that the factors (satisfaction in festival and tourism) were critical in making possible the re-visitation and information transfer through the mouth of the tourists. In the study of Kim, Si-Joong and Jung, Kyoung-Suk (2008) which was investigated the satisfaction and revisit intention of Muju Firefly Festival visitors in Korea, the satisfaction and revisit intention based on the factor of uniqueness of festival, festival spirit and educational impact, traditionalism of festival between emotional image group and cognitive image group.

The empirically study of Pizam, A., Neumann, Y. & Reichel, A. (1978) identified eight factors of tourist satisfaction with Cape Cod, Massachusetts (USA) as a tourist destination area, and it suggested the means to measure them which factors of tourist satisfaction were beach opportunities, cost, hospitality, eating and drinking facilities, accommodation facilities, environment, and extent of commercialization. Lounsbury, John W. and Polik, Jeffrey and, (1992) had been modified Beard and Ragheb's (1983) Leisure Motivation Scale to measure expressed needs prior to a vacation and met needs following a vacation in the social, intellectual, competence mastery, and stimulus avoidance. These results were significantly and positively related to vacation satisfaction but social needs was negatively related to vacation satisfaction. This study varies depending on men and women needs. Glenn Ross. (1993) analyzed the backpacker visitors to the Wet Tropics region of Northern Australia were examined in conjunction with enjoyment expectations, preferences for the company of other tourist and negative experiences encountered while at the destination through Levels of Maslows (1954) hierarchy of

Table 2. The precedent studies on the visitors' satisfaction to participate in the festival

A researcher	Adopted Variables	Variable name
Lounsbury, John W. & Polik, Jeffrey R. (1992).	4	social/ intellectual/ competence mastery/ stimulus avoidance
Pizam, Neumann & Reichel. (1978)	8	destination area/ beach opportunities/ cost/ hospitality/ eating and drinking facilities/ accommodation facilities/ environment/ extent of commercialization.
Glenn F. Ross. (1993).	2	positive motivators (friendship, relationships)/ negative motivators (accommodation, food and drink)
Bigne, J. E., Sanchez, M. I., and Sanchez, J. (2001).	2	revisits / recommendation intention
Kim Duk-Kyung, Choi Young-Joon, Yoon Jung-Eob. (2004)	2	physical environment image/ image based on tourism
Jang Kyoung-Su. (2005)	3	festival contents/ site maintenance/ information and convenience facilities
Sohndehyun and Park Sang-Hyeon. (2000)	7	local characteristics/ curiosity/ education and information/ escape and new/ novelty/ family/ socialization and fun.
Cho Tae-Young & Seo Tai-Yang. (2008)	3	festival/ image/ tourism
Hui et al. (2007)	1	recommendation intention
Jang, S. and Feng, R. (2007)	1	revisits
Kim, Si-Joong and Jung, Kyoung-Suk. (2008)	2	emotional image/ cognitive image
Lee, Jun-Hyuk and Lee, Jun-Hyuk. (2001).	3	amusing factor/ cultural and historical factor/ information factor

needs motivations (positive and negative motivations which were friendships, relationships, personal fulfillment and accommodation, food, drink). According to a literature review on satisfaction, that familiarity with the visitors' destination gives a satisfaction with visiting festival. The socio-demographic contours and the motivations of visitors are potential determinants of visitors' revisits to participate.

Methodology

Research design

This study was presented that the festival participational visitors' variables of consideration have influence on the festival satisfaction as follow Figure 1.

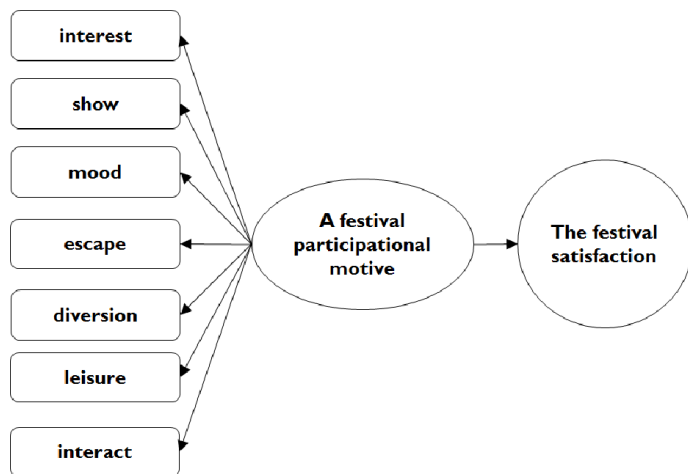


Figure 1. Research design

Research problem 1: How does a festival participational motive influence on the festival satisfaction?

