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**13<sup>TH</sup> EUROMED CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS  
RESEARCH**

**EXPLORING DRIVERS OF PSYCHOLOGY WELL-BEING AT MUSIC  
FESTIVALS**

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**Abstract**

The aim of the current study is to analyze tourist engagement with music festivals and their psychological well-being is achieved through surprise consumption, positive affect, arousal delight and satisfaction. A sample of 394 usable questionnaires allow us to understand that surprising consumption, arousal, positive affect and satisfaction are very important drivers to engage visitors to music festivals. Engaged tourists are more willing to reach a positive psychological well-being.

**Keywords:** tourist engagement, surprising consumption, emotional states, Psychological well-being, music festival

**Introduction**

Music festivals are a big phenomenon all over the world (BBC News, 2019). People travel for attending music festivals because they are a perfect opportunity to share live music with their peers and even with strangers that they can easily know for being all in the same context. Indeed, music festivals provide plenty chances for socializing, listening to music, and to participate in social activities (Packer and Ballantyne, 2011; Wakefield, 2016).

Despite growing interest, the literature about festivals and events tourism is still in an initial phase (Laing, 2018). In addition, very few studies have been carried out with the aim to find what makes a festival outshine in the visitors' minds, as well as to look for their benefits (Ballantyne, Ballantyne, and Packer, 2014).

The case of Portugal is pertinent for this study, since its visibility has increased tremendously, receiving every year about 21 million visitors (visit Portugal, 2017). Portugal's tourism boom resulted in having been recognized in the previous year of 2018 as the best tourist destination in the world for the second consecutive year by the *World Travel Awards* (World Travel

Awards, 2018). Portugal provides some of the best circumstances for the organization of music festivals, starting with the climate, which is characterized by being mainly warmer, and also with the diversity of landscapes. In this vein, with the intention to go further in understanding drivers of engagement of music festival tourists, the current study to analyze how tourist engagement with music festivals and their psychological well-being is achieved through emotional states and surprise consumption. The research question is: how emotional states and surprise consumption act as drivers of tourist engagement and psychological well-being at music festivals?

The remainder of this paper presents the theoretical background, method, and data analysis. The last part is devoted to conclusions and implications.

## **Theoretical framework**

### *Tourists' emotional states*

Emotions can be defined as a “*complex phenomena characterized by a combination of cognitive and experiential factors, psychological states, and behavioural expressions.*” (Rodríguez-campo et al., 2019, p.2). Due to its complexity, emotions can be considered either an antecedent or an outcome of the customer experience (Palmer, 2012). As noted by Brakus et al. (2009) emotions can be seen as a consequence that occur in the inner self after consumption experiences induced by stimuli, while constitutes a relevant determining factor of satisfaction and purchase decisions (Brunner-Sperdin, Peters, and Strobl, 2012; Barsky and Nash, 2002). Moreover, by being an outcome of an experience, its study helps organizations to realize how they should customize experiences (Knobloch et al., 2017; Rodríguez-campo et al., 2019).

Lee, Lee, Lee, and Babin (2008) posit that emotions can be treated as outcomes of environmental perceptions. More recently, there has been raised interest in emotional states, particularly on consumer delight (Finn, 2005; Loureiro, Miranda, and Breazeale, 2014). In order to measure delight, some researchers have used the same scales that are used to measure emotions (Loureiro et al., 2014; MiRan, Vogt, and Knutson, 2015). These studies have stated that arousal and positive affect are antecedents of customer delight. Finn (2005) present a 13 emotions measures which were based on the original measurement developed by Oliver (1997). The emotions' measures are split between four factors such as delight, arousal, positive affect and surprising consumption. The surprising consumption is generally viewed as an emotion which represents the result of the difference between the actual performance

and expectations (Oliver, 1997; Finn, 2005). Both arousal and positive affect are the fundamental antecedents of customer delight (Oliver, 1997). Arousal refers to the extent to which people feel excited and active (Loureiro et al., 2014). While positive affect is conceptualized as the set of feeling of pleasure and happiness (Finn, 2005). Lastly, delight can be regarded as an emotional response that englobes surprise, arousal, and positive affect (Finn, 2005; Loureiro et al., 2014; Oliver, 1997). As a matter of fact, the concepts of satisfaction and delight are quite similar, but they are discussed as different constructs (Finn, 2005). In this vein, the following hypotheses arise:

H1: music festival tourist delight is a function of surprise consumption, arousal and positive affect

H2: positive affect is positively associated with satisfaction

### *Tourist engagement and psychological well-being*

The literature on consumer engagement has emerged from the Service-Dominance (S-D) logic (Hollebeek, 2014). The Vargo and Lusch's (2004) study makes an original contribution, considering the shift in marketing over the last decades, where they stress out the importance of the exchange of intangible goods towards the tangible ones. An example of intangible goods can be knowledge, procedures, and specialized skills, and the new S-D logic developed by these authors can in this way lead to more ample perspective by combining goods with services (Vargo and Lusch, 2004). The service-dominance view seeks to establish focus on relationships and on the value of co-creative experiences (Brodie et al., 2011; Hollebeek, 2014; Vargo and Lusch, 2004; Rosado-Pinto and Loureiro, 2020). Customer engagement can be defined as the result of the interaction between a customer and a firm (Kumar et al. 2010; Brodie et al. 2011). Hollebeek, Glynn, and Brodie (2014, p. 154), propose a definition for consumer-brand engagement as the "*consumer's positively valanced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions*". While, Pansari and Kumar (2017, p. 295) draw our attention for the customers' activities which give rise to CE and define it "*as the mechanics of a customer's value addition to the firm, either through direct or/and indirect contribution*".

