DETERMINANTS OF CONCERT ATTENDANCE FOR OUTDOOR MUSIC EVENTS: EVIDENCE FROM CHILE

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ABSTRACT
Understanding variations in concert attendance is important to academics identifying their sources, and to managers whose strategies may depend on the extent of concert attendance within the music events they manage, since concert attendance is an important driver of profits. This paper presents estimates, based on survey evidence, of the determinants of concert attendance for outdoor music events. The paper estimates a logit regression on concert attendance for outdoor music events in the last twelve months as a function of household income, employment status, age, gender, and sociability. The study findings indicate that the employment status, age, and sociability affect the concert attendance for outdoor music events. The paper discusses the study implications for researchers and managers.
Key words: Concert attendance, Outdoor music events, Chile.

1. INTRODUCTION
The past decade has witnessed a shift in the music market worldwide, with live performances outperforming the more traditional recorded music sector. Cameron (2006) comments that there are several survey-based studies of attendance by individuals at a single type of live event, but there do not appear to be any investigations for music events. Understanding variations in concert attendance is important to academics identifying their sources, and to managers whose strategies may depend on the extent of concert attendance within the music events they manage, since concert attendance is an important driver of profits. To this end, this paper aims at explaining consumer behavior in the live music sector. The main goal of this paper is to shed light on the factors that determine the concert attendance for outdoor music events. Outdoor music event means the playing of acoustic or amplified music outdoors.

2. CONCEPTUAL FRAMEWORK
This paper proposes that the concert attendance for outdoor music events is influenced by consumer characteristics. Previous studies suggest that household income, employment status, age, gender, and sociability all play a significant role in determining cultural participation (Ateca-Amestoy, 2008; Borgonovi, 2004; Cameron, 2006; Favaro and Frateschi, 2007; Fisher and Preece, 2003; Masters et al., 2011). Based on previous studies, this paper proposes five hypotheses:

Household income. Individuals with a higher household income have less pressing economic problems and are therefore more willing and able to attend an outdoor music event. Hence:
H1. Household income has a positive effect on concert attendance for outdoor music events.

Employment status. An additional variable that approaches and complements the economic situation of individuals is their employment status. Hence:
H2. Workers have a better concert attendance for outdoor music events than non-workers.

Age. People of a similar age have experienced similar historical and economic conditions and thus similar restrictions and possibilities. On the other hand, aging might have the effect that people become more cautious, more risk averse and more conservative. Consequently, an individual may decrease concert attendance for outdoor music events, but be increasing attendance at other events (e.g., theatre). Hence:
H3. Age has a negative effect on concert attendance for outdoor music events.

Gender. Gender is a major segmentation variable used in marketing (Milner and Higgs, 2004). If gender influences concert attendance for outdoor

music events, managers need to understand those differences in order to produce effective strategies for each segment. Hence:
H4. Gender has an effect on concert attendance for outdoor music events.

Sociability. Greater social capital increases commitment to a community and the ability to mobilize collective actions, among other benefits (Ellison et al., 2007). Hence:
H5. Sociability has a positive effect on concert attendance for outdoor music events.

3. METHODOLOGY

This survey is part of a larger research project undertaken to explore the consumer behavior in numerous areas (e.g., use of Internet, online communities, social networks). An initial sample of 926 people was sent an email invitation from the author, with information about confidentiality and a link to the survey. Two reminder emails were sent to those who had not responded. The survey was hosted on Qualtrics (http://www.qualtrics.com), an online survey hosting site, and was fielded in January 2013. A total of 264 people completed the online survey, yielding a response rate of 28.5%. Demographic information about non-responders was not available; therefore is not possible to know whether a bias existed in regards to survey participation.
Based on the survey data, this paper estimates a logit regression on concert attendance for outdoor music events in the last twelve months as a function of household income, employment status, age, gender, and sociability. The characteristics of the respondents are reported in Table 1. The respondents' age ranged from 18 to 50 while 71.1% of them were 30-50 years of age.

4. RESULTS

In order to test the hypotheses the study design considers estimating a logit regression on a binary dependent variable measuring whether respondents are concert attenders for outdoor music events in the last twelve months (62.5% of the respondents) or not (37.5% of the respondents) with the respondents' characteristics as independent variables (See Table 2). The model demonstrates fairly high prediction accuracy (68.2%) for both segments combined (see Table 3). The overall fit statistic (p-value for the Chi-square test < .01) indicates an acceptable level of fit between the hypothesized model and data.
In general, the estimates are consistent with the hypotheses. Of the five hypothesized relationships, three are in the predicted direction and significant (p-value < .05). Effectively, H2, H3 and H5 are supported. These findings indicate that the employment status (H2), age (H3), and sociability (H5) affect the concert attendance for outdoor music events. Other factors, like household income and gender, do not affect the concert attendance for outdoor music events.

TABLE 1. DESCRIPTIVE STATISTICS.

VARIABLE	DEFINITION	TOTAL (% OR MEAN)	ATTENDERS (% OR MEAN)	NON-ATTENDERS (% OR MEAN)
Concert attendance for outdoor music events	Concert attendance for outdoor music events in the last twelve months = 1	62.5%	100%	0%
Household income	USD 14,880 or more of annual household income = 1	16.5%	15.5%	18.2%
Employment status	Works = 1	40.4%	46.4%	30.3%
Age	30 years old or more = 1	71.1%	63.2%	84.4%
Gender	Female = 1	44.4%	43.9%	45.5%
Sociability	In general, I attend events alone (reversed item, 5-points Likert Scale)	4.58	4.65	4.45

TABLE 2. LOGIT REGRESSION OF DETERMINANTS OF CONCERT ATTENDANCE FOR OUTDOOR MUSIC EVENTS.

		β	e^{β}	p-value
Intercept		-.460	-	.580
Household income	H1: +	.356	1.428	.350
Employment status	H2: +	.938	2.554	.002**
Age	H3: -	-1.252	.286	.000**
Gender	H4: +/-	-.023	.977	.932
Sociability	H5: +	.330	1.392	.036*
Nagelkerke - R^2				.138
Chi-squared				28.191**

Note: ** p-value < 1%, * p-value < 5%

TABLE 3. CLASSIFICATION ACCURACY.

OBSERVED	**PREDICTED**		
	Attenders	Non-attenders	% correct
Attenders	117	48	70.9%
Non-attenders	36	63	63.6%
Total	58.0%	42.0%	68.2%

5. DISCUSSION

This research addresses an important concern among researchers and managers that is related to how to increase the concert attendance for outdoor music events. This paper examines the influence of consumers' characteristics on concert attendance for outdoor music events and tests the hypothesized relationships. The findings of this study suggest that researchers and managers need to monitor employment status, age, and sociability more closely. The findings of this study must be viewed in the light of its limitations. First, all of the measures for constructs under examination in this study were self-reported by a single respondent. This means that the strength of some of the relationships as reported may be inflated due to common method variance. Second, this study relies on data from a cross-sectional survey, and in doing so assumes that there was no time lag between respondents' characteristics and concert attendance for outdoor music events. Because all variables were measured at the same time, this study does not completely cover the long-term effects of respondents' characteristics. Therefore, further research using longitudinal data could complement this study. Finally, possible differences between countries make it essential to develop studies that measure, compare, and analyze the different levels of concert attendance for outdoor music events among countries and their possible causes. This article attempts to encourage similar research that confirms or refutes the results presented in this work.

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