Research problem 2: What a participational motive factor expect to bring the influential effects to the festival satisfaction?

Research design and methods

The present study was conducted to verify the research hypothesis, a survey of users through available sampling 20-30s' apps applications such as in Seoul, South Korea three local governments. The survey was conducted from 1 September 2015 until 30 September, the collected questionnaires, except the insincere respondents 86 copies of the 700 copies and 614 copies were used in the analysis.

Definition variables

A concept of the research presented the operant definition and measuring variable as Table 3. The measuring variable measures Likert scale of the 7-point (1=Strongly disagree, 2=Disagree, 3=Slightly disagree, 4=Neutral, 5=Agree, 6=Slightly agree, 7=Strongly agree).

Questionnaire design

The measure items of this study for the questionnaire configuration was composed of fifth-three items, the factors to consider were seven questions, the level of satisfaction of festival participants were three, and the demographic factors were eight. That question configurations had recast the evaluation items of preceding research date, Gwangju Royal Ceramic Festival and Ministry of Culture, Sports and Tourism.

Table 3. The measuring variable items

Contents	Strongly disagree	Disagree	Slightly disagree	Neutral	Agree	Slightly agree	Strongly agree
It is so exciting and interesting	1	2	3	4	5	6	7
There are so many thing to show and experience	1	2	3	4	5	6	7
For enjoy the festival mood	1	2	3	4	5	6	7
For escape from daily life	1	2	3	4	5	6	7
For a change of pace and solution to stress	1	2	3	4	5	6	7
Have a time with family, friend and lover	1	2	3	4	5	6	7
For interaction with other persons	1	2	3	4	5	6	7

*This measuring variable of festival visitor questionnaire was re-designed by the measuring variables of the Ministry of Culture and Tourism questionnaire guide in Korea (2013).

Table 4. Respondents' demographic characteristics

Variables	Category	Frequency	Percentage (%)
Sex	Male	132	19.6
	Female	266	39.4
Age	Under 20s	9	1.3
	20s	50	7.4
	30s	87	12.9
	40s	116	17.2
	50 or older	136	20.1
Occupation	Agriculture/fisheries/forestry	1	.1
	Manufacturing	13	1.9
	Service	19	2.8
	Functionary	17	2.5
	Self-employed	55	8.1
	Professional	40	5.9
	Employee	80	11.9
	Housewife	104	15.4
	Student	37	5.5
	Unemployed	8	1.2
Others	24	3.6	

Sample selection and research method

This study was performed during the festival period (for 24days starting April 24, 2015) in order to analysis about the participational visitors' motivation and satisfaction of Gwangju Royal Ceramic Festival. A total of 400 questionnaires were collected from respondents considering their demographic factors such as sex, age, education, income, job and character during the festival period. Among them, 2 poorly responded questionnaires were set aside. Then, 398 copies were used as effective samples. Their answers on each question were analyzed using the 7-point Likert scale, used SPSS PC+ 22.0, and performed frequency analysis for analysis of the characteristics of samples and multiple regression analysis for the independent variables expect to bring the influential effects to the dependent variable.

