samk

Satakunnan ammattikorkeakoulu
Satakunta University of Applied Sciences

KAROLIINA KINNUNEN

What motivates participation to a culture event

MARKET RESEARCH FOR JYVÄSKYLÄ FESTIVAL

DEGREE PROGRAMME IN INTERNATIONAL TOURISM
DEVELOPMENT
2022

The objective of the following thesis was to get an understating of the motivations and expectations of the customers of the Jyväskylä Festival. The author conducted market research of the customers of Jyväskylä Festival to find out what motivates people to participate in a culture event with the intent to support Jyväskylä Festival in their decision making and practices as well as other culture events with similar program as Jyväskylä Festival.

The theoretical framework includes a short introduction to what is a culture festival, customer behavior with customer motivation, and other motivation theories such as the push and pull motivational model and lastly, customer expectations are explained. Market research using the mixed method was done by using a questionnaire survey as a data gathering method and coding to analyze the data.

The questionnaire contained open-ended questions on which the data analysis was based. The data was sorted into themes based on the theoretical framework. The data analysis was done in parts to answer all of the research questions.

The key findings show that the main motivations of the customers were a different kind of experiences. The experiences could be divided into sensory, emotional, intellectual, and social experiences. There were different features that the customers thought important in an event and based on them the pull factors were determined and they were location, performers, atmosphere, price, and the program.

CONTENTS

1 INTRODUCTION

Customer behavior is going through a big change currently due to the worldwide Covid-19 pandemic. Whether the changes to the behavior will be permanent is yet to be seen but some habits are surely going to stick. Some changes to customer behavior due to Covid-19 are seen to be the increase in the use of digital adaptations of everyday services such as online shopping and entertainment. Also, a shift in purchasing behavior can be seen to be moving more towards value-based purchasing. (Puttaiah, Raverkar & Avramakis 2020.) This is why it is extremely important to understand what the motivations of customers at the moment are and what are the characteristics that they find attractive in events. Market research in the current situation can uncover previously unthought growth opportunities that the commissioner can take advantage of.

The commissioner for this thesis is Jyväskylä Festival. Due to the scope of the festival, the commissioner needs to have market research done to gain an understanding of the expectations of their customer base. They need to know what kind of program works best for the customers and understand what kind of events and experiences the customers are looking for. The commissioner is interested in finding out what the motivations of their visitors are. They want to find out what the customers find interesting in the event and the reasons behind their will to participate. The author of this thesis has a connection to the commissioner from 2020 when they did their practical training for them.

Market research is a way to gather and interpret information on the behavior and opinions of the individuals using a service. Based on the information, researchers can come up with different strategic options to help support the decision making of managers. (Phillips 2007, 37-38.) In this thesis, the author will be conducting market research on the customers of the Jyväskylä Festival. It is crucial to determine what customers expect from the festival to make improvements to the already existing event

if necessary. Motivation is the force behind customer behavior. Motivation is the force that has people taking action to do the things they want. (Jansson-Boyd 2010, 115.) With a festival that is several days long and contains several types of events the number of motivations of which the customers experience is potentially huge. This thesis will determine the main motivations of the customers of the Jyväskylä Festival.

2 PURPOSE AND OBJECTIVE

The purpose of this thesis is to gather information on the motivations of the customers of the Jyväskylä Festival. By understanding the reasons for customer participation, this thesis aims to answer what are the pull factors of Jyväskylä Festival as well as what are customer expectations for an event like this. It is important to understand the experiences the customers are looking for to be able to provide them. By understanding what motivates the customers can the event organizer better provide the right program for the market as well as organize the event so that the customers' expectations are met.

The objective is to help Jyväskylä Festival by providing them with the information needed to develop their practices to match the expectations of their customers. To do this a research question was developed. The main research question this thesis is aiming to answer is what motivates people to participate in culture events? Assisting the answering of this question are three sub questions:

- What do customers expect from culture events?
- What are the pull factors of a culture event?
- What kind of customer experiences drives a person to participate in a culture event?

This thesis will concentrate on the customers of Jyväskylä Festival. While the study conducted in this thesis is aiming to get an understanding of the motivations of participation in culture events in general, all the respondents of the study are customers of Jyväskylä Festival and therefore they lean on their answers heavily on the experiences they have had with Jyväskylä Festival specifically.

3 RESEARCH METHODOLOGY

The research method chosen for this thesis is a mixed method. The mixed method was chosen for this thesis because of the unknown elements of the phenomena being researched, the customers of Jyväskylä Festival. Because market research has never been done before for Jyväskylä Festivals, there is no previous data to use as a base for the research. Therefore, qualitative research is needed to get answers straight from the customers to build an understanding of the opinions of the customers and form a baseline of their motivations. The mixed method in this thesis comes from the use of a quantitative data gathering method and a qualitative data analysis method. The thesis is market research of the customers of the Jyväskylä Festival. The data gathering is done by using a questionnaire survey. To get an understanding of what is being researched first Jyväskylä Festival will be introduced based on a discussion the author had with the festival manager and producer.

3.1 Commissioner Jyväskylä Festival

Jyväskylä Festival, first organized in 1956, is an internationally known multi-art festival. It is the oldest culture festival that has been continually organized every year in the Nordic countries. The festival combines many art forms such as concerts, theater, dance, courses, movie screenings, and discussions and lectures from various fields. Jyväskylä Festival is approximately a weeklong festival that is organized in July in Jyväskylä and possibly in its vicinity. There are several venues for the events. In 2021 the most essential venues were for example, at University of Jyväskylä, Lounaispuisto, Jyväskylä City Theater, Cultural Center Villa Rana, and Taulumäki Church. The theme of the festival in 2021 was the environment. The festival contains both free and paid events. (Personal communication on 12.1.2022.)

The core of the festival has always been high quality art content, bringing new productions and artists to the public knowledge and the organizational philosophy to involve the audiences. Jyväskylä Festival supplement and renew the Finnish cultural

offering by producing domestic and international program that would not be seen otherwise. The festival has brought up phenomena that have not been discussed earlier as well as has been a forerunner in many themes that have afterward changed the world. It has also acted as a platform for many contents that have afterward become their independent events, for example, the international Alvar Aalto Symposium. (Personal communication on 12.1.2022.)

The goals of Jyväskylä Festival are to strengthen its position as a significant, growing, and current culture festival. The long history of the event allows bringing together different kinds of people from many generations. The goal of the program is to be of high quality, original and interesting and show internationality, nationality, and locality. Especially during the Covid-19 pandemic, the new event forms have been turned into strengths even if the few years in the field have been hard. The festival aims to use digitalization and new technology to bring people together. The values of the festival are community, pluralism, and accessibility. They can be seen in the content of the event as well as in its practices. Sustainable development is especially being considered in the production of the event. (Personal communication on 12.1.2022.)

Jyväskylä Festival is the umbrella organization Finland Festival's charter member and has been granted the EFFE Label (Personal communication on 12.1.2022). The EFFE Label is a quality stamp that is granted to festivals to show their commitment in the field of arts, involvement in the community, and being internationally open (Website of Festivalfinder 2022). The biggest cooperation partner of Jyväskylä Festival are Keskisuomalainen, Keski-Suomen Osuuspankki, Kesko, Keskimaa, Autotalo Laakkonen and Jyväskylän Energia as well as the University of Jyväskylä (Personal communication on 12.1.2022).

The festival organization consists of two full time employees, the festival manager, and the producer. In addition, the festival employs several part-time employees such as the press agent, production assistant, sound and light technicians, stage manager, photographer, summer workers, trainees, and approximately 85 volunteers during the festival week. All the positions are of different lengths and during different times of the event organization process. (Personal communication on 12.1.2022.)

In 2021 there were over 30 000 attendants during the festival week, 7.-13.7.2021. The festival was partly organized remotely of which 17 000 people watched and listened to the program. With these combined, the festival broke its record of attendants in festival history. (Website of Jyväskylän Kesä 2021.) The speech program was organized partly remotely were in the public event approximately 20 people were present and 1000 people were following through a live stream (Personal communication on 12.1.2022).

3.2 Mixed method

The mixed method combines quantitative and qualitative methods in order to gain a better understanding of the qualitative and quantifiable characteristics of the phenomenon under investigation (Schensul & LeCompte 2012, 155.) In the use of the mixed method, the focus is on the research question. By using it, the researcher can use both research methods to answer the research question. When using a mixed method, the advantage to the researcher is that the strengths of both methods can be used to reduce the weaknesses of each. (Seyfried & Reith 2019, 114-115.)

Methods for gathering qualitative data are classified as qualitative research methods. The data is often more detailed and concentrates on fewer cases or subjects. Research using qualitative methods supports the belief that the people involved in the situation are the best suited to describe their experiences and feelings. (Veal 2017, 278.) Quantitative research method refers to methods that gather quantitative data. With the data collected the researcher can get a better picture of the relationship of the variables of phenomena. The data is measured numerically and analyzed using statistical and graphical techniques. (Saunders, Thornhill & Lewis 2019, 177-178.)

Some differences between qualitative and quantitative research methods are that qualitative research concentrates more on the discovery of the unknown while quantitative research is used to represent it. In qualitative research, the theory is being built up while quantitative research is used in the testing of an already existing theory. In quantitative research, the meaning and interpretation of a phenomenon are being

described while in quantitative research the phenomena are being measured. (Schensul & LeCompte 2012, 157.) In this thesis qualitative and quantitative research are merged, meaning that quantitative data gathered by the data gathering method chosen is qualified in the data analysis stage (Saunders, Thornhill & Lewis 2019, 182).

The data collected in this thesis is done by using a questionnaire-based e-survey. It is important to note the difference between questionnaire and survey because they do not mean the same thing questionnaire can be defined as a written list of questions while a survey on the other hand is the process of conducting the study and gathering the information. This demonstrates that a survey can be conducted without a questionnaire. In this case, the questionnaire is the research instrument used as it is a way to gather information. (Veal 2017, 311.)

Questionnaire surveys are usually used to gather a specified range of information. Usually, the questions in a questionnaire have a limited number of answers to them. Such questions can be for example the age and gender of the respondent. The questions can also be open-ended questions which therefore have an undefined number of possible answers which gives the respondent the possibility to, for example, present their suggestions and opinions on the matter. (Veal 2017, 311.)

A questionnaire survey is a method used to gather quantifiable data. E-survey specifically is a survey conducted completely online. The advantages of an e-survey are that they can be conducted fast and at a low cost. Disadvantages of using an e-survey are that it restricts the survey to those who have access to the internet and because the survey is sent through email, it might be seen as junk mail and the recipient does not open it. (Veal 2017, 312, 328-330.)

There are limitations to questionnaire surveys because they rely heavily on samples chosen for the study and their self-reported data. The samples of a questionnaire survey are usually only a proportion of the population that is relevant to the research. Questionnaires rely on the information provided by the respondents. The accuracy of the information gathered by a questionnaire survey relies heavily on the respondent and their ability to recall information correctly and report it honestly. The way the questions are formatted can encourage useful answers. (Veal 2017, 313-314.)

