



DEVELOPMENT OF THE SCALE OF FACTORS MOTIVATING INDIVIDUALS TO CHOOSE ENTERTAINMENT PLACES AND HAVE FUN SCALE (BEMEFÖ), VALIDITY AND RELIABILITY FOR THE TURKISH POPULATION

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Abstract:

The purpose of this study is to develop the Scale of Factors Motivating Individuals to Choose Entertainment Places and Have Fun (BEMEFÖ), Validity and Reliability for the Turkish Population. This descriptive study consists of individuals aged 18 and over who come to Antalya's Kaleiçi district for having entertainment. The locations were selected through convenience sampling, and each location was visited an average of four times on Fridays, Saturdays, and Sundays. The survey was conducted face-to-face with individuals who were present at each location and volunteered to participate. A total of 340 surveys were administered in the study. The survey used to collect data in the study consists of two sections. The first section includes demographic information, while the second section includes items related to factors that motivate individuals to have fun. The factors that motivate individuals to have fun and to choose entertainment places were factored into 10 factors. These are as follows: These are "Venue and Product Quality", "Attractiveness of the Venue", "Socialization", "Calming Down/Relaxation", "Attention-Gathering/Being Noticed", "Novelty Seeking", "Nostalgia", "Distancing Oneself from Others", "Celebration" and "Quality of the Venue's Sound and Music System." The Cronbach's Alpha coefficient for the BEMEFÖ was found to be 0.865, and the scale explained 69.58% of the variance. It can be concluded that the BEMEFÖ is sufficient to explain the factors that motivate individuals to have fun for the Turkish population.

Keywords: entertainment, validity, reliability, recreation

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1. The Definition of Entertainment and Its Place in an Individual's Life

Because the concept of entertainment is so broad, it has a wide variety of definitions. While the concept of entertainment is as old as human history, it can also be defined as various activities people engage in for pleasure. Entertainment is a concept of Latin origin. The Latin word "tenere" means "to keep an individual balanced, engaged, and enjoyable" (Bosshart & Macconi, 1998). The wide variety of definitions of entertainment has led to the need to categorize entertainment. In this context, the concept of entertainment has been classified and explained as "objective" and "subjective" (Bats & Ferri, 2010).

The first definition of entertainment from an objective perspective was by Jennings Bryant and Dorino Miron (2003) as *"any activity designed to entertain and, to a lesser extent, inform people through the good fortune and misfortune of others, but also through the display of one's own and/or one's own special talents."* Another, by Erik Barnouw and Catherine E. Kirkland (1992), is *"any marketable experience enjoyed by a large, heterogeneous group of people."* From a subjective perspective, one of these definitions comes from Claudia Lieb (2001), who states that *"entertainment is that which entertains people."* Bosshart and Macconide (1998) characterized entertainment as a subjective state, stating that to experience entertainment, a person must be ready and willing to immerse themselves in a fictional, fantasy world and identify with fictional people and actions.

Entertainment is an activity that provides pleasure, but it is also a form of recreation intended to have a pleasant time. Activities and events that allow people to socialize while having fun also provide physical and mental benefits to individuals.

The entertainment industry, which has been developing over time, has recently become very popular. This has begun to diversify due to people's spending, their search for innovation, and the increased influence of social media. In today's world, leisure-time entertainment activities attract the attention of various sectors, creating diversity in this regard. From this perspective, entertainment encompasses many services but is an independent sector. It is also a commercial field and contributes to the economy.

Entertainment is among the important sectors of the economy. It is an independent sector of the national economy in terms of profit and productivity, and it is also a commercial area where various products are consumed (Özdemir, 2005). Collaboration with other sectors creates a commercial and vibrant economic environment. In this context, entertainment is not only an indispensable way for people to spend their leisure time, but also an indispensable commercial area for the economic sector, contributing to the development of various industries.

New products, venues, and areas are emerging for entertainment. In addition to paying for entertainment, high prices are also paid to create this entertainment space. This increases the importance of the economic dimension of entertainment (Tuzcuoğlu, 2008).

Entertainment allows people to communicate with each other and expand their cultures. The diverse entertainment content of people from different backgrounds,

breaking away from traditional cultures and fostering the intertwining of cultures, leads to the emergence of new cultures. Traditional entertainment also facilitates the transmission of traditional culture (Özdemir, 2005).