Table 5. Respondents' demographic characteristics

Variables	Category	Frequency	Percentage (%)
Education	Middle school	13	1.9
	High school	115	17.0
	Undergraduate	32	4.7
	Graduate	216	32.0
	Postgraduate	22	3.3
Income	Under 20 million	66	9.8
	20~30 million	89	13.2
	30~40 million	108	16.0
	40~50 million	47	7.0
	50~60 million	37	5.5
	Over 60 million	51	7.6
Marriage	Married	271	68.1
	Single	127	31.9
Character	Lead-type	82	12.1
	Expression-type	126	18.7
	Friendship-type	149	22.1
	Analysis-type	41	6.1

RESULTS AND DISCUSSION

Respondents' demographics

The survey was carried out in April of this year for twenty-four days with a random sample of 398 adults visiting in the festival, and in terms of sampling, random sampling and quota sampling were performed through analysis on the 7-point Likert scale. The survey respondents of this study were women (39.4%) and men (19.6%) as shown in the Table 2 below. Among them, 50s (20.1%) were greater than other ages (40s: 17.2%, 30s: 12.9%, 20s: 7.4%, under 20s: 1.3%). Occupations were agriculture/fisheries/animal husbandry/ forestry (0.1%), manufacturing (1.9%), service (2.8%), functionary (2.5%), self-employed (8.1%), professional (5.9%), employee (11.9%), housewife (15.4%), student (5.5%), unemployed (1.2%) and others (3.6%).

Education were middle school (1.9%), high school (17.0%), undergraduate (4.7%), graduate (32.0%) and postgraduate (3.3%). An annual income were under 20 million won (9.8%), 20~30 million won (13.2%), 30~40 million won (16.0%), 40~50 million won (7.0%), 50~60 million won (5.5%) and 60 million won over (7.6%). The marital status were married (68.1%) and single (31.9%). Finally, the festival visitors' characters were lead-type (12.1%), expression-type (18.7%), friendship-type (22.1%) and analysis-type (6.1%). The

respondents' demographic characteristics are as follows Table 4 and 5.

Data preparation and analysis procedures

The consideration levels (independent variables) of the festival visitors about the festival satisfaction have been analyzed under the following categories for the relative contributions of 7 independent variables; interest, show, mood, escape, diversion, leisure and interact. And concretely, this study utilized Multiple Regression Analysis and 7-point Likert scale.

Table 6. Multiple Regression enter analysis for the festival visitors (n=398)

Independent variables	Regression coefficient(B)	Standardized coefficient(β-weight)	t-value
The constant	1.46		5.91*
Interest	.35	.36	5.42*
Show	.15	.16	2.29**
Mood	.12	.12	1.85
Escape	-.17	-.18	-2.59**
Diversion	.14	.14	2.08**
Leisure	.05	.06	1.02
Interact	.01	.01	.15

Note: p<0.01*, p<0.05** R² = .36 F (7, 390) = 31.91*
Standard Error of Estimate = 1.21

According to Table 6, a dependent variable explanation power (R²) with the seven independent variables including the dependent variable appeared on 36%. In other words, 36% of the satisfaction explains the independent variables, but 64% of the rest did not explain. F-value is 31.91, the degrees of freedom (7, 396), and statistical significance has given confidence level at the 95% reliability level. Observed from the t-value, each independent variable was interest (5.42), show (2.29), mood (1.85), escape (-2.59), diversion (2.08), leisure (1.02) and interact (.15). The four independent variables of interest, show, escape and diversion appeared to have an influence meaning at the 95% reliability level. In other words, among the participation considering items of the festival visitors, that regression coefficient (B) was interest (.35), show (.15), escape (-.17) and diversion (.14), and standardized regression coefficient (β-weight) was interest (.36), show (.16), escape (-.18) and diversion (.14). The interest (.35, .36, and 5.42) had the high explanation power. Then came show, diversion and escape in that order. Standard error of estimate (SEE: 1.21) which is standard error in the estimation processes of an independent variable expectation value with the regression equation. It is a meaning that the actual value about 36% is contained within the rage of ±1.21 between the independent variables forecast values.

Consequently, studies show that seven items with seven-point scale could foresee the festival visitors' satisfaction and the relative level of contribution. There through, the interest, show, escape, diversion of seven independent variables had an impact on the result. That is relation of the interest, show, escape and diversion of the satisfaction, the seven-point scale of measurement items were strongly disagree-1point, disagree-2point, slightly disagree-3point, neutral-4point, agree-5point, slightly agree-6point and strongly agree-7point. Consequently, the more the visitors' consider the factors (interest, show, escape and diversion), the more increasing the visitors'

satisfaction, but the items of mood, leisure and interact had not an effect on the satisfaction.

F-value was 70.48, the degrees of freedom (3 394) was meaningful at the 95% reliability level.