Some difficulties with self-reported data can be for example in the reporting, accuracy, and sensitivity of the information given by the respondent. It is easy for the respondents to exaggerate or under-report their responses. The respondents can for example exaggerate their feelings towards the phenomena and under-report towards others. This can be done without the respondent even realizing it. The respondent might be reporting their responses inaccurately because they think it is what the researcher wants to hear to be helpful to the research. Also, some mistakes can be made because the respondent recalls some of their experiences incorrectly. Sensitivity issues can occur when the topic researched is more sensitive and this can easily lead to overestimation or underestimation of the experience or the level of involvement by the respondent. (Veil 2017, 314.)

The data will be analyzed by using qualitative data analysis methods. Qualitative research always consists of interpreting empirical data. This means that the raw data that is gathered is not considered as findings in the research. In the data analysis stage, the data is sorted, categorized, and named which all are activities that are done to interpret the data. When the data is being analyzed the researcher gives their interpretation of what they think the respondent meant and how it can be understood. (Boeije 2009.)

The method of data analysis chosen for this thesis is coding. Coding is used to scale down the data gathered in the data collection into a smaller number of relevant sections of information. The purpose of this is to aid the researcher to focus better on the meaningful units of the data more clearly. Qualitative data analysis methods are used when the research is aiming to identify and inspect the different themes and patterns of the phenomena that are being researched. (Hair, Page & Brunsveld 2019.)

When using coding the data is sorted into coding units that can be, for example, words and phrases. The aim is to link the data to relevant topics or themes to get the data organized and analyzed. (Hair, Page & Brunsveld 2019.) Coding is a method that creates order in the information gathered from the research. Coding determines themes from the data which are then given a code to describe the core topic from the research

data. The aim is to look for descriptions or theoretical statements going deeper than the original observation from the sample. (Boeije 2009.)

3.3 Questionnaire

The questionnaire used in this thesis, seen in Appendix 1, was compiled together with Jyväskylä Festival's festival manager. It comprises of questions benefiting the event by giving them information on their customer base while at the same time providing answers to the author to answer the research question. This means all the questions are not written open in the results and used in the analysis. The questionnaire was sent through email to Jyväskylä Festival's summer post list.

The questionnaire was assembled by using an open-ended question format to allow the respondents to answer with their own words. This gives the researcher the possibility to use qualitative data analysis methods. The respondents were given examples of answers to aid them in their understanding of the question. For example, the respondents were asked what their image of the Jyväskylä Festival is, and the examples were current, expensive, and cheap. The questions were chosen by the author to get the necessary data for the data analysis to be able to answer the research question.

The questionnaire has a section where the respondents were asked to rate the importance of the factors price, location, reputation, and content from 1 to 5. This gives the author the possibility to use quantitative data analysis to support the qualitative findings. With both qualitative and quantitative approaches used in the survey can the research question be better answered. This is especially used in determining the pull factors to get an understanding of the importance of some of the pull factors. The factors that were rated by the respondents were pre-determined by the author to be the most likely factors to be of importance to the customers.

3.4 Market research

Market research is defined as a way to investigate human behavior and come up with answers to questions referring to them as well as describe the behavior of the market. The goal is to help managers with their businesses by giving recommendations based on the research. This can be done by giving recommendations based on the analyzed evidence of what the core issues are in the market and what, based on the research, could be done to improve the business. In practice market research is a combination of gathering information and analyzing it to be communicated in a way that is helpful and useful. (Phillips 2007, 37.)

When defining market research, it is important to mention the difference between market research and marketing research. According to American Marketing Association, the information gathered through marketing research links the customer, public, and marketer together. The information is used to determine new marketing opportunities and complications, assess the marketing actions, and track the marketing performance as well as better the overall knowledge of the marketing process. (Website of American Marketing Association 2021.)

ESOMAR is a nonprofit organization that believes data analytics and research can help societies and organizations. They advocate and campaign responsible and ethical use of data. They also raise awareness of the work the ESOMAR research community does to improve the products and services used every day as well as all the ways they ensure the research is not abused. The core task of market research is to help businesses or organizations make better decisions by supplying them with information on customers or potential customers. The information market research might include are the behavior of people, what they do, what they believe and what they think as well as what their reactions are to new ideas and concepts. (Website of ESOMAR 2021.)

ESOMAR defines market research as a systematic collection of information that includes both social and opinion research to obtain insight on the individuals or organization research using statistical and analytical methods of social sciences. The

respondents remain anonymous and do not get approached with sales intentions as a result of the participation. (ESOMAR 2007.)

ESOMAR has published an international code for market and social research. The purpose of the code is to act as a framework for research to set a standard for ethical market research. The code follows fundamentals such as the research must follow all the national and international laws, all cooperation from the respondents is voluntary and all information regarding the research must be sufficiently and truthfully presented. The privacy of respondents must be respected and there shall not be any negative effects from the market research to the individual, the personal data cannot be used in anything else than the market research. The market research must be transparent and documented objectively as well as follow the rules of honorable competition. (ESOMAR 2007.)

While defining market research it is also important to distinguish that the gathering of information is largely dependent on the public. The researcher needs to be able to get the respondents to take part in the research by explaining what market research is and how the answers will be utilized. Because of this, the definition of market research must be clear and easily understood. (Phillips 2007, 38.)

The types of market research can be divided into two different kinds. There are two types of data collecting methods and two purposes for the research, exploratory and confirmatory. The data collection can also be separated into four different activities. The activities are searching for information from archives, asking questions from the customers, observing the actions of the customers, and getting answers by using structured stimuli. (McQuarrie 2015.)

Market research can be classified into two types of research, qualitative and quantitative market research. These types differentiate how the research is conducted. Market research can also be classified by who is chosen to participate in the research. For example, continuous market research is based on regularly contacting the same people and asking them the same questions. This gives the researchers the answers to how the respondent has been impacted for example by marketing. (Phillips 2007, 39.)

Market research can be either exploratory or confirmatory. Exploratory market research aims to discover new ideas and new objectives or limit ideas down and dispose of possibilities that do not work to find the right option that benefits the company. Exploratory market research usually uses qualitative research techniques whereas confirmatory market research is usually done by using quantitative research techniques. Qualitative techniques are used to get a better idea of the qualities of the customer's answers. Quantitative techniques are used to measure the frequency and weight of the qualities and therefore confirm the responses. (McQuarrie 2015.)

The role of market research is to build an understanding of the preferences of the customer. The aim is to find out why people like one thing and not the other and is there an underlying reason why some service implementations are more successful. In some cases, market research is not entirely based on gathering information of how and what people think but also to set off innovative thinking using the insight generated about the customers. (Smith 2007,7-8.)

4 CULTURE FESTIVAL

The definition of an event depends on from which perspective it is being examined. What all the definitions of an event have in common is that they involve something happening, since in the dictionary event is defined as an occurrence. For example, when talking about events in the context of business compared to leisure and tourism events, the definitions can be quite different. (Verhaar & Eshel 2013, 14.) What all events have in common is that they are temporary and are a blend of management, setting, program, and people. (Bowdin 2005, 14.)

Ways to categorize events are, for example, the size and content of the event. The size can range from local small scale events which are aimed at the local audiences to mega events that affect the whole economy, because of the large visitor numbers and media coverage on the global media that the event brings. The content of the event is another way of categorizing an event. The content can vary from culture events to sports events and business events. (Bowdin 2005, 15-18.)

Cultural events can be categorized as major events. Major events can attract significant visitor numbers due to their scale and the media interest it evokes. Because of the visitors it also can bring economic benefits to the destination. Cultural events are a contribution to the participant's social and cultural life. Cultural events are linked with tourism and bring income to their host communities by generating business activity in the area. (Bowdin 2005, 16-18.)

A festival can be defined as a series of special events organized in one place. A festival can last for one day or a longer period that is set for the celebration (Verhaar & Eshel 2013, 51). Festivals can have a large impact on the destination image and can therefore be used to attract more visitors to the destination. The acceptance of the local community plays a big part in the representation of the local community to the visitors since the festival reflects the host communities' sense of itself. The more the festival arises from the host community itself, the more acceptance the festival gets from the locals. Festival's transience is a defining characteristic of a festival meaning that if the event was hosted more frequently it might not hold the same sense of occasion and

induce the amount of excitement more sparsely organized festival does. (Yeoman 2003, 33.)

Festivals are organized events whose purpose is to have the public participate in them. The festival can take a more traditional approach or be more contemporary in its form. The festival can also celebrate a wide range of themes. The common similarity to all festivals is that they are public events that celebrate an explicit theme, a time of year, or a cultural season. Festivals are hard to give a specific definition to because of their large scale of dimensions. To understand what festivals are, they need to be examined by their whole scale and scope. (Mair 2018.)

One of the most important elements, when festivals are being defined, is the timing of the festival. Festivals are nearly invariably short term as well as recurring in nature. Festivals can also always be considered public events. This means that anyone can participate in them although there might be an entrance fee to the festival. Otherwise, they are always accessible to anyone wanting to participate when on the contrary to other types of events like for example closed events where the individual needs to be invited to participate. (Mair 2018.)

Festivals are inclined to be celebratory, even though the theme can vary from religious to contemporary. The theme often has some relation to culture in some way, be it traditional culture, high culture, or popular culture. Traditional culture can mean, for example, themes related to religion, high culture can relate to the different arts or culinary culture, and popular culture can mean for example pop music or other popular music genres. (Mair 2018.)

Some more elements that help define festivals are the location where the festival is based. The festival often celebrates the history, traditions, and culture of the place it is located in. Festivals have a large social aspect to them which is why they are being considered a social phenomenon. The community can be said to be at the heart of the festival. With communities can be referred to as the community of the place the festival is located in, or the community the festival's target audience creates. Festivals most of the time have some sort of performative element to them. This can mean, for example, music, parades, or dancing. A Festival is a way of bringing entertainment and

enjoyment to people. Festivals often contain some level of interaction and socializing. Festivals are also said to create a feeling of belonging through connection and sharing. (Mair 2018.)

5 CUSTOMER BEHAVIOR

Customer behavior refers to the process of decision making throughout the activity of buying, assessing, and using the service (Khan 2006, 4). It also refers to the apparent action of the customer in the buying place of the product or the service (Stephens 2016). Customer behavior is important to acknowledge because the behavior of the customer affects all the decisions they are making (Khan 2006, 4-5).

Customer behavior is influenced every day by the people in the customer's life as well as by different advertisements seen on TV, in newspapers, and online. Factors affecting customer behavior can be divided into internal and external factors. Such factors are, for example, social and cultural background, demographics such as age, social class, and so on. (Khan 2006, 4-5.)

Hudson & Hudson (2017) stated that there are six global trends or demands that are affecting customer behavior in the tourism and hospitality sectors. These trends are experiences, ethical products, health-consciousness, customization, convenience and speed, and service quality. Experiences occur when services are intentionally used as the stage for the service experience, goods acting as a prop to create a memorable event for the individual customer. These events are promoted and used more and more by travel organizations. Experiences are entertainment that is known from theaters and amusement parks and are now used to engage customers to add value to the customer's travel experience. (Hudson & Hudson 2017, 62-64.)