Because the entertainment sector is an independent field, it is one of the most profitable among other sectors. For example, events such as entertainment events and festivals are organized with independent budgets. These festivals, held in major cities, are entertainment programs with extensive performances. Festivals are organized nationally and internationally and feature a variety of artists. Festivals are organized in collaboration with foundations, associations, local governments, companies, and organizing companies. People purchase these products as listeners, viewers, and customers. Tickets sold at such events and the establishment of booths contribute significantly to the economy. It is an indicator of how much festivals and entertainment contribute to the economy (Çedikçi, 2008).

2. Factors Motivating Individuals to Have Fun

Recreation is a crucial concept for both those who participate in activities and those who organize them. The need for recreation doesn't arise from a single reason; it has many. People's needs vary from individual to individual. While some prioritize basic needs, others prioritize entertainment and socialization. In terms of entertainment, some fulfill this need through active participation, while others fulfill it through activities that require passive participation (Karaküçük, 2014). In this context, people's needs vary, and each individual has different needs. This is reflected in Maslow's hierarchy of needs.

Ardahan and colleagues (2016) listed the factors that drive individuals to have all recreational activities, including fun and the benefits derived from entertainment, as follows. These are: "Supporting Personal Image", "Being Socially Recognized", "Developing Skills", "Testing Competence", "Excitement", "Endurance (Experiencing a Sense of Accomplishment)", "Sharing with Others", "Not Being Dependent", "Autonomy", "Power Management", "Taking Risks", "Family Togetherness", "Being with Friends", "Being with Similar Individuals", "Meeting New People", "Observing Other People", "Learning", "Explorations", "Geographical Exploration", "Learning More About Nature", "Landscape (Seeing Natural Beauty)", "General Nature Experience", "Spiritual Values", "Introspection (Learning More About Yourself)", "Creativity", "Nostalgia", "Physical Fitness", "Relaxing", "Reducing Tension", "Slowing Down the Spirit", "Avoiding Overload", "Calmness (Peace and Security)", "Privacy or Escape from Crowds (Being on Your Own Path Staying Away from People)", "Avoiding Physical Stressors", "Being Socially Safe", "Teaching and Sharing Skills", "Leading Others" and "Managing and Avoiding Risk." Individuals' reasons for having fun are also among the most important factors influencing the way businesses, products, and products are presented in the entertainment industry.

The need for entertainment fosters mental development as well as physical health. From a personal perspective, it allows people to socialize, brings happiness, and develops

individuals' talents and skills. In this context, the personal reasons for the need for entertainment include: "improving physical health", "promoting mental health", "socializing individuals", "developing personal skills and abilities" and "developing creative potential", "to ensure", "to increase work success and productivity", "to enhance economic mobility" and "to ensure individual happiness" (Karaküçük, 2014).

Over time, there has been a significant increase in the demand and need for entertainment. Numerous studies have examined the increase in the demand for entertainment in various dimensions. a) Ardahan et al. (2016) identified "urbanization and industrialization" as the primary reason for the increase in the need for entertainment and recreational activities and the other major reasons are "Increase in the Amount of Free Time", "Increase in Disposable Income", "Industrialization and Automation", "Urbanization", "Population Growth and Mobility", "Change in Technology", "Transportation", "Impact of Mass Media, Advertising and Propaganda", "Environmental Awareness", "Changing New Health Awareness and Desires", "Changes in Values", "Impact of Political Authority and Other Institutions", "Impact of the Entertainment Movement", "Impact of Nature and Historical Riches", "Mobility", "Promotion of Tools and Materials", "The Emblem of Recreational Centers", "Increase in Individuals Living Alone", "Changes in Traditional Family Structure", "Changes in Socialization Forms" and "Increase in Tourism Movements". b) According to Sağcan (1986), when considering entertainment purposes, people participate in recreational activities for similar, albeit different, purposes. These purposes include "seeking novelty", "gaining different experiences", "testing oneself", "need for socialization", "health purposes", "physical development purposes", "self-improvement purposes", "need for relaxation and rest", and "the desire to escape monotony and stagnation."

A section dedicated to the significant literature resources, consulted or employed, that contributed to the study. It surveys scholarly articles, books and other sources (e.g. dissertations, conference proceedings) relevant to a particular issue, area of research, or theory, providing a description, summary, and critical evaluation of each work. The purpose is to offer an overview of significant literature published on a specific topic.