Table 7. Multiple Regression *stepwise* analysis for the festival visitors step1 (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β-weight)	t-value
Interest	.56	.57	13.64*

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .32$ F (1, 396) = 186.17*
Standard Error of Estimate = 1.24

Table 8: Multiple Regression *stepwise* analysis for the festival visitors step2 (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β-weight)	t-value
Interest	.38	.39	6.10*
Show	.23	.06	3.72*

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .34$ F (2 395) = 103.00*
Standard Error of Estimate = 1.22

Table 9: Multiple Regression *stepwise* analysis for the festival visitors step3 (n=398)

Independent variable	Regression Coefficient (B)	Standardized coefficient(β-weight)	t-value
Interest	.34	.35	5.20*
Show	.18	.07	2.72**
Mood	.12	.12	1.98**

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .35$ F (3 394) = 70.48*
Standard Error of Estimate = 1.22

According to Table 9, ‘stepwise’ was different from the previous ‘enter’ method. First, the visitors’ consider level with the dependent variable satisfied the interest of a high correlation coefficient, and ended with the step3 because the interest, show and mood included regression equation. The explanation power of three variables (interest, show and mood) was 36%, and the difference 1% was to include all of the seven variables. These were not appeared statistically significant to increase explanation of 1%.

Therefore, the regression equation was statistically significant. In the t-vale of independent variables (interest, show and mood), each t-value was interest (-5.20), show (2.72) and mood (1.98), and has indicated that the visitors’ satisfaction of the festival are a meaningful relationship at the 95% reliability level.

Table 10: Multiple Regression *backward 1* analysis for the festival visitors (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β-weight)	t-value
Interest	.35	.36	5.40*
Show	.15	.16	2.29*
Mood	.12	.06	1.85
Escape	-.17	-.18	-2.59**
Diversion	.15	.14	2.08**
Leisure	.05	.06	1.02
Interact	.01	.01	.15

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .36$ F (7 390) = 31.91*
Standard Error of Estimate = 1.21

Table 11. Multiple Regression *backward 2* analysis for the festival visitors (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β-weight)	t-value
Interest	.35	.36	5.42*
Show	.16	.16	2.31**
Mood	.12	.12	1.87
Escape	-.17	-.18	-2.59**
Diversion	.15	.14	2.08**
Leisure	.05	.06	1.10

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .36$ F (6 391) = 37.32*
Standard Error of Estimate = 1.21

Table 12: Multiple Regression *backward 3* analysis for the festival visitors (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β-weight)	t-value
Interest	.35	.36	5.39*
Show	.17	.17	2.51**
Mood	.12	.13	1.94
Escape	-.17	-.17	-2.50**
Diversion	.17	.17	2.58**

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .36$ F (5 392) = 44.52*
Standard Error of Estimate = 1.21

The regression coefficient of three independent variables with the meaningful relationship were interest (.34), show (.18) and mood (.12), the standardized coefficient (β-weight) was show (.35), show (.07) and mood (.12), one of a high explanation power with these three variables was interest, and show and mood were due next according to the explanation power. The standard error of the estimate (SEE) was 1.22 during the estimation process of the expected value with the dependent variable by the estimation regression equation.

According to Table 12, ‘backward’ analysis was added to the mood, and the leisure and interact have been dropped from a consideration item differently in the ‘stepwise’ method. The variables about the dependent variable of the festival visitors’ considerable factors were interest, show, escape and diversion, and the mood, leisure and interact showed that no significant relationship. The power of explanation was 36% which was the identical value with the including seven variables in the ‘enter’

method. F-value (44.52) and the degree of freedom (5 392) appeared to have an influence meaning at the 95% reliability level. Therefore, the regression equation was statistically significant.