Responsible tourism has risen to be a consequential trend in the western world in the last few decades. Organizations have realized that marketing ethical products and overall taking an ethical stance is good business. This can be seen in the increased profits, good public image, and management effectiveness. Transparency is demanded from companies, customers are demanding that businesses provide information, are responsible, and take accountability for their actions. (Hudson & Hudson 2017, 62.)

A health-conscious society is said to be influenced by people born after the Second World War since they are often healthier, better financially, more highly educated, and

more interested in authentic experiences, novelty, and escape from everyday life. This group is more interested in adrenaline-driven, more physically challenging activities as well as consuming healthier foods on vacations. Wellness focus can also be seen on younger generations. (Hudson & Hudson 2017, 63.)

Customization is demanded more and more by customers. The customers want the service producers to find the right solutions that fit the customers' needs perfectly. The customers want to be involved in the creation of the product. This can be done for example, by utilizing advances in technology. Travel agents and tour operators are met with requests for customized and personalized vacations more often which has led to them changing their businesses to meet the changing demands and needs of the customers. (Hudson & Hudson 2017, 63.)

Convenience and speed are impacting the tourism industry greatly due to the increase in the desire for convenience from the customers. Customers are expecting faster service, which is why self-check-in is gaining popularity, drive-throughs are making more sales, and shorter accommodations are reserved for a shorter amount of time for example, by business travelers. (Hudson & Hudson 2017, 64.)

Service quality is increasingly used to build competitive advantage and differentiate products in tourism. The customer's evaluation of the purchase is the determinant of whether the customer will buy the product again as well as whether or not the customer was satisfied with the product. Customer satisfaction is important to maintain long-term profitability. Because of the rising competition in the tourism sector keeping customers is an important business skill. (Hudson & Hudson 2017, 64.)

5.1 Customer motivation

Motivation is the primary cause for customer behavior. To understand customer behavior, the needs that drive motivation must be discovered. (Hudson 2012.) Motivation is an important aspect of the decision making process. Motivation is the driving force that drives individuals to do things and take actions. (Khan 2006, 104.)

Motivation can also be described as the force behind the process that guides people to act in a certain manner (Jansson-Boyd 2010, 115).

Motivation can be described to have a process involving three factors which are direction, effort, and persistence. Direction refers to a goal the individual is trying to reach, the effort is amount of endeavor the individual is ready to put in the achievement of the goal, and persistence refers to the amount of time the individual is willing to put into reaching the goal. (Jansson-Boyd 2010, 115.)

According to these three factors the individual experiences a latent need for specific behavior that must be followed up till the need is satisfied. This makes need the primary cause for the drive that has the individual put effort into the achievement of the goal. In other words, the motivation process can also be described with the terms need, drive, and goal. The principle is the same as direction, effort, and persistence. Need is the force behind the drive that influences the individual to attempt to reach the goal. (Jansson-Boyd 2010, 115-116.)

Need

Need for something causes tension which can lead to discomfort

⬇

Drive

Motivation that drives towards the goal to reduce the tension

⬇
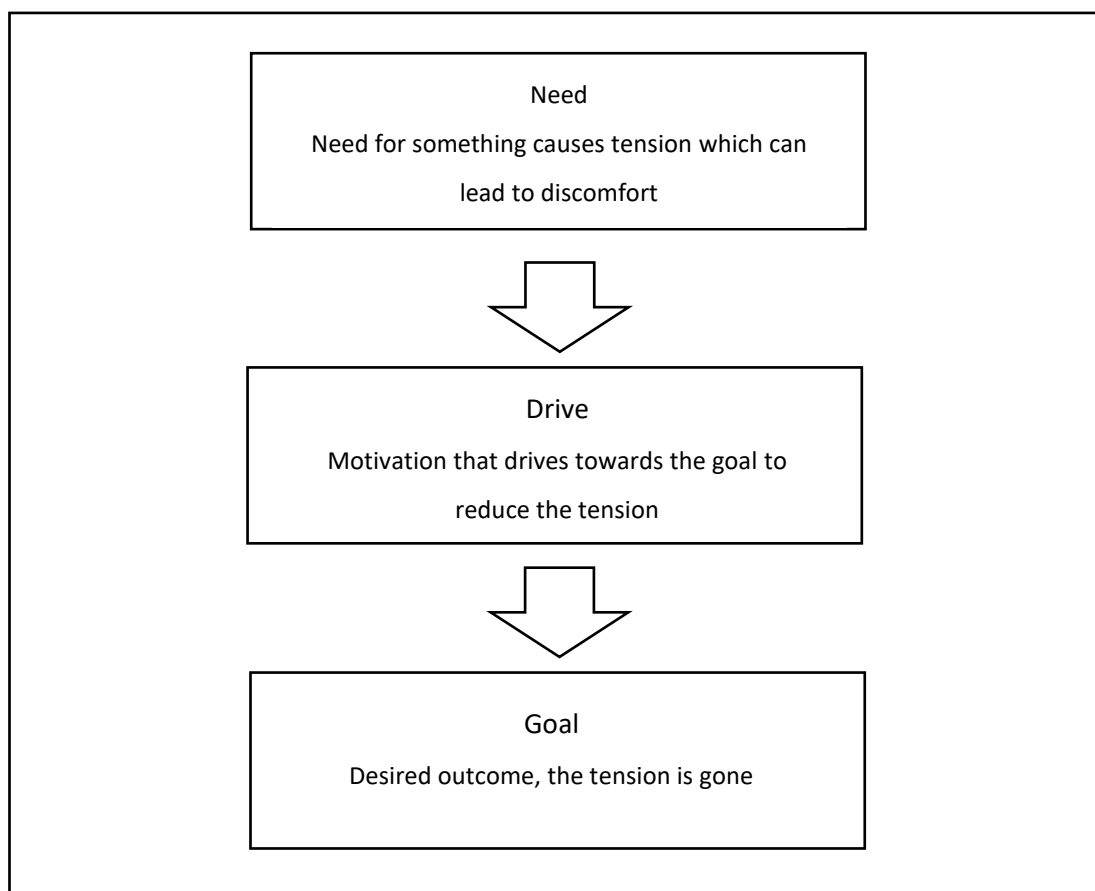
Goal

Desired outcome, the tension is gone

Figure 1. Relation between need, drive, and goal (Jansson-Boyd 2010, 116).

In terms of customer behavior, need forms a motivation that compels the customer to buy the product or service desired. The need is not created by the service providers, but they can make the customer more aware that there is a need. Companies must create and change the products and services over time based on the changing needs of the customers to effectively stay as the solution to customers' needs. (Schiffman & Wisenblit 2018, 78-80.)

Needs can be either innate or psychological. Innate needs are physical needs that keep the person alive such as food, water, and shelter. Psychological needs are formed based on the social environment, parents' influence, and communication with other people. Needs are aroused by stimuli from the outside environment and by biological stimuli. Needs can also arouse from cognitive awareness. Marketing can arouse customer needs and motivate them to take action to fulfill the need. (Schiffman & Wisenblit 2018, 80.)

Drive can be explained as the force created because of a gap between the individual's current state and the recognized ideal state where they desire to be. This gap can cause tension and therefore psychological discomfort which can lead to motivation. This can be called the drive. Key aspects of motivation are the actions taken by the individuals and what drives the desires of the individuals. Customers will try to reduce the tension they are experiencing. (Jansson-Boyd 2010, 117.)

The individual is driven to choose a suitable goal that reduces the tension the need has arisen. Once the goal is reached the tension reduces and therefore the motivation disappears until a new need arises and the process is repeated. Other factors can influence the decision of how the tension is reduced as well. These factors can be, for example, cultural background and the characteristics of the individual. (Jansson-Boyd 2010, 117.)

Goals can be defined as the result of the behavior that was driven by motivation (Jansson-Boyd 2010, 117). Two types of goals can be said to be the cause for the drive of the individuals' actions, generic goals, and product-specific goals. An individual

with generic goals seeks out products and services that fulfill a physiological or a psychological need and an individual with a product-specific goal seeks out a specific product or service. The goal of the customer might often fulfill more than one need. As an example, when an individual buying clothes can fulfill at the same time their need for warmth and the social need to be accepted by their peers. Individuals with the same need can seek satisfaction with different goals while at the same time another might seek to fulfill the same goal with different needs. (Schiffman & Wisenblit 2018, 80-81.)

The motivation driving decisions can be positive or negative. The driving force can either force the individual towards something or drive the individual away from the objective or condition. The goal the individual has might be to seek to avoid a negative outcome or on the other way around, sought to reach a positive outcome. The goal is the same but the motivation driving towards the goal is different. Positive outcomes can be called approach objects and negative outcomes avoidance objects. (Schiffman & Wisenblit 2018, 81-82.)

People are not often as aware of their needs as they are of their goals. But they cannot exist without each other since they are interdependent. The individual without even realizing it might be taking action to fulfill their needs. Needs can never fully be satisfied because a new need surfaces after another is fulfilled. The goals become higher gradually as the individual keeps reaching and fulfilling them. The higher goals are sought after when the individual experiences higher needs. As an example, Maslow's hierarchy of needs which can be seen in Figure 2. where first the basic needs are fulfilled such as food and shelter and gradually higher needs are emerging. (Schiffman & Wisenblit 2018, 82.)
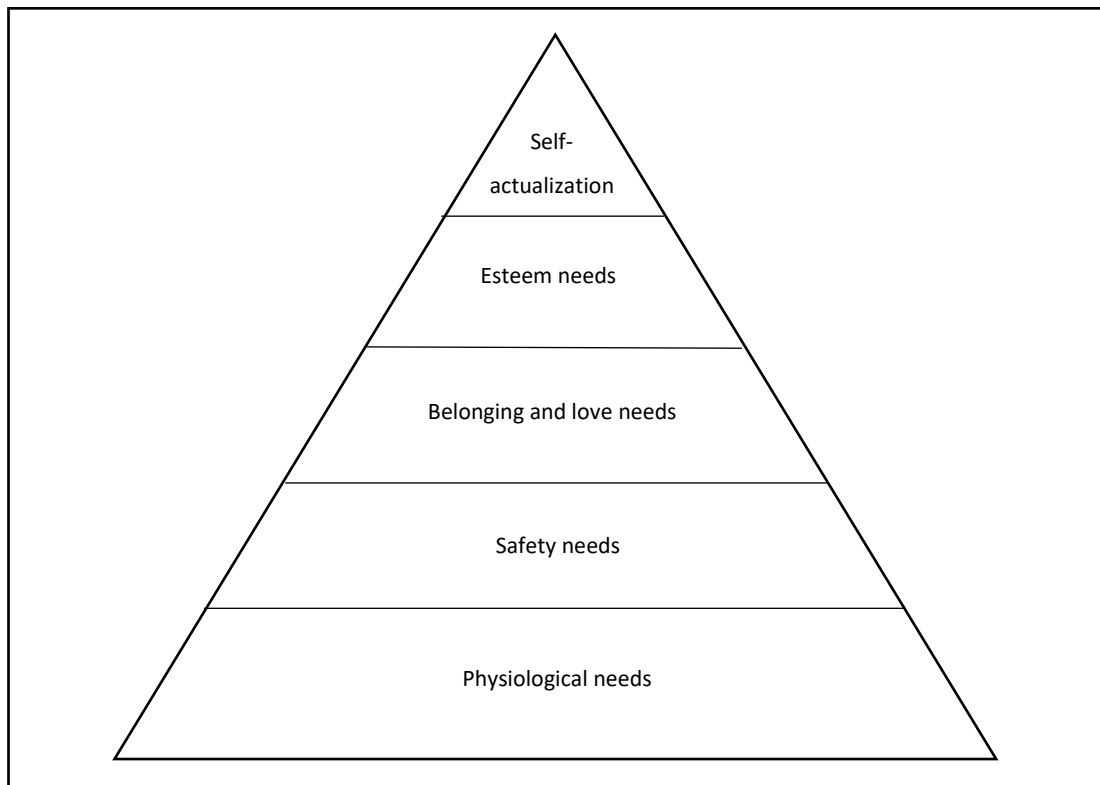
Figure 2. Maslow's hierarchy of needs (Jansson-Boyd 2010, 119).