In addition, entertainment is an economic asset that can be bought and sold as a product, and like all other economic values, it is possible to explain what motivates individuals to have fun and purchase entertainment products through motivation theories. According to Seker (2015), motivation theories can be categorized under two headings: Content Theories (CT) and Process Theories (PT).

At the forefront of CT is the "Hierarchy of Needs Theory", developed by Maslow (1943), the most well-known motivation theory used to explain individual behavior. According to this theory, needs can be defined within a hierarchy, and an individual cannot progress to the next level of need without fulfilling the need at each level. While entertainment does not categorically fall into any of the five categories of needs mentioned, the individual cannot engage in entertainment products or activities without fulfilling these needs.

The second CT is Alderfer's ERG Theory. According to this theory, individuals' needs can be categorized into three main groups. These are "Existence Needs", "Relatedness Needs", and "Growth Needs" (http-01; Çetinkanat, 2000; Tekin and Görgülü, 2018). Within this group of needs, entertainment is most prominently included in the "Relationship and Growth Needs." Of course, as with other theories, this theory requires that an individual avoid any risks related to the "Existence Need" in order to purchase an entertainment product.

The third CT is Herzber's "Dual Factor Theory." According to this theory, needs are classified into two groups: the first is "Hygienic Factors", and the second is "Motivational Factors." According to Herzberg, an individual cannot be motivated to act unless hygienic factors are met (Drafke & Kossen, 1997; Küçüközkan, 2015).

The fourth CT is the "Need for Achievement Theory" developed by David McClelland (Küçüközkan, 2015). Its components are "Achievement Needs", "Power Needs", and "Affiliation Needs". Entertainment is a product directly related to this need. The most widely known PT are Vroom's "Expectancy Theory", Porter and Lawyer's expanded "Expectancy Theory", Adams's "Equity Theory", Edwin Locke's "Goal Theory", and Skinner's "Conditioning Theory" (Dizdar, 2009).

Vroom's "Expectancy Theory" is used to explain the processes in activities from the emergence of behavior to its cessation. The theory is based on the understanding that behaviors should be considered on an individual basis, considering the importance of satisfaction in individual differences, and that individuals' differing values and opinions are largely a function of their own achievements and behaviors, which are rewarded in life (Küçükkozan, 2015).

Porter and Lawler (1968), while developing "Expectancy Theory", emphasized the relationship between satisfaction and performance by building on Vroom's Expectancy Theory (Mirze, 2002). If an individual believes that their performance and effort will benefit and satisfy them, and also knows they will achieve the desired results, they will be motivated to do so (Tevrüz, 1999).

According to Stacy J. Adams's "Equity Theory", each individual desires equality and equal treatment between themselves and others. The theory is based on the argument that people tend to compare their own effort, performance, and exertion with the performance of another individual in the same situation. This tendency motivates individuals to seek solutions to the resulting inequality (Tevrüz, 1999; Dizdar, 2009). If an individual perceives injustice and, if this injustice is detrimental to them, they will generally reduce their performance and invest accordingly (Koçel, 2007).

According to Edwin Locke's "Goal Theory", the goals individuals set determine the degree of motivation. When they set goals that are more difficult to achieve, they perform more effectively and are thus more motivated than when they set goals that are easier to achieve (Bowditch, 1997; Champoux, 2006).

Skinner's "Conditioning Theory" addresses "classical" and "behavioral (consequential) conditioning". Classical conditioning is based on Pavlov's experiments on dogs. According to this conditioning, it emerges as a result of the influence of certain

stimuli. Behavioral conditioning is based on the conclusion that individuals repeat a behavior if they experience positive reinforcements such as happiness, reward, or pleasure as a result of their behavior, but they refrain from repeating that behavior if they experience the opposite, negative consequences (Skinner, 1938; Ulukuş, 2016).

3. Material and Methods

The purpose of this study is to “Develop of the Scale of Factors Motivating Individuals to Choose Entertainment Places and Have Fun Scale (BEMEFÖ), Validity and Reliability for the Turkish Population”.