Table 13: Multiple Regression forward 1 analysis for the festival visitors (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β -weight)	t-value
Interest	.56	.57	13.64*

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .32$ F (1, 396) = 186.17*
Standard Error of Estimate = 1.24

Table 14: Multiple Regression forward 2 analysis for the festival visitors (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β -weight)	t-value
Interest	.38	.39	6.10*
Show	.23	.24	3.72*

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .34$ F (2 395) = 103.01*
Standard Error of Estimate = 1.22

A look at the t-value revealed the interest (5.39), show (2.51), escape (-2.50) and diversion (2.58) at the 95% reliability level. The satisfaction of festival visitors' was related to an interest, show, escape and diversion. On the other hand, the mood, leisure and interact was irrelevant. Also, the eliminating was the leisure (1.02) and interact (.15) at the 95% reliability level. Their regression coefficients (B) of the meaningful four independent variables were the interest (.35), show (.17), escape (-.17) and diversion (.17), and standardized coefficient (β -weight) were the interest (.36), show (.17), escape (-.17) and diversion (.17). That was the interest among the highest explanation power of four variables, the next thing were diversion, show and escape. The standard error of the estimate (SEE) was 1.21 during the estimation process of the expected value with the dependent variable by the estimation regression equation.

Table 15: Multiple Regression forward 3 analysis for the festival visitors (n=398)

Independent variable	Regression coefficient(B)	Standardized coefficient(β -weight)	t-value
Interest	.34	.35	5.20*
Show	.18	.19	2.73**
Mood	.12	.12	1.98**

Note: $p < 0.01^*$, $p < 0.05^{**}$ $R^2 = .34$ F (3 394) = 70.48*
Standard Error of Estimate = 1.22

According to Table 15, 'forward' method was same as 'stepwise' method. Among the variables about the dependent variable of the festival visitors' considerable factors, the 'interest' had included the regression equation, and next 'show' and 'mood' were adopted at the 'forward 3' analysis. F-value (70.48) and the degree of freedom (3 394) appeared to have an influence meaning at the 95% reliability level. Therefore, the regression equation was statistically significant. A look at the t-value, the independent variables were the interest (-5.20), show (2.73) and mood (1.98) at the 95% reliability level. The three meaningful independent variables of regression coefficient (B) were the interest (.34), show (.18) and mood (.12), and standardized coefficient (β -weight) was the interest (.35), show (.19) and mood (.12). The interest of three variables was the highest more than the show and mood. The standard error of the estimate (SEE) was 1.21 during the estimation process of

the expected value with the dependent variable by the estimation regression equation.

Conclusions and Implications

This study was designed for the investigating that the festival visitors' considerable factors have influence on the festival satisfaction. In other words, this study wanted to find out how the visitors' considerable factors from the festival participation affect the satisfaction. The considerable factors were the 7-point scale of the interest, show, mood, escape, diversion, leisure and interact on the festival visitors' considerable factors setting. For this, this study made use of multiple regression analysis. First, the 'enter' method generated a significant influence through four variables (the interest, show, escape and diversion of seven items) on the festival visitors' satisfaction. In particular, all of the interest, show, escape and diversion were closely related with the satisfaction of a festival participation, and the more that festival visitors consider the participational motivation the more festival visitors were high the satisfaction about the interest, show, escape and diversion (research problem 1). To summarize the significance of this study, we could notice the following.

First, the interest was adopted the first among the consider factors of the visitors' to raise festival satisfaction through 'stepwise' method. In other words, festival charge of person is supposed to consider the factors (interest, show and mood) when they make festival planning. Second, in the 'backward' method, the adopted items (interest, show, escape and diversion) appeared to have an influence meaning at the 95% reliability level but the rest was not. The third, the adopted factors (interest, show and mood) could check out the adopted the result. Consequently, the factors of the interest, show, mood, escape and diversion have an influence on the festival visitors' satisfaction, and the leisure and interact have not an influence on the satisfaction. This is that to raise the festival visitors' satisfaction is to carry out the festival program or event through the interesting, showing, mood, escape and diversion (research problem 2). The planner of the festival or events must to plan ahead of the festival time and were well organized for the festival visitors. Recently, each part of Korea has many held on festival or local event but that field studies have lack of attention to the correlation between the local festival participation motivates and satisfaction. There is an insufficient supply of pre-studies and not enough the visitors' research of traditional Korean festivals. In this sense, it seems to need a study of the various aspects for high quality local festival development. Therefore, this study presents an influence of festival visitors' motives and satisfaction, and marketing implication for the development commodities of local festival activation characteristically.

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