Maslow's hierarchy of needs illustrates five levels of needs that each need to be fulfilled for the individual to be able to reach the top level, self-actualization. The needs can be sorted into psychological needs and physiological needs. At the very bottom of the hierarchy are the physiological needs. These needs include the need for food, shelter, and safety. When the individual progresses higher on the hierarchy the needs turn more psychological. These needs are, for example, the need for love and friendship as well as self-esteem needs. At the top of the hierarchy is self-actualization. It demonstrates the need of fulfilling the individual's potential. (Jansson-Boyd 2010, 119-220.)

5.2 Influencing customer motivation

Customers are motivated by values, which indicate what they consider important. Values can vary from customer to customer. Values are influencing forces that influence action. Even though both motivate action, values differ from needs, as needs

are innate, and a person is born with them whereas values are learned ways to behave. (Kostelijk 2016.)

Customer behavior can be represented with a Value Compass. It is a set of values that drive customer behavior. It is a value system that outlines values that inspire customer choices. Customer choice refers to the decisions that customers make to satisfy their needs. Introducing a brand as the preferred choice to consumers influences their decision-making process and influences their choice behavior. Successful branding requires an understanding of the customer's value structure and decision making process. (Kostelijk 2016.)

Two dimensions make up a value compass: fun versus function, and self-interest versus caring for others. By examining the value of fun versus function, we can examine values that lead to hedonic choices that enhance the quality of life versus values that lead to practical choices. The second dimension, self-interest versus care for others, means values that motivate choice that is geared toward taking care of others and values that motivate choice that puts the customer's interests first. (Kostelijk 2016.)

Consumer motivation can be understood by considering who the consumer is and why they consume the products and services they do. To identify the target market, market research is needed. The customer's culture, for instance, may play a crucial role in their decision. A customer's values may also be very influential in their decision making. They can be learned through a certain culture. The same value may also exist in different cultures, which makes it universal. The main way to differentiate the values in different cultures is how the values are ranked within their value systems. (Jansson-Boyd 2010, 126-227.)

Customers can be motivated to buy products and services by having them feel involved with the product or service. More involved a person feels with the product or service the more motivated they are to buy them. The involvement can vary from lack of interest to being very passionate about the service. The involvement can be described to be the customer's perception of the service or product. The perception can be based on the customer's needs, values, and interests. (Jansson-Boyd 2010, 128.)

The involvement can be activated by different factors. Such factors can be personal, object, and situational factors. Personal factors can include, for example, the needs and interests of the customer. Object factors include the awareness of the differences between alternative options and the source and content of the communication. Situational factors refer to, for example, the purchase situation or the use of the product or service, and the social influences involved. The involvement can be influenced by all three of the factors or just one or two of them. (Jansson-Boyd 2010, 128.)

Service providers can increase the motivation of customers by using several different elements. Several authors have been involved in the establishment of multi-motivational hypotheses that aims to help in the determination of drivers that motivates customers to travel. Five modes of experiences were established, recreational, diversionary, experiential, and existential. These elements can be explained with the aid of an idea of a quest for the center. The center refers to a zone of sacred moral values that are known to exist in every society. (Ferrari 2020.)

Tourist experiences can be described by the five models mentioned before based on how an individual gives meaning to the center of their society and to the societies they encounter in other cultures. Diversionary and recreational modes are for individuals who adhere to their own society's center of importance. Experiential, experimental, and existential modes are for individuals who are alienated in their society and seek meaning in the centers of other cultures. (Ferrari 2020.)

Taking a break from daily life and its pressures to revitalize your strength to be able to endure your daily activities can be described as the recreational mode. People living in recreational mode are generally feeling as if they are living a meaningful life, while people living in diversionary mode are feeling abandoned by their values and goals of daily living. People who engage in experiential mode are inclined to observe the life around them without actively engaging in it. Individuals who engage in experiential mode enjoy the authenticity of the world around them. (Ferrari 2020.)

Individuals who want to be involved in the authentic life of others to become capable of attaining the center of a culture different from their own are involved in

experimental mode. In existential mode, individuals choose and commit to a center that is different from the one they live in. As they live outside their chosen center, they are said to be exiled from it to preserve their spiritual lives. Additionally, a sixth mode has been introduced, referred to as the humanistic mode, which includes individuals who wish to experience meaningful experiences in other cultures with no intention of alienating themselves from their own. (Ferrari 2020.)

The purpose of a vacation is to take a break from the routine of everyday life and resolve short term imbalances in life. These imbalances are a result of events that have caused pressure in daily life. When long-term imbalances occur, they cannot usually be fixed by a single break. There are three possible behaviors due to disbalances, either staying at home, going on a relaxing and pleasurable vacation, or traveling for an alternative purpose such as visiting a friend. (Ferrari 2020.)

If a vacation is being considered as a possible treatment for disbalances, the motives that determine the destination and nature of the vacation fall in either a sociopsychological or cultural category. There are several sociopsychological motives to escape an environment perceived as normal, such as self-exploration and self-evaluation, leisure, luxury, regression, improving relationships, and facilitating social interactions. Newness and education are examples of cultural factors. (Ferrari 2020.)

A person traveling to a new destination for sociopsychological reasons does not look for some particular product or an attribute that makes the destination different from others. However, people traveling because of cultural imbalance tend to seek out destinations that offer them the opportunity to experience new environments and do things in unfamiliar surroundings. The concept of newness refers to the desire to not revisit a destination that has already been visited, even if that experience was good. (Ferrari 2020.)

The travel career ladder shows how tourist motivation and needs change over time in five tiers. The bottommost level is the motivation for relaxation needs. The second level is stimulation, followed by relationship needs, self-esteem needs, and self-development needs, and the crowning level is fulfillment needs. By using the ladder approach, you can recognize the motivations that come from different travel

experiences. The logic of the ladder is that each individual starts with low expectations of his or her trips, and after each trip gets a greater understanding, he or she pursues higher goals. This process is repeated until the individual reaches their highest level of fulfillment. (Ferrari 2020.)

5.3 Push and pull factors

Motivation to take part in leisure activities can be explained by a dual motivational model that states that the motivation to be involved in any leisure activity stems from two forces. The force to approach and seek the activity and the force to avoid and escape from the individual's current situation. The leisure activity is perceived to give some sort of satisfaction to the individual's life. The activity is seen to give the individual intrinsic rewards and is a way to leave the normal environment behind. (Ferrari 2020.)

Push and pull factors are a dual motivational model that describes the motivations behind a visitor's desire to travel and take part in leisure activities. To understand the significance of pull factors influencing the motivation behind visitors' need to travel we also need to examine what push factors are as well. The theory behind the push and pull factors propose that the person is pushed by internal forces (push factors) to make travel decisions and then pulled or attracted (pull factors) towards a destination by external forces. (Ferrari 2020.)

Push factors as internal forces can be, for example, feelings of isolation and the need to get away from everyday life. Another internal force can be the desire to travel somewhere where the social position of the individual is unknown to the people around them. This can therefore bring feelings of superiority to the traveler despite the true social position of the individual. The individual can further get a boost from the experience after returning home from recounting the experiences that happened on the holiday. (Ferrari 2020.)

Pull factors are the specific characteristics of a destination or service that attract the individual to the destination after they have decided to travel. The number of pull

factors can be remarkably larger than push factors because pull factors can be anything within the scope of the destination's nature of attributes associated with the destination. (Ferrari 2020.)

6 CUSTOMER EXPERIENCE

Customer experience can be defined to be the emotion the customer feels when they come in contact with the service provider. The experience from the encounter is what the customer will remember and based on the memory they form their opinion of the service provider. The contact with the service provider can be via marketing such as on TV or social media, or by visiting the place of sale or service. (Lafrenière 2019.)

Good customer experience is crucial because it is easy for the customers to choose a different service provider. In most cases, the customers are willing to pay more for a better experience. In case of a bad customer experience, word-of-mouth can be extremely damaging to the business, especially due to social media, where a bad review can be seen by thousands of people. (Lafrenière 2019.)

Customers' expectations of a good customer experience and good service quality have increased over the years. Often good experiences are taken for granted by customers. Because the customers' values and beliefs are all different, each experience is uniquely personal for each customer. (Kular 2017.)

The sequence of events the person experiences can be called an experience. The customer can connect better with the intangible experiences than a tangible product because the customer can connect better with it and that is why it adds value to the customer. The values that are obtained from experiences bypass values obtained functionally. Such values the customers get from experiences are, for example, sensory, cognitive, and behavioral values. Emotions are a big influencer to decision making, even more than rationality. More personal and customized services are being chosen by the customers because the customers pursue of the good life. (Kular 2017.)

When a good festival experience is outlined it usually involves social interaction, shared value of the performances, and a sense of community with still own personal experiences. Positive experiences are usually related to a good quality program. Customers usually attend festivals for the festival experience and the atmosphere, it is extremely hard to completely design the festival experience for the customer. Some

elements can be integrated into the experience to strengthen social interaction. It is suggested that festivals should be thought of as an activity as a whole rather than a separate group of activities. The whole festival experience is created by the attendant's state of involvement. (Biaett 2018.)

6.1 Tourism experience

Tourism experience and customer experience have a synonymous meaning. Although tourism experience is usually associated to involve a more intense emotional experience and a greater number of social interactions than in a customer experience. (Prayag, Spector & Finsterwalder 2020.) Customers are looking for experiences that have emotional, ethical, and social aspects on top of fantasy and fun. This can be called experience economy. (Kular 2017.) The phenomenon of experience economy can be used to describe the shift of customers moving to consume experiences rather than tangible goods (Chen, Prebensen & Uysal 2018).

Tourism experiences offer a pause to the person's everyday life. The experience aims to enhance the customer's quality of life by enriching them with new things, ideas, and locations that the customer can remember for the rest of their life. The enjoyable experiences can be divided into four types of experiences. Sensations experience that can lead to sensory pleasure, interactions with other people that can lead to social pleasure, ideas and feelings that can lead to emotional pleasure, and analysis of the complexities of stimuli that can lead to intellectual pleasure. (Kular 2017.)

Sensory pleasure can consist of all things that stimulate senses such as sight, smell, sound, taste, and touch. Social pleasure can consist of, for example, social outings with friends and family that appease the need for socialization for a person. With social pleasure, the experience is made memorable by the social aspect of the experience, which can be for example exploring new sights with a group of friends. (Kular 2017.)