This descriptive study consists of individuals aged 18 and over who come to Antalya's Kaleiçi district for fun. The locations were selected through convenience sampling, and each location was visited an average of four times on Fridays, Saturdays, and Sundays. The survey was conducted face-to-face with individuals who were present at each location and volunteered to participate. A total of 340 surveys were administered in the study. the participants 55.3% were male (mean age_{male} = 27.53±6.78), and 44.7% were female (mean age_{female} = 25.28±5.58).

The survey used to collect data in the study consisted of two parts. The first section contains demographic information, and the second section includes items related to factors that motivate individuals to have fun.

The studies used to create the total item pool of the BEMEFÖ, consisting of 65 items, were as follows:

- The Recreational Experience Preference Scale, developed by Driver (1983) and used to explain the factors that motivate individuals to engage in any recreational activity.
- From Ardahan's (2012) “Factors Motivating Individuals to Recreational Fishing Scale.”
- From Ardahan and Mert's (2013a) “Factors Motivating Individuals to Hike Scale.”
- From Ardahan and Mert's (2013b) “Factors Motivating Individuals to Mountaineering Scale.”
- From Ardahan and Mert's (2014) “Factors Motivating Individuals to Cycling Scale.”
- From Ardahan's (2016) “Factors Motivating Individuals to Become AKUT Volunteers.” From the Factors Scale,
- From Ardahan and Çalışkan's (2017) “Factors Motivating Individuals to Participate in Sports Festivals Scale”,
- From Ardahan and Çalışkan's (2022) “Factors Motivating Individuals to Run Ultra-Marathons Scale”,
- From Ardahan's (2018) “Factors Motivating Individuals to Become Choir Singers in Recreational Choirs Scale”,
- From Deniz Öz and Ardahan's (2019) “Recreation Barriers in the Village Scale”,

- From Evlivan and Ardahan's (2021) "Factors Motivating Individuals to Participate in Bicycle Festivals Scale",
- From Akdeniz and Ardahan's (2019) "Factors Motivating Individuals to Start Recreational Tennis Scale",
- Ardahan and Cansever's (2020) "Profiles of Billiard Players and the Factors Motivating Individuals to Play Billiards Scale."

The item pool was then presented to two academics, two entertainment industry operators, and four individuals who regularly frequent entertainment venues in Kaleiçi to evaluate the items for clarity, adequacy, and correct sentence structure. The items were restructured and finalized.

4. Data Analysis

Exploratory Factor Analysis (EFA) was applied to the BEMEFÖ, which initially consisted of 65 items. Twenty-three items were removed from the item list because their common variance values were below 0.50 and they were factored into incorrect factors. EFA was re-applied to the remaining 43 items, and the Kaiser-Mayer-Olkin value was found to be 0.840, and the Bartlett test of sphericity found a $X^2 = 8645.136$, $p = 0.005$. These results meet the basic assumptions for applying EFA to the aforementioned 43 items (Field, 2009). Since this assumption was met, EFA was applied to the BEMEFÖ to verify the validity and reliability of the model and to establish the sub-dimensions of the Factors that Motivate Individuals to Have Fun. Based on the factor analysis results, Item-Factor Analysis was conducted to test the construct validity of the BEMEFÖ. Cronbach's alpha coefficients were used to assess the internal consistency of the scale, and the Pearson Correlation Test was used to examine the relationship between the items and the resulting factors. Varimax rotation was used in the model.

