

An Examination of Spring Festival Attendees' Motivations within Campus Recreation

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ABSTRACT Special festivals at university campuses have increased in number and size with various purposes including enhancing organizational culture and providing campus recreation opportunities. It was aimed to identify the underlying dimensions of the Spring Festival motivation. The data was collected by means of a questionnaire consisted of three sections. The first section was comprised of 18 statements related to motives of Spring Festival attendees. The second section of the questionnaire includes 6 items about festival satisfaction as a dependent variable. The third section was related with festival participant behavior and demographic characteristics of the respondents. The sample comprised of university students who attended "Spring Fest 2011" at a Turkish state university in province of Eskisehir. Exploratory and confirmatory factor analyses revealed four factors labeled as entertainment, escape, novelty and socialization. According to the results it was found that there was a significant relationship between motivational factors and festival satisfaction.