Emotional pleasure can be gained from experiences that invoke an emotional response from a person. For example, stories and exceptional experiences invoke emotional responses. Intellectual pleasure can be gained from exploring sights that give the

person a new understanding of life. This can be obtained for example, from historical sights, study tours, or visiting restaurants from different cultures. All of these experiences are intellectually stimulating to the person and deliver new insight and knowledge to the person's life. (Kular 2017.)

6.2 Customer expectations

Customer expectations are the beliefs of good service delivery which works as a reference point against which the service performance is judged. The customers judge their perception of performance to the reference points to evaluate the quality of the service. It is important to know what customers are expecting from the service to be able to match the expectations and deliver quality service. (Zeithaml, Bitner & Gremler 2018, 51.)

Customers progressively expect that their needs are anticipated and met by the service providers. This is the reason it is increasingly more urgent that the service providers understand the expectations of the customers. If the customers' expectations are met or exceeded they will perceive that they have received high quality service and therefore there is a higher chance that they remain loyal to the service provider. (Hudson & Hudson 2017, 46-47.)

There are three levels of expected service that the customers have which are desired, adequate, and predicted service. The desired service refers to the service the customer wishes for. It can be influenced by the customer's personal needs, the promises the service provider has made explicitly and implicitly, comments heard from word of mouth and the customer's previous experiences with the service provider. (Hudson & Hudson 2017, 47.)

Adequate service is the lowest level of service the customer will still accept and not be discontent with the service. This can be influenced by what customers perceive to be the alternatives for the service, situational factors, and how the customer perceives their role in the service delivery. Predicted service is the level of service the customer

anticipates and therefore affects how the customer defines adequate service. (Hudson & Hudson 2017, 47.)

Service is heterogeneous which demonstrates that it is hard to ensure that the service is continuous and consistent. The degree to which the customer recognizes and is willing to tolerate different variations in customer service is called the zone of tolerance. A zone of tolerance settles between desired and adequate service. When the service falls outside of the zone of tolerance the reaction from customers is either positive or negative. (Hudson & Hudson 2017, 47.)

If the service is perceived to be below adequate the customer might experience feelings of frustration and the likelihood of customer complaints is higher. If the service is perceived to be higher than the desired service the customer is more likely to be highly satisfied with the service and remain loyal to the service provider. (Hudson & Hudson 2017, 47.)

Experiences are produced and consumed at the same time by the customer which therefore means that the experience is evaluated by the customer after the experience to determine if it exceeded their expectations or not. This means that it can be determined only after the experience if the customer was satisfied, and if the experience created value for the customer. The value in question refers to the well-being of the customer being somehow better after the experience than it was before. In some cases, the customer might lose value if the experience does not meet the expectations of the customer. (Kular 2017.)

If the experience is deficient in some way the customer might make efforts to improve it themselves. Communication between people, the process of the experience, and physical evidence are what influences the expectations of the service quality and how it is perceived. In tourism destinations, the experiences can be influenced by several factors and how the individual interacts with them. These factors can be, for example, accommodation, and the local residents. (Kular 2017.)

The physical environment of the experience which consists of the things surrounding the individual such as multi-sensory cues, the surrounding space, and its functions, and

signs and symbols have been pointed out as important by many researchers. The physical surrounding can influence the quality of the experience. The individual can experience the environment by the five senses of smell, sight, touch, sound, and taste. They are an essential part of the whole experience. The senses can be stimulated for example, by music, lighting, and aroma and set the atmosphere for the experience. The atmosphere can be a big factor that affects the experience. (Kular 2017.)

The service provider can influence the experience by controlling the ambiance and the actors taking part in the experience but in the end, it is the customer and the mood they are in that measures the quality of the experience. In the staging of the experience, the customer with their actions can be disruptive or play a creative role in the experience which makes the experience personal to each individual. The outcome depends on the customer's reaction to the experience. The reaction can be influenced by the customer's frame of mind, their cultural background, and their thoughts and feelings. (Kular 2017.)

Even though the physical environment is important in the creation of the experience, for it to succeed the customer needs to be engaged. To get the customer involved they may be engaged physically, intellectually, emotionally, and spiritually. The level at which the customer is willing to participate in the experience varies from customer to customer. Knowledge and skills of the customer can also be an affecting factor in the actions taken by the customer in the service environment. (Kular 2017.)

The capability of the customer influences the experience. For example, the customers' ability to listen, interact and empathize influences quality on the social aspect of the experience. The customer needs to use the skills they have learned outside as well as inside of the experience to be able to enjoy it. The experiences can help customers gain knowledge to exceed their previous standards and therefore boost their self-confidence and self-image. The customer can experience a drive that motivates them to repeat the experiences to enhance their skills further. (Kular 2017.)

7 RESULTS

The sample size for this survey was 670 people which is the number of people on the Jyväskylä Festival summer post email list. The questionnaire got 43 responses. The responses are summarized question by question to get an understanding of what the responses to the questionnaire were.

7.1 Image Jyväskylä Festival

The responses to the question of what the image of the Jyväskylä Festival is were mostly very positive. The respondents described their images with words such as versatile, current, and high quality. Some respondents had the image that the event is expensive. This was balanced by the respondents that had the image that the event is affordable with free events as well. This observation between the price of the event can be based on the event offering a range of different events and performances with different prices ranging from free events to two-day long music festival.

> *The bohemian nature of the city is combined with naturalness and relaxation. The cultural side of Jyväskylä comes to life properly and a little bit of everything happens everywhere. Also, the word cozy could reflect the event well! It's wonderful that a large portion of the events are smaller, which makes it easy to access.*

Few singular responses described the image as old-fashioned and confusing. Some answers said that their image of the festival has changed while another said it is nostalgic. Some respondents described the event to be targeted at different audiences and that the event is broad. One respondent answered that their image of the event is unique but that it is moving towards a more typical festival.

> *Renewable, respected, expensive, but worth it, unknown to some.*

One respondent said that the event makes it easy to unprejudiced experience new things and be positively surprised. Also, the speech program was the part of the event that stood up.

> *The festival has varied so much over the decades. Now it was nice to see a return to interesting speech programs this summer. The summer has had an excellent reputation as an organizer of high quality speech programs and high quality cultural programs. This is sometimes lost. Good, if this is to rise again. Jyväskylän festival has a strong brand and requires a lot of work to bring it to its former glory.*

7.2 Expectations of culture events

The customers were asked what their expectations for Jyväskylä Festival are. All the respondents had very similar answers. Versatility was the most common answer among the respondents. More specifically one respondent highlighted versatility in the speech program especially. Linearity in the content of the festival was mentioned by one of the respondents.

The respondents expect the event to be different from others while still maintaining the good quality of the program and event organization. One respondent answered that their expectations for the event were that the program must be something that you might not be able to experience otherwise. The quality of the event was important to the respondents, as can be seen from responses that state that the expectation is that the organization of the event is high quality.

> *Current program that looks into the future but still appreciates the past.*

7.3 Benefits of participation

The respondents were asked what benefits they feel they gain from culture events. One of the most common answers was experiences, a few respondents more specifically specified the experiences being culture experiences. Having a good time was mentioned in many different ways. The good mood was in many answers and few respondents answered that the benefit they get is relaxation. One of the customers answered that they get a new perspective to their lives as well as relaxation and having fun.

> *Get to know the creative work of skilled artists and musicians, gain experience, make contact with others like-minded in the audience, meet old acquaintances and see and hear your favorite artist live. After hearing, I dare to invest money in, for example, the purchase of records or ancillary material, if my budget allows it.*

Vitality was amongst the most common answers for benefits alongside a break from everyday life. Being part of a community, meeting new people, and getting new contacts were mentioned a couple of times by the respondents. Memories and pleasure were mentioned a few times. One respondent said the benefit was the emotion they get from the experience, the feeling that it was great that they participated in the event and experienced it.

7.4 Motivation to attend

The respondents were asked what motivates them to participate to a culture event and the answers had many similar answers. New experiences were the most common answer to be the motivation behind participation. The second most common answer was friends as the motivation factor. Experiencing and supporting culture and the event was also the answer by a few of the respondents. A few respondents said that they want to support Jyväskylä.

Sense of community was part of many answers. The desire to avoid loneliness was the motivation of one of the respondents. The high quality program seemed to be a big motivator for several respondents. The art experiences and music which can also be linked to the program were also said by a few of the respondents.

> *The biggest is getting inspired by art and culture. Seeing friends perform and in the audience as well as seeing friends after own performance. Getting to know new people and sharing new experiences with good friends.*

7.5 Features of an event

The respondents were asked what features get them interested in the event. The most mentioned features that interest the respondents about culture events are the location, program and performers, price, and atmosphere. One respondent specified that the location should be in the center of the city with good public transportation to make the event accessible. Other features that the respondents mentioned were the timing of the event. Also, the ease of participating in the event alone was mentioned. Theme and versatility were also featured that were mentioned.

> *Versatility in events. That's the atmosphere that comes through in the aesthetics of the festival. In my opinion, Jyväskylä Festival has been very successful in the layout of advertising and also in other aesthetics. Ease. Everything is close and yet pretty cheap.*

7.6 Values of an event

The respondents were asked whether values influenced their decision on which culture event they participate in. 28 respondents answered that values influence their decision while 14 answered that the values of the event have no influence. In the case that the respondent answered that values influenced their decision, the respondents were asked to specify which values they think are important.

The most common answers were equality, nature values, and sustainable development. Some of the respondents emphasized that tolerance and community are important values. Also, that the event can be trusted and that the event values quality overall were the answers among some of the respondents.

7.7 Factors influencing participation

The respondents were asked to rate the importance of price, location, reputation, and content were in their decision to participate in an event from one to five. Number one indicates that the factor does not influence their decision and number five indicate that it significantly influences their decision to participate in the event. We are going to go through the answers one by one starting with the price of the event.

Figure 3. Influence of the price on decision making.

As can be seen from the figure above the most answers got number three with 18 of the responses followed by number four with 12 answers and after that number five with seven answers. The least answers got number one with 1 answer and number two with three answers. Next, we will look into the influence of the location of the event.