Kumar et al. (2010) find that exist diverse forms for a consumer affect a firm performance, which consequently generates customer engagement, which is composed by four indicators that can contribute to level of customer engagement between customers and brands/companies (customer purchases, customer referrals, customer influence and customer knowledge). Direct contributions encompass the customer purchases, so when customers buy to a company any

product/service they are generating profit (Kumar and Pansari, 2016). Whereas, the indirect contributions are constituted by customer referrals, customer influence and customer knowledge (Pansari and Kumar, 2017). Customer referrals occurs when a customer can attract others that would not be through the direct channels of marketing. Customer influence is achieved through the social media channels that allow people to exchange information about the brand or products in a real-time way. Finally, customer knowledge is linked to the creation of value which can be generated when a customer gives feedback about a product or service to a company/brand.

According to Pansari and Kumar (2017), the process of engagement has to be created on the basis of satisfaction and emotion, which they claim to be the antecedents. In addition, these authors claim that satisfaction is usually linked to the direct contributions whereas emotions is linked to the indirect contributions. Lemon and Verhoef (2016) claim for the evidence of a link between customer experience and customer engagement. They enlighten that nowadays customer engagement can be more witnessed particularly because the current touch points of the customer's journey experience are very interactive, which allow to obtain customer's social and emotional reactions.

Packer and Ballantyne (2011) claim that engagement in music festivals context can provide union between the festival attendees because they are in the same space and for a similar purpose, which results in a bigger sense of community. As noted by Snell (2005), music festivals are normally held for successive days which offers to the participants a great opportunity for them to feel completely absorbed by the experience. For instance, music festivals that have camping access will naturally concede even higher chances to occur engagement between visitors, as it is formed a sense of community. The consumer engagement can occur in two ways, physically and digitally (Laurell and Björner, 2018), and the manifestation of digital festival engagement has happened mainly in social media. Kumar and Pansari (2017) argue that the customer influence, one form of indirect contribution for engagement, is normally linked with the informative content posted in the social media platforms. Laurell and Björner (2018) point out that ultimately visitors have become more and more through the digital way. In sum, emotional states related to the festival may influence the way customers are engaged with the festival. Therefore, we suggest the following hypothesis:

H3: tourist engagement is a function of music festival tourist delight, positive affect and satisfaction

Music festival should also be connected to psychological well-being. The discussion around

The concept of well-being emerged out of the curiosity to better understand the meaning of happiness and human life satisfaction in the field of sociology, but over time its study has been extended to others areas such as sciences and economy (Smith and Diekmann, 2017; Shahrabani et al. 2019). Indeed, subjective well-being (SWB) has received considerable attention to determine the link between the people's possession of goods that grant them a better life, that is material wealth, with their reported levels of happiness. We may claim that there are two domains characterizing SWB. The cognitive component encompasses the perception of one's life overall satisfaction as well as another life's accomplishments, such as personal relationships and professional life. Regarding the affective domain, it comprises positive and negative moods at the exact moment of the experience (Jalloh, Flack, and Chen, 2014). The affective is considered positive when individuals experience emotions such as joy, elation and affection, and negative when they experience emotions such as guilt, anger, and shame (Parsons, Mackenzie, Filep, and Brymer, 2019).

The cognitive and affective domains were, in turn, related to another two perspectives of well-being (Parsons et al., 2019), seen as antagonistic and designated by Hedonia and Eudaimonia. The Hedonic philosophy is mostly connected with the sensation of pleasure (Huta, 2013) and inhibition of pain (Huta, 2013). Hedonia perspective is concerned to the positive feelings which can arise from the individuals' engagement at the moment they are performing an activity. However, eudaimonia is more related to the outcomes that can be accomplished with an activity, even if those outcomes emerge later than the end of the activities (Yolal et al., 2016). Following this line of reasoning, eudaimonic perspective consider as the most relevant aspects the personal development and the reach of the human's potential (Smith and Diekmann, 2017). Psychological well-being is embedded in this last perspective and may be regarded as such as autonomy, environmental mastery, personal growth, positive relations with others, purpose in life and self-acceptance (Ballantyne, Ballantyne, and Packer, 2014). Taken this line of thoughts, a tourist engaged with the music festival will be more likely to reach psychological well-being than a tourist not engaged. Thus, we suggest that:

H4: tourist engagement is positively associated with psychological well-being

## **Method**

The online questionnaire was spread through online communities of people who regularly visit music festivals. The questionnaire was open for not much longer than two months (27<sup>th</sup> of December to 1<sup>th</sup> of February). The questionnaire was based on the literature review and all

measurement items were adapted from existing instruments. Thus, all items were measured using a 6-point Likert-type scale. Emotions and surprise consumption were measured based on Finn (2005), customers engagement adapted from Kumar and Pansari (2016) (dimensions of influence and knowledge) and psychological well-being (Ballantyne, Ballantyne, and Packer, 2014). A total of 394 fully completed and usable questionnaires (after excluding those with missing values, inconsistent responses or extreme multivariate outliers) were collected from the 400 distributed. Of the participants, 53% are female and 47% are male. Most of the sample belongs to the 18-24 age range (59%), followed by the 25-34 age range (21%).