Table 1: Exploratory Factor Analysis Results

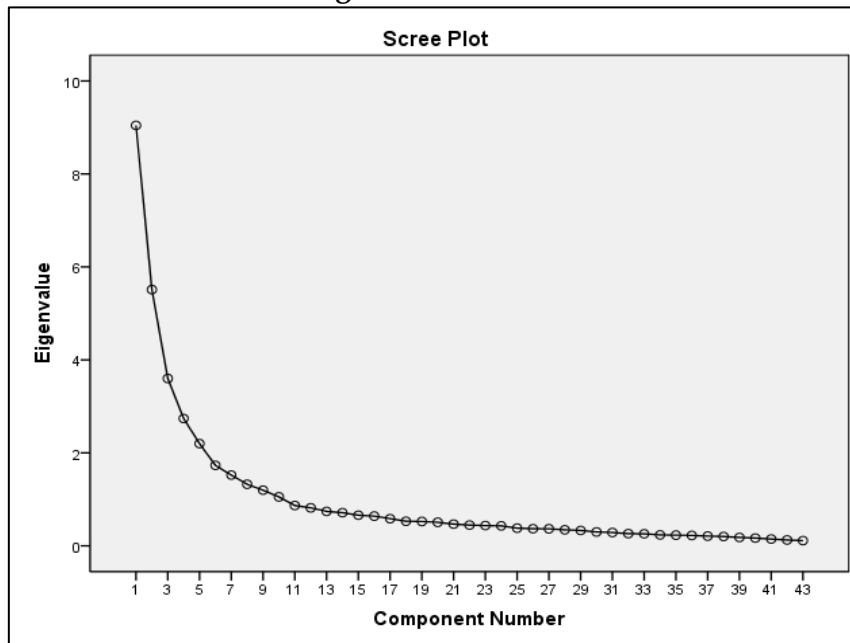
Kaiser-Meyer-Olkin Measure of Sampling Adequacy											,840
Bartlett's Test of Sphericity					Approx. Chi-Square						8645,136
					df						903
					Sig.						,000
Factors	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	Total Cronbach's Alpha Value of the Scale = 0,865
Cronbach's Alpha	0,899	0,878	0,857	0,832	0,879	0,787	0,813	0,759	0,789	0,774	
Initial Eigen values	5,434	3,566	3,443	3,317	2,984	2,548	2,426	2,366	2,118	1,715	
Rotated Variance (%)	12,637	8,293	8,008	7,715	6,94	5,927	5,642	5,503	4,925	3,989	
Rotated Cumulative Variance (%)	12,637	20,929	28,937	36,652	43,593	49,52	55,162	60,665	65,591	69,580	

To develop the BEMEFÖ and establish its validity and reliability for the Turkish population, EFA was applied to 43 items. The results are presented in Table 1. As shown in Figure 1, all items were clustered into 10 factors with eigenvalues greater than 1, explaining 69.58% of the total variance. The Cronbach's alpha value for the scale was found to be 0.865.

The total Cronbach's alpha value for the BEMEFÖ was 0.865. The resulting factors, the items included in the factors, the Cronbach's alpha value, and the transformed eigenvalues (DD): and for Factor-1 (F1) DD= 5.434 and Cronbach's alpha value= 0.889, for Factor-2 (F2) DD= 3.566 and Cronbach's alpha value= 0.878, for Factor-3 (F3) DD= 3.443 and Cronbach's alpha value= 0.857, for Factor-4 (F4) DD= 3.317 and Cronbach's alpha value= 0.832, for Factor-5 (F5) DD= 2.984 and Cronbach's alpha value= 0.879, for Factor-6 (F6) DD= 2.548 and Cronbach's alpha value= 0.787, for Factor-7 (F7) DD= 2.426 and Cronbach's alpha value= 0.813, for Factor-8 (F8) DD= 2.266 and Cronbach's alpha = 0.759, for Factor-9 (F9) DD = 2.118 and Cronbach's alpha = 0.789, for Factor-10 (F10) DD = 1.715 and Cronbach's alpha = 0.774. Field (2009) considers this value to be sufficient when it is above 0.50, and classifies it as "excellent." Accordingly, factoring relationships have been established.

The results of the Exploratory Factor Analysis are presented in Table 1. The correlation values between the factors and items indicate that factoring relationships have been established correctly, and the correlation values for each item in each group were found to be highest in the group it was factored into.