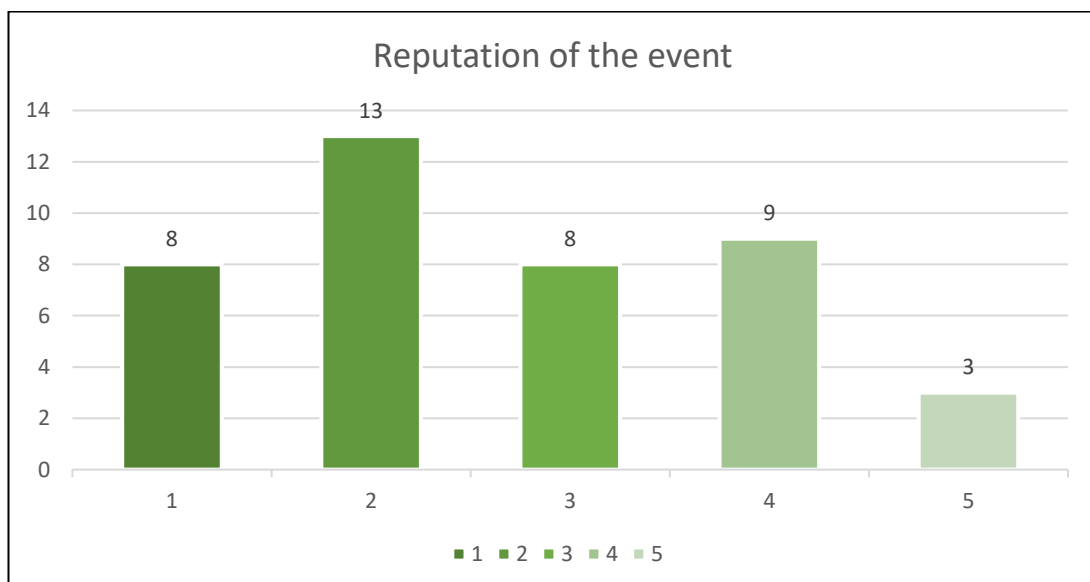**Location of the event**
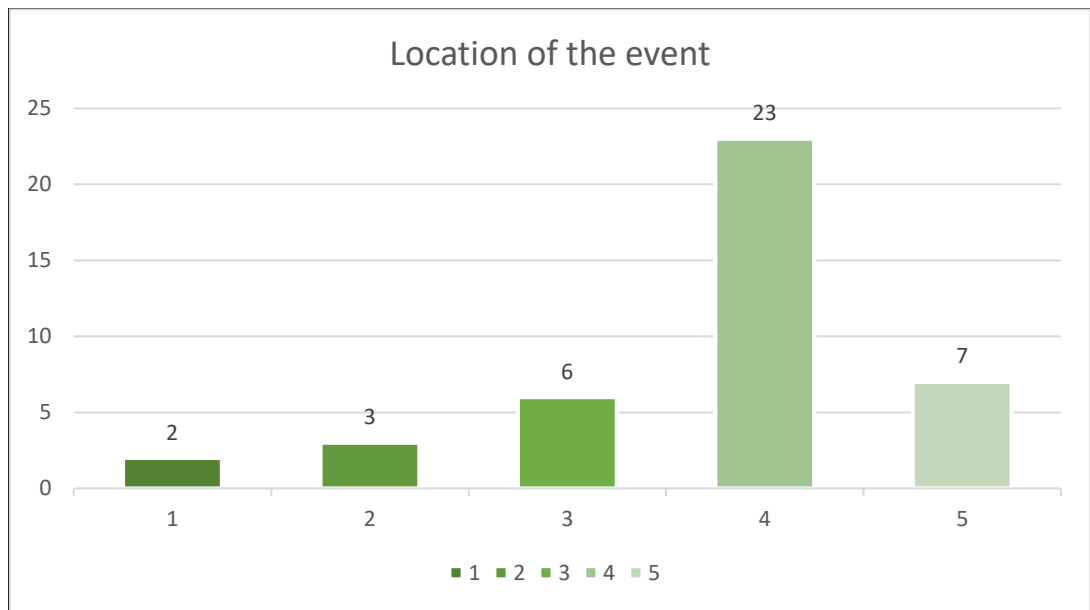
Figure 4. Influence of the location on decision making.

We can see from the figure above that the most answers got number four with 23 responses. The second most answers got number five with seven answers followed closely by number three with six answers. The least answers got number one with two answers followed by number two with three answers. Next, we will look into the influence of the reputation of the event.

Reputation of the event

Figure 5. Influence of the reputation of the event.

As can be seen from the figure above this factor got the most scattered answers from the respondents. The most answers got number two with 13 answers followed by number four with nine answers. Number three and one got the same number of answers, both getting 8 answers from the respondents. The least answers got number five with three answers. Next, we will take a look into how much the event content influences the customer's decision.
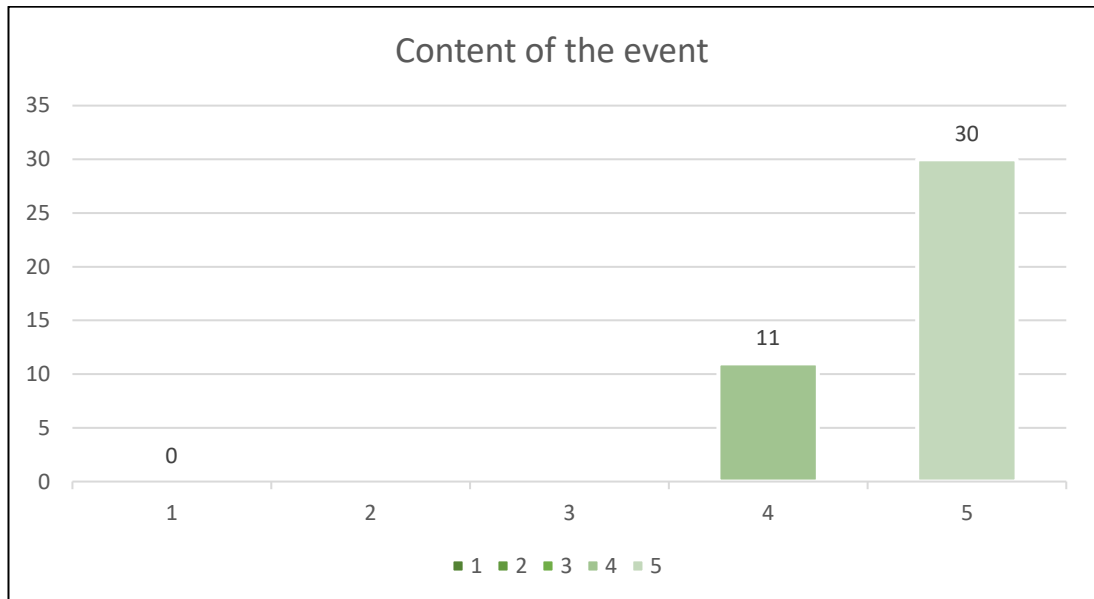
Figure 6. Influence of the content of the event.

As we can see from the figure above this factor influences the decision to participate in an event the most. The most answers got number five with 30 answers followed by number four with 11 answers. Numbers one, two, and three did not get any answers.

8 ANALYSIS

The analysis is done in parts. First I am going through what experiences drive the customers to participate in the event. Then I will determine the main pull factors of the event, Then, I will look into what are the customers' expectations of the event. And finally, I will answer the main research question, what motivates people to participate in the culture event. To determine the experiences and expectations of the customers the responses are analyzed by coding them into different themes based on the theoretical framework. These themes are then examined in the context of culture events and more specifically Jyväskylä Festival. Pull factors for culture events will be determined based on the most common answers from the respondents and supported by quantitative data of how important the respondents thought the features were. After that, the motivations are combined and determined based on the previous analysis.

The theories the analysis is partly based on are both from Kular. The first one is to analyze the experiences based on the types of enjoyable experiences: sensory pleasure, emotional pleasure, social pleasure, and intellectual pleasure. This is to explore the experiences to find out what aspects of the experiences the customers think are important. The second theory is used to determine the expectations of the customers. The theory explores the ways the customer can be engaged to get involved in the experience. The ways explored in the analysis are physical, intellectual, and emotional engagement. (Kular 2017.)

8.1 Experiences driving motivation

The themes for the experiences to determine what kind of experiences the respondents are looking for and therefore motivate them to participate in the event are sensory pleasure, social pleasure, emotional pleasure, and intellectual pleasure. These were chosen based on the four types of enjoyable experiences. Sensory pleasure contains experiences that stimulate the five senses, smell, sight, sound, taste, and touch, social experiences soothe the persons need for socialization, emotional pleasure describes experiences that cause an emotional reaction to the customer, and intellectual pleasure

are intellectually stimulating to the customer and give them new knowledge and insight. (Kular 2017.)

The festival experiences described by the respondents often included things that fit into more than one theme in their answers. Therefore, one theme cannot be argued to be more important than the others. The respondents had more things to describe the experiences in the social-, emotional-, and intellectual pleasure themes. The sensory pleasure was described as having good music experiences and watching good performances. This does not rule out the importance of this theme regarding the others. It mainly emphasizes the importance of providing the customers with interesting and good quality performances that gives them the experience they are after. This also indicated that sight and sound are the most memorable senses used during the event that the customer experiences.

The social pleasure theme includes responses that describe the social aspects of the experiences. Such experiences are the sense of community that the customers get while participating in the event. This was brought up with various wordings but essentially all relate to being part of a community. Friends and happy encounters are also important in the festival experience according to the respondents. Contact with friends and meeting new people are important aspects of the experience that motivate participation. Also, conversations can be mentioned in the theme of social pleasure as well as in the upcoming intellectual pleasure theme that is discussed later. The conversation has a social aspect as well as an intellectual one. Of course, the type of conversation determines what kind of experience it is. A person might experience more social pleasure from a conversation with a friend and more intellectual pleasure from participating in the conversation on social media for example.

Social pleasure is more involved with the physical environment of the experience. There needs to be an opportunity for the customers to interact with each other as well as the service provider. The service provider can influence the experience by influencing the actors and the environment that are part of the experience (Kular 2017). To use Jyväskylä Festival's Puistojuhla as an example, there is a very good opportunity for socialization for the customers attending by this picnic type of set up in the park. There the customers have the opportunity to socialize in the upper side of the park

further away from the stage which enables conversation even while the performance is happening at the same time. This combines the social and sensory pleasure to be experienced at the same time.

The emotional pleasure theme includes the emotions the respondents described they feel during the festival experience that drives their motivation. The most answered emotions were feelings of relaxation, pleasure, joy, and enjoyment. The respondents were in a good mood and had good emotions when describing the festival experience. Also, wellbeing and the desire to avoid loneliness were mentioned which are important to bring up. Festivals are a recreational activity that has the opportunity to give positive emotions and therefore enhance wellbeing. Also, the social aspect of the experience decreases the feelings of loneliness. Emotional pleasure cannot be directly influenced by the service provider. The experience depends on the mood of the customer and what they perceive to be a good experience (Kular 2017). Of course, the program and organization of the event allow the customer to feel positive emotions but essentially it is up to the customer to determine what they feel.

The intellectual pleasure theme describes the experiences where the respondents feel like they have gained insight and knowledge from the event. The responses circled around conversations that relate to the speech program Jyväskylä Festivals offer. The customers want to learn something new that expands their knowledge and gives them a new perspective in life. It was important to the customers that the topic of conversations are current and touch issues that need to be discussed at the moment.

8.2 Determining the pull factors

The pull factors are determined from the most common answers that the respondents gave to the question of what features make them interested in an event. This is because the number of pull factors cannot be reduced to pre-determined themes. After all, the number of pull factors depends on destination or event. Pull factors can be anything within the scope of the attributes that are associated with the event (Ferrari 2020).

The most answered features are location, performers, atmosphere, price, and the program. From this, we can determine that the most important pull factors of the event are the ones listed before.