## Results

The PLS approach was employed to test the model. The reason lies in the fact that the model has second order formative constructs (the repeated indicators method) and we do not have a large sample size (Hair et al., 2017). The PLS model is analyzed and interpreted in two stages. First, the adequacy of the measurements is assessed by evaluating the reliability of the individual measures and the discriminant validity of the constructs (Hair et al.,2017). Then, the structural model is appraised. All items have item loading values above 0.7 and all constructs are reliable since the composite reliability values exceed the 0.7 threshold and even the strictest one of 0.8 (Hair et al., 2017). The measures demonstrated convergent validity as the average variance of manifest variables extracted by constructs (AVE) was at least 0.5. Discriminant validity was examined via the Heterotrait-Monotrait ratio of correlations, with all results taking values below 0.90 and therefore we can claim that the discriminant validity of the constructs has been established.

Table 1. Measurement Results.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Arousal	0.853	0.863	0.910	0.772
Delight	0.728	0.736	0.846	0.647
Engagement	0.892	0.899	0.913	0.602
positive affect	0.843	0.846	0.905	0.761
psychological well-being	0.953	0.954	0.964	0.843
Satisfaction	0.912	0.912	0.958	0.919
Surprising consumption	0.758	0.762	0.892	0.805

The structural results are presented in Table 2. All path coefficients were found to be significant at the 0.001 or 0.05 levels, except the causal delight -> tourist engagement. The  $Q^2$  is positive, so the relations in the model have predictive relevance. The model also

demonstrated a good level of predictive power ( $R^2$ ). In fact, the median level of predictive power ( $R^2$ ) reveals a good overall fit of the structural model (see Table 2).

Table 2. Structural results.

Path	Beta	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
arousal -> delight	0.192	0.063	3.031	0.003
arousal -> positive affect	0.708	0.044	15.961	0.000
delight -> tourist engagement	0.113	0.081	1.393	0.164
tourist engagement -> psychological well-being	0.639	0.032	19.796	0.000
positive affect -> delight	0.520	0.062	8.373	0.000
positive affect -> tourist engagement	0.187	0.079	2.373	0.018
positive affect -> satisfaction	0.537	0.057	9.485	0.000
satisfaction -> tourist engagement	0.134	0.064	2.077	0.038
surprising -> arousal	0.477	0.060	8.001	0.000
surprising -> delight	0.188	0.046	4.068	0.000
	$R^2$		$R^2$	
Arousal	0.228	positive affect	0.502	
Delight	0.616	psychological well-being	0.408	
tourist engagement	0.137	satisfaction	0.288	

## Conclusion and implications

From the results there is evidence that surprising consumption proved to be a very important driver of engagement, particularly through arousal, positive affect. However, the delight is not significantly associated to tourist engagement, but this last contribute to psychological well-being. Some researchers (e.g., Shane and Patterson. 2010; Packer and Ballantyne. 2011; Packer and Ballantyne, 2014) have recognized the importance of exploring the drivers of tourist engagement in the context of music festivals, but up until now there is still a gap in the literature. This research has contributed for the field of tourism by giving new insight for the gap.

Regarding managerial implication. Firstly, this study has revealed that festival organizers should invest in providing a good atmosphere, an attractive program and enough facilities to the festival attendees. Secondly, in this study we find that music festivals that induce tourist' feelings of surprise leads to better chances of engagement. This can be explained by the fact that music festivals offer an experience different from the usual consumption experiences by its experiential nature. Consequently, festival managers should concentrate on how to surprise their visitors, for instance, by offering a festival program with the best bands and by offering a unique atmosphere.



All studies face limitations, and this is not an exception, but as it matters to understand how the restraints were managed during this study and because it is important to realize how they should be interpreted. Firstly, one of the limitations is the fact of the sample is not completely balanced within the age groups, as the representation of the sample is mostly characterized for younger people. Yet, it is also important to understand that most tourists of music festival tend to be young people.

Secondly, as the research method was quantitative, there might be some disadvantages, such as the usage of closed questions and the high probability of participants' misapprehension relatively to the items included in the measurement scales, which can lead to more untrue responses. When conducting interviews instead of surveys, it is possible to clarify the participants about what they did not comprehend. Moreover, through questionnaires is difficult to obtain in-depth information and consider the different perspectives the participants may have regarding the topic which are not included in the scale items.

Lastly, the inclusion of the loyalty variable in this model could be an important issue for further research.

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