Figure 1: Scree Plot

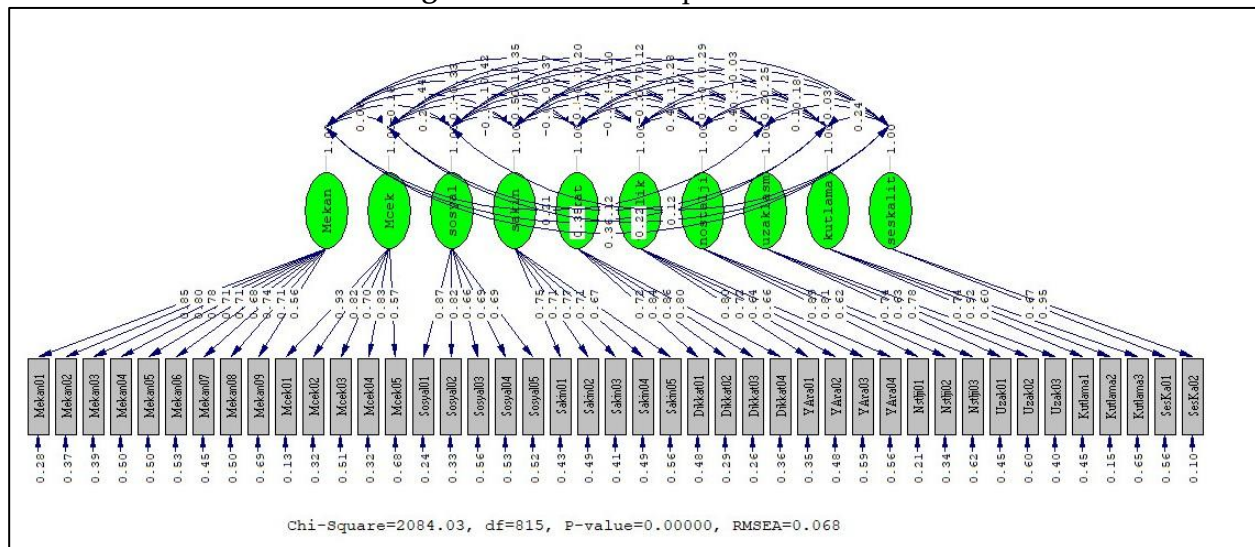


When the fit indices were examined for the confirmatory factor analysis, it was seen that the ratio of the chi-square value to the degrees of freedom ($2081.75/815 = 2.5542$) was below 3, thus giving a "Perfect Fit" value, and when the other fit indices were

examined, it was found that RMSEA= 0.068; "Good Fit", SRMR= 0.065; "Good Fit", GFI= 0.78; "Normal Fit", NFI= 0.89; "Good Fit", RFI= 0.88; "Good Fit", CFI= 0.93; "Good Fit" and IFI= 0.93; "Good Fit". When the goodness of fit indices obtained as a result of the confirmatory factor analysis were examined, it was seen that the model was compatible (Thompson, 2004). In literature research, an RMSEA value equal to or below 0.08 is considered a "Good Fit" (Brown, 2014).

The Structural Equation Model, which includes standardized parameter estimates for the factors and items of the developed scale, is given in Figure 2.

Figure 2: Structural Equation Model



5. Results and Discussion

This study conducted a validity and reliability study of the Factors Motivating Individuals to Have Fun Scale (BEMEFÖ).

When the 10 subscales of the BEMEFÖ are compared to Maslow's Hierarchy of Needs, the factors "Withdrawal from People" and "Calming and Relaxation" are related to Physical Needs; the factors "Socialization", "Nostalgia", and "Celebration" are related to the Need for Belonging/Love; "Attention" is related to the Need for Esteem and Value; and "Novelty Seeking" is related to the Need for Self-Actualization (Maslow, 1943).

It is possible to explain the factors that motivate individuals to have fun and choose entertainment places through motivational theories. The first of these theories is the E.R.G. Theory (Çetinkanat, 2000; Tekin & Görgülü, 2018), developed by Clayton Alderfer as an alternative to Maslow's hierarchy of needs. The factors "Calming down and relaxing", "Getting away from people", and "Celebration" in BEMEFÖ can be associated with the Need for Existence; the factors "Socialization", "Attracting attention", "Novelty seeking", and "Nostalgia" can be associated with the Need for Relationship; the factors "Calming down and relaxing", "Attracting attention", "Novelty seeking", "Getting away from people", "Celebration", and "Socialization" can be associated with

the Need for Growth. The other three factors are "Quality of Sound System and Music", "Quality of Place and Product", and "Quality of Place "Attractiveness" has not been linked to the E.R.G Theory.

David McClelland's Achievement Theory, also known as "Acquired Needs Theory", which proposes that people can learn their needs through acquisition, can be explained by three needs. Some factors can be associated with multiple needs rather than a single need. "Socialization", "Novelty Seeking", "Calming and Relaxation", "Nostalgia", and "Attention-Gathering" factors can be associated with the Need for Achievement. "Attention-Gathering", "Nostalgia", and "Socialization" factors can be associated with the need for power. "Socialization", "Attention-Gathering", and "Nostalgia" factors can be associated with the Need for Affiliation and Affiliation.