Location was one of the most answered features that the respondents deemed important regarding an event. In case of Jyväskylä Festival, the location of the event is great since it is mostly located around the Jyväskylä city center with few exceptions where the location is more remote. In figure 4 we can see how important the respondents' thought location was in terms of willingness to participate. According to the answers, location plays a big role based on the fact that the most answers got number four following with number five and three. From this, we can determine that location is important to the respondents and therefore is a strong pull factor for Jyväskylä Festival.

The atmosphere was frequently answered feature by the respondents. The customers feel it is important that the atmosphere is accepting. This also could be linked to the sense of community the respondents want to experience during the festival. It is important to feel included and that the atmosphere is joyful.

Price was one of the most answered features amongst the respondents. Jyväskylä Festival has a variety of events in different price ranges that stand out to the customers. As can be seen in figure 3 the most answers got number three followed by four and five which indicated that the price is not the most important feature, but it still matters, number three being in the middle of the scale of it being very influential and not influential.

Performers were amongst one of the most answered features alongside the program. These two can be grouped as the content of the event. It is hard to satisfy everyone with the choice of performers since everyone has different tastes in what they like. In figure 6 we can see that the content of the event was the most influential feature according to the respondents with more than half answering number five and the rest answering number four. In the case of the Jyväskylä Festival, they offer different types of events and different genres of performers.

Reputation was the only pre-determined feature that did not come up from the respondents' answers about the features that were important to them. This can also be seen from the answers in figure 5. The most answers got to number two and the rest of the answers were divided pretty evenly between four, one, and three. This feature shared the opinions the most from which can be deduced that reputation does not influence the opinion as much as the other features do. This is also supported by the fact that it is not included in the features in the respondents' answers.

8.3 Expectations of Jyväskylä Festival

The themes to determine the expectations from the answers that the customers have for Jyväskylä Festivals are physical, intellectual, and emotional. They come from the ways the customers can be engaged to take part in the event to create the experience. The involvement of the customer is important in the experience evaluation; therefore, the expectations are divided into these themes to distinguish the different types of expectations the customers have. The expectations of the customers are important to keep in mind in festival organizations because the level of involvement the customer is willing to put in the event depends on the customer and therefore affects the overall experience. (Kular 2017.)

Physical expectations the respondents mentioned were largely involving the program of the event. Versatility is important to the respondents according to the answers that suggested specific events the customers would like to have. It was also straight up stated that it is an expectation of theirs. To counterbalance it also linearity was stated as an expectation. This suggests that the customers want a versatile and broad program that still maintains its linearity. Also, the organization of the event was started as an expectation. The customers want good quality organization from the event.

The intellectual expectation the respondents stated was related to experiences. The customers want to experience something they do not get to experience otherwise they participated or that the event is something that cannot be experienced elsewhere. This can be hard to accomplish since most of the performers might perform on other festivals as well, but this can be accomplished by adding events to the program that

are for example local or the performance is location specific, also including new and unknown performers is a good way to offer something new to the customers. Also, the experience can be made unique by the atmosphere and other actors involved in the event such as the location.

Emotional expectations are all positive emotions the respondents what to experience while and after they participate in an event. The emotions are mostly the same as in chapter 8.1 where emotional pleasure was talked about. The customers expect to get enjoyment out of the event. They want it to enhance their wellbeing by getting the pleasurable feeling from participating.

8.4 Motivation behind participation

Now that we have answered the sub questions it is time to answer the main research questions of what motivates people to participate in culture events. From the previous analysis, we can determine that the motivation comes mainly from the different features of the festival experience. The difference from person to person can be seen from which part of the experience they deem as important that determines if they are motivated to participate. If the festival does not offer that feature the customer is not motivated.

Especially the social and intellectual motivations are important to highlight from the festival experience. Participating in an event is a social experience where the customer comes into contact with several different people from friends and strangers to event organizers. It can be a place to meet new people and make new contacts which are the kind of things the respondents mentioned as well. It might not even matter that much what the performer is if the customer is participating because of the social motivation. This is why it is important to make it possible to socialize during the event to offer a social experience to the customer. Intellectual motivation can be a driving force for the customer to take part in workshops and speech programs where they can get a new perspective and knowledge on the topic in discussion.

Of course, we cannot forget the importance of the performers as a motivation for the customer to attend. The customer can also participate to listen to or see the specific performer or performance. Also, the type of event can be what motivate the customer to participate. For example, watching a theater or going to a museum can be things that motivate the person to participate. It can even be a tradition to attend every year to a specific event.

Values can also be determining feature that influences the customer's choice to participate. Even if the customer is motivated but the event does not follow the same values as them it might lead to the customer not participating. Values are what the customer deems important and influence their motivation (Kostelijk 2016). Based on the answers majority of the respondents said that values are an influencing factor for their participation.

9 CONCLUSION

It can be hard to include all the things in an event that motivates all the customers to participate in an event. It can be quite hard to include all the experiences in one event. Jyväskylä Festival with their program can offer all of the experiences talked in the analysis to the customers since the program include different types of events that can give the customers the social, intellectual, emotional, and sensory experiences they might need for.

What we can see from the analysis, the experience might not be what is first thought. There are many aspects to it to which every person can place their emphasis on their importance. It is also good to keep in mind that for example, a customer is motivated by sensory experiences, if the performer is not to the liking of the customer they might not be willing to participate. In that case, the performer is the biggest motivator. The definition of a good and interesting performer varies drastically from customer to customer.

In practice, it is important to keep in mind all the aspects of the experience and pay attention to all the aspects that might not first come to mind that are significant while organizing an event. The festival experience is not just the great and well organized performances but also the overall atmosphere the event organizer can influence, and the customers ultimately create. The customer needs to be given the space to create the experience for themselves.

Jyväskylä Festival already has strong values and strategies for its event. With this thesis, they have the base for further research into their customer base as well as confirmation on what aspects of their actions are received by the customers. It can also be seen how well for example their values and strategy work for the customers.

9.1 Reliability and validity

Trust is a big part of determining the quality of the research. It can be determined from the methods used and the care that they are used in the research. In this context reliability and validity are important to consider. With validity, the research is considered from the point of view of its usability to adaptation of the results in the general population as well as how well the phenomena is presented and how the data is collected and represented. Reliability refers to the timeliness of the research. It considers if the research would have similar answers if the research would be done again later or if the research would be done with a different sample. (Veal 2017, 53.)

The data collection was done by using a questionnaire survey and the number of responses was 43. The number of responses was fewer than normally would be ideal for a questionnaire survey to get the data for analysis, but since the data analysis was done qualitatively and the respondents were asked open questions where they could answer with their own words, I feel that the answers were adequate to answer the research questions.

The research was conducted during the Covid-19 pandemic which might have affected the results of the research. For example, the pandemic affected the choice of data collection method where I felt it better to do it online rather than in person to reduce the risk of exposure. Also, the pandemic might have affected the responses from the customers as well. The role of events can feel more significant when the event is possible to be organized when there have been several restrictions to everyday life, and especially social life, previously. Also, it might have had a big difference in the speech program since it was partly organized remotely compared to previous years.

In this kind of study, the responses might change significantly if the sample would be different. The analysis was done based on the opinions and feelings of the customers that answered the questionnaire. The responses can also change with the festival itself. The feelings and opinion's chance if the event has some significant changes and therefore the conclusion would be completely different.

9.2 Commissioner feedback

Jyväskylä Festival has been living through major upheavals in recent years when both permanent employees of the festival changed during 2017. As employees changed, major changes were made to both the content of the event and the productions process. The aim of the festival is to be a modern, diverse, accessible, and responsible event, backed by a long and valuable history. In the midst of the first years of reform, the world was hit by the COVID-19 pandemic, which had a particular impact on the organization of events. Jyväskylä Festival has been organized during the pandemic in both summer 2020 and 2021 and many things have had to be done differently.

The thesis and the related survey have meritoriously examined the experiences of the audiences at this event which was held during this exceptional time. The thesis has been implemented in very good cooperation with the commissioner and is successfully based on joint discussions and plans. Due to the exceptional time, there were special challenges in carrying out the survey, which did not become an obstacle due to the author's good working attitude.

The thesis supports the renewal work of the festival and its strategic goals. The themes that emerge in it are relevant to the commissioner and provide relevant information for future research and event development.

9.3 Reflection

The topic was chosen based on my discussion with the commissioner. My interest in the event industry has grown throughout my studies and after completing practical training at Jyväskylä Festival I felt it was the obvious choice to ask If I could do my thesis for them. Also, other festivals providing the same kind of events can benefit from this thesis by generally applying the results to their event or by using the framework for their market research.

The whole thesis process was very educational from both the writing and topic point of view. The most important thing I learned is how important it is to get to know the

customers of a business or product to determine if the strategy developed is the right one and reached the customers. It is also important to know what the impression customers get from the service. This is why I feel it is very beneficial for me to have had the opportunity to do market research. This also was very educational from an events point of view. This will be useful for me in the future if I am going to be working in the event industry.

I also learned from the thesis process seemingly basic things such as scheduling. I made the questionnaire before I had finished the theoretical framework. This made the forming of the framework and the final research questions be based on the questionnaire questions. Luckily I had a clear vision from the start of what I wanted to answer with this thesis, so I got everything to fit together in the end.

REFERENCES

Biaett, V. 2018. Festivity and Attendee Experience: A confessional tale of discovery. In: Mair, J. The Routledge Handbook of Festivals. New York: Routledge. Referred 13.1.2022. https://www.perlego.com/book/1523100/the-routledge-handbook-of-festivals-pdf?queryID=5335d92f1b437961bb336f5771709c34&searchIndexType=books

Boeije, H. 2009. Analysis in Qualitative Research. London: SAGE Publication. Referred 13.1.2022. https://www.perlego.com/book/1431485/analysis-in-qualitative-research-pdf?queryID=49b4701aec4e696826a86ec39d9951cc&searchIndexType=books

Bowding, G. 2005. Events management. Butterworth-Heinemann. Referred 13.1.2022. https://samk.finna.fi/Record/samk.991377705405968

Chen, J., Prebensen, N. & Uysal, M. 2018. Dynamic drivers of tourist experience. In: Prebensen, N., Chen, J. & Uysal, M. (2nd ed.) Creating experience value in tourism. Boston, USA: CABI. Referred 13.1.2022. https://www.perlego.com/book/969360/creating-experience-value-in-tourism-pdf?queryID=a706589c720fba65ac28091d83dfa639&searchIndexType=books

ESOMAR. 2007. ICC/ESOMAR International Code on market and social research. Referred 13.1.2022. https://iccwbo.org/content/uploads/sites/3/2008/01/ESOMAR-INTERNATIONAL-CODE-ON-MARKET-AND-SOCIAL-RESEARCH.pdf

Ferrari, F. 2020. Key drivers of tourism experience. In: Dixit, S. The Routledge Handbook of Tourism Experience Management and Marketing. Vanderbilt Avenue, New York: Taylor and Francis. Referred 13.1.2022. https://www.perlego.com/book/1599221/the-routledge-handbook-of-tourism-experience-management-and-marketing-pdf?queryID=f09cf56c5223762ef29f2692096b509f&searchIndexType=books

Hair, J., Page, M. & Brunsveld, N. 2019. Essentials of Business Research Methods. New York: Routledge. Referred 13.1.2022. https://www.perlego.com/book/1601160/essentials-of-business-research-methods-pdf

Hudson, S. & Hudson, L. 2017. Customer Service in Tourism and Hospitality. (2nd ed.) Oxford: Goodfellow Publisher Limited. Referred 13.1.2022. https://www.perlego.com/book/868904/customer-service-in-tourism-and-hospitality-pdf?queryID=c670eb69171f24ef58b21b7a7b3a7139&searchIndexType=books

Jansson-Boyd, C. 2010. Consumer Psychology. Open University Press. Referred 13.1.2022. https://samk.finna.fi/Record/samk.991327475505968

Khan, M.A. 2006. Consumer behaviour and advertising management. New Delhi: New Age International. Referred 13.1.2022 https://samk.finna.fi/Record/samk.991322820705968

Kostelijk, E. 2016. The influence of values on consumer behaviour (1st ed.). Taylor and Francis. Referred 13.2.2022. https://www.perlego.com/book/1631239/the-influence-of-values-on-consumer-behaviour-the-value-compass-pdf?queryID=fbec3a2193e014a0b39da48373e1d86c&searchIndexType=books

Kular, N. 2017. Creating memorable consumer experiences: insights from the hospitality and tourism industry. In: Jauhari, V. Hospitality Marketing and Consumer Behavior: Creating memorable experiences. Canada: Apple Academic Press. Referred 13.1.2022. https://www.perlego.com/book/1487849/hospitality-marketing-and-consumer-behavior-creating-memorable-experiences-pdf?queryID=53edafade41677f740590b775c2a0642&searchIndexType=books

Lafrenière, D. 2019. Delivering Fantastic Customer Experience (1st ed.). Taylor and Francis. Referred 13.1.2022. https://www.perlego.com/book/1524602/delivering-fantastic-customer-experience-how-to-turn-customer-satisfaction-into-customer-

relationships-
pdf?queryID=7e4b2000128ba2af4731b6ba51f19f37&searchIndexType=books

Mair, J. 2018. The Routledge Handbook of Festivals. New York: Routledge. Referred 13.1.2022. https://www.perlego.com/book/1523100/the-routledge-handbook-of-festivals-pdf?queryID=5335d92f1b437961bb336f5771709c34&searchIndexType=books

Phillips, A. 2007. What is Market Research?. In: Hamersveld, M & Bont, C. (5th ed.) Market research handbook. John Wiley & Sons. Referred 6.4.2021 https://samk.finna.fi/Record/samk.991318148305968

Prayag, G. 2020. The role and measurement of emotion in tourism experiences. In: Dixit, S. The Routledge Handbook of Tourism Experience Management and Marketing. Vanderbilt Avenue, New York: Taylor and Francis. Referred 13.1.2022. https://www.perlego.com/book/1599221/the-routledge-handbook-of-tourism-experience-management-and-marketing-pdf?queryID=f09cf56c5223762ef29f2692096b509f&searchIndexType=books

Prayag, G., Spector, S. & Finsterwalder, J. 2020. Customer experience in tourism. In: Dixit, S. The Routledge Handbook of Tourism Experience Management and Marketing. Vanderbilt Avenue, New York: Taylor and Francis. Referred 13.1.2022. https://www.perlego.com/book/1599221/the-routledge-handbook-of-tourism-experience-management-and-marketing-pdf?queryID=29f297a665abdfdb8c0a0e4cbb3343b2&searchIndexType=books

Puttaiah, M., Kiran, A. & Avramakis, E. 2020. All change: how COVID-19 is transforming consumer behaviour. Swiss Re Institute 10.12.2020. Referred 8.4.2021 https://www.swissre.com/institute/research/topics-and-risk-dialogues/health-and-longevity/covid-19-and-consumer-behaviour.html

Saunders, M. N. K., Thornhill, A., & Lewis, P. 2019. Research Methods for Business Students. Pearson. Referred 13.1.2022.

https://www.perlego.com/book/971477/research-methods-for-business-students-pdf?queryID=3d3530e2e3702b5f245304b999734312&searchIndexType=books

Schensul, S., Schensul, J. & LeCompte, M. 2013. Initiating Ethnographic Research: A Mixed Method Approach. Maryland: AltaMira Press. Referred 13.1.2022. https://samk.finna.fi/Record/samk.991323263405968

Schiffman, L. & Wisenblit, J. 2018. Consumer Behavior. Harlow, United Kingdom: Pearson. Referred 13.1.2022. https://www.perlego.com/book/827329/consumer-behavior-global-edition-pdf?queryID=25a32a0e34434e9dd22c97780e8e5620&searchIndexType=books

Seyfried, M. & Reith, F. 2019. Mixed methods for research into higher education: solving the problem of institutionalized introspection. In: Huisman, J. & Tight, M. Theory and method in higher education research. England: Emerald Publishing. Referred 13.1.2022. https://www.perlego.com/book/971798/theory-and-method-in-higher-education-research-pdf?queryID=0189f26825303043799a03f447a6858e&searchIndexType=books

Stephens, D. 2016. Essentials of Consumer Behavior. New York: Routledge. Referred 13.1.2022. https://www.perlego.com/book/2192889/essentials-of-consumer-behavior-pdf?queryID=2caba1c08265c5d4e9731bc4db9af3ae&searchIndexType=books

Veal, A. J. 2017. Research Methods for Leisure and Tourism. Harlow, United Kingdom: Pearson. Referred 13.1.2022. https://www.perlego.com/book/812042/research-methods-for-leisure-and-tourism-pdf

Verhaar, J. & Eshel, I. 2013. Project Management: A Professional Approach to Events. Eleven International Publishing. https://ebookcentral.proquest.com/lib/samk/reader.action?docID=3015790

Zeithaml, V. A., Bitner, M. J. & Gremler, D. D. 2018. Service Marketing: Integrating customer focus across the firm. McGraw-Hill Education. Referred 13.1.2022. https://samk.finna.fi/Record/samk.991381781305968

Website of American Marketing Association 2021. Referred 20.10.2021 https://www.ama.org/

Website of ESOMAR. 2021. Referred 20.10.2021 https://esomar.org/

Website of Festivalfinder 2022. Referred 13.1.2022. https://www.festivalfinder.eu/

Website of Jyväskylän Kesä 2021. Referred 13.1.2022. https://jyvaskylankesa.fi

Ylikulju, K. & Hartikainen, A. 2022. Festival manager and producer of Jyväskylä Festival. Jyväskylä. Teams interview 12.1.2022. Interviewer Karoliina Kinnunen

Markkinatutkimus - Jyväskylän Kesä

Hei!

Olen Karoliina Kinnunen ja opiskelen International Tourism Development - koulutusohjelmassa Satakunnan ammattikorkeakoulussa. Tämä kysely on osa opinnäytetyötäni, jonka tavoitteena on selvittää asiakkaiden odotuksia kulttuuritapahtumia kohtaan sekä motivaatiotekijä osallistumisen takana.

Vastauksesi on erittäin tärkeä, sillä festivaali saa siitä hyödyllistä tietoa käyttöönsä tulevaisuutta ajatellen. Siksi on tärkeää, että vastaisit kaikkiin kysymyksiin, erityisesti avoimiin kysymyksiin ainakin parilla sanalla/lauseella.

Vastaamiseen menee n. 5-10 minuuttia ja kyselyyn voi vastata 28.6 - 8.8 välisenä aikana.

Vastaaminen tapahtuu anonyymisti niin ettei henkilöllisyyttäsi saa selville tutkimuksen tuloksista.

Kaikkien yhteystietonsa jättäneiden kesken arvotaan Jyväskylän Kesä - kangaskassi.

Jos kysymyksiä tai huolia nousee mieleesi kyselystä, minuun voi olla yhteydessä karoliina.kinnunen@student.samk.fi

Paljon kiitoksia avustasi!

Terveisin

Karoliina Kinnunen

Ikäsi?

Lyhyt vastausteksti

Mitä kautta kuulit Jyväskylän Kesästä?

○ Instagram

○ Facebook

○ Twitter

○ Kaveri/tuttava

○ Sanomalehti

○ Nettisivut

○ Muu...

Kuinka monena vuonna olet aikasemmin osallistunut Jyväskylän Kesään?

Lyhyt vastausteksti

Jos osallistut festivaaliin tänä vuonna, mihin tapahtumaan/tapahtumiin osallistut?

Pitkä vastausteksti

Mitkä Jyväskylän Kesän sisällöt kiinnostavat sinua eniten?

- [ ] Konsertit
- [ ] Puistojuhlat
- [ ] Esittävä taide
- [ ] Näyttelyt
- [ ] Puheohjelma
- [ ] Lasten Kesä
- [ ] Työpajat
- [ ] Pääsymaksuton ohjelmisto

Millainen mielikuva sinulla on Jyväskylän Kesästä? Esim. nykyaikainen, kallis, halpa.

Pitkä vastausteksti

Mikä motivoi sinua osallistumaan kulttuuritapahtumiin? Esim. ystävät, uuden oppiminen, uudet kokemukset.

Pitkä vastausteksti

Mitä hyötyä koet saavasti kulttuuritapahtumista? Esim. uudet kontaktit, elämykset.

Pitkä vastausteksti

Mitä odotuksia sinulla on Jyväskylän Kesältä?

Pitkä vastausteksti

Onko Jyväskylän Kesä aikaisempina vuosina vastannut odotuksiasi?

○ Kyllä

○ Ei

○ Osittain

○ En ole aikaisemmin osallistunut

○ En osaa sanoa

Mikäli vastasit edelliseen kysymykseen ei tai osittain voit halutessasi avata vastaustasi tähän.

Pitkä vastausteksti

Mitkä kulttuuritapahtuman ominaisuudet saavat sinut kiinnostumaan tapahtumasta? Esim. sijainti, hinta, ilmapiiri.

Pitkä vastausteksti

Kuinka paljon seuraavat asiat vaikuttavat päätökseesi osallistua tapahtumaan.

Kuvaus (valinnainen)

Tapahtuman sisältö

	1	2	3	4	5	
Ei vaikuta	○	○	○	○	○	Vaikuttaa merkittävästi

Tapahtuman sijainti

	1	2	3	4	5	
Ei vaikuta	○	○	○	○	○	Vaikuttaa merkittävästi

Tapahtuman hinta

	1	2	3	4	5	
Ei vaikuta	○	○	○	○	○	Vaikuttaa merkittävästi

Tapahtuman tunnettuus

	1	2	3	4	5	
Ei vaikuta	○	○	○	○	○	Vaikuttaa merkittävästi

Ovatko tapahtuman arvot tärkeitä päättäessäsi mihin tapahtumaan osallistut?

○ Kyllä

○ Ei

Mikäli vastasit edelliseen kysymykseen kyllä, mitkä arvot ovat sinulle tärkeitä?

Pitkä vastausteksti

Mitkä muut tapahtumat kiinnostavat sinua?

☐ Provinssi

☐ Ilosaarirock

☐ Pori Jazz

☐ Ruisrock

☐ Flow Festival

☐ Helsingin juhlaviikko

☐ Kaustinen Folk Music Festival

☐ Sodankylän elokuvajuhlat

☐ Muu...

Muita terveisiä/toiveita, parannusehdotuksia

Pitkä vastausteksti