The Two-Factor Theory developed by Frederick Herzberg has two distinct groups: "Hygiene factors" and "Motivational factors." According to Herzberg's Two-Factor Theory, also known as the Hygiene-Motivation Theory, the hygiene factors based on motivation are: It is fundamental to ensuring that individuals are motivated to work and continue their lives. When looking at motivating factors, it is defined as the individual's desire to continuously improve themselves. Hygiene factors such as "Quality of Sound System and Music", "Attractiveness of Venue", and "Venue and Product Quality" can be associated with motivational factors, as can "Socialization", "Calming Down/Relaxation", "Attracting Attention/Being Noticed", "Seeking Novelty", "Nostalgia", "Distancing Oneself from Others", and "Celebration." "Attractiveness of Place", "Quality of Place and Product", "Socialization", "Calming Down/Relaxation", "Attention/Notice", "Novelty Seeking", "Nostalgia", "Distancing Oneself from Others", "Celebration", and "Sound System and Music Quality"

The sub-factors of the BEMEFÖ: "Attractiveness of Place", "Quality of Place and Product", "Socialization", "Calming Down/Relaxation", "Attention/Notice", "Novelty Seeking", "Nostalgia", "Distancing Oneself from Others", "Celebration", and "Sound System and Music Quality" can all be explained using Wroom's "Expectancy Theory." It's possible to say that each sub-factor will determine the primary relationship between an individual's demand for an entertainment product.

In addition, each sub-dimension is influenced both positively and negatively by an individual's past experiences. Considering "Attractiveness of Place", "Quality of Place and Product", and "Quality of Sound System and Music" as pull factors, while "Celebration", "Socialization", "Calming Down/Relaxation", "Attracting Attention/Being Noticed", "Novelty Seeking", "Nostalgia", and "Distancing Oneself from Others" are considered push factors, it is possible to explain this using Porter and Lawler's "Expectancy Theory." Accordingly, an individual will not initiate or continue any effort that will not be rewarded. All sub-dimensions can be explained similarly using Edwin Locke's "Goal Theory" and Skinner's "Conditioning Theory."

In addition, the main headings and subitems in the "Recreation Experience Preference Domains, Scales, and Core Statements", developed by Driver (1983) to explain the factors that motivate individuals to participate in recreational activities, have been

named with the same or similar names in the BEMEFÖ and included in the items and factors. This study by Driver aligns with the factorization of the BEMEFÖ.

The items in the factors "Appreciation, Recognition, and Self-Presentation", "Physical Activity and Health", "Socialization", "Retreat and Rest", and "Sense of Freedom", which emerged from the study conducted by Ardahan and Mert (2014), have been named with the same or similar names and included in the BEMEFÖ. This study by Ardahan and Mert aligns with the factorization of the BEMEFÖ.

Ardahan's (2018) study the items included in the factors "Renewal/Development", "Mental Relaxation", "Distancing", "Setting an Example", "Socialization", and "Recognition and Social Status" that emerged as a result of the collaboration are included in the items and factors named with the same or similar names in BEMEFÖ. In other words, Ardahan's study, "Scale of Factors Motivating Individuals to Participate in Choirs as Choir Singers", overlaps with the factorization of BEMEFÖ.

6. Conclusion

This study aimed to "Develop the Scale of Factors Motivating Individuals to Choose Entertainment Places and Have Fun Scale (BEMEFÖ), Validity and Reliability for the Turkish Population".

The factors that motivate individuals to have fun and to choose the entertainment places were ranked by weight: "Venue and Product Quality" ranked first, "Attractiveness of the Venue" ranked second, "Socialization" ranked third, "Calming Down/Relaxation" ranked fourth, "Attention-Gathering/Being Noticed" ranked fifth, "Novelty Seeking" ranked sixth, "Nostalgia" ranked seventh, "Distancing Oneself from Others" ranked eighth, "Celebration" ranked ninth, and "Quality of the Venue's Sound and Music System" ranked tenth.

The BEMEFÖ's Cronbach's Alpha coefficient was 0.865, and the scale explained 69.58% of the variance. It can be concluded that BEMEFÖ is sufficient to explain the factors that motivate individuals to have fun for the Turkish population.

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Conflict of Interest Statement

The authors declare no conflicts of interest.

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