

# Exploring the Impact of Concert Support Services on the Perceived Value and Satisfaction of the General Audience

Jiali Yin, Manrong Li

Shenzhen Tourism College of Jinan University, Shenzhen 518000, China.

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**Abstract:** In recent years, the exhibition industry has developed rapidly in China. As a typical exhibition event, concert has increasingly become the way of entertainment of modern people. The perceived value and satisfaction of the audience affect their loyalty, and then the development of the exhibition industry, and the importance of the exhibition lies in the audience satisfaction and multi-party participation. The perceived value and satisfaction of the audience affect their loyalty, and then the development of the exhibition industry, and the importance of the exhibition lies in the audience satisfaction and multi-party participation. Therefore, this paper Therefore, this paper takes the concert as the scene, and studies the impact of the exhibition supporting services on the perception of value and satisfaction of ordinary Firstly, this paper expounds the basic concept of event scene, quality drivers, perceived value and brand image. Secondly, data analysis and model construction analyze the influence of the general audience, and improve the perceived value and satisfaction, to help the concert compete in many The event exhibitions of the same theme.

**Keywords:** Festival Scene; Exhibition Supporting Services; General Audience; Perceived Value; Satisfaction

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## 1. Explanation of basic concepts

### 1.1 Festival scenes

The festival scene is an interactive relationship between people and the festival environment, a holistic cognitive experience that has a significant impact on audience satisfaction. In concerts, various factors such as on-site management, organizational services, and supporting facilities together form the constituent elements of the festival scene, influencing the experience, behavior and evaluation of the participants, i.e., the audience.

### 1.2 Quality drivers

The main factor that influences audience satisfaction is the quality driver, which is an intrinsic as well as qualitative factor that has a direct impact on the audience's recent customer experience score and its positive effect on perceived value. At the same time, the main association with quality drivers is concert services, including staff hospitality, peripheral product sales, on-site management, stage equipment, etc.

### 1.3 Perceived value

Perceived value, also known as the perceived value of quality, is correlated with price and is an important influencing factor of audience satisfaction. Perceived value relies on perceived value to drive and transmit audience satisfaction through perceived value, and thus perceived value is positively related to audience satisfaction.

### 1.4 Brand image

Exhibition branding is based on modern brand marketing theory in order to attract relevant companies and professional visitors to the exhibition and create a brand that is different from other exhibitions and accepted by the target market as a sign of its profit maximization. Concert branding can effectively reflect the attributes and functions of a concert, and even the expectations and

emotions of the audience. So the impact of brand image on people's perceived value and audience satisfaction is getting more and more attention. Based on the accumulated experience of the audience in the past, especially the accumulated or measured experience of the audience in the recent past, the level of audience satisfaction affects the audience's future purchase decision. The audience's brand image perception of the concert is mainly reflected in the understanding of the concert event itself and its service positioning.

## 2. Empirical Analysis

### 2.1 Data selection

#### 2.1.1 Study sample

This paper uses questionnaire survey method. In the official group of a famous singer's fan support association, 252 questionnaires were distributed and 231 questionnaires were returned, excluding 31 questionnaires that were not filled in properly, and 200 questionnaires were valid, accounting for 79.37% of the total questionnaires.

#### 2.1.2 Variable measurement

The author referred to the content of the Minnesota Satisfaction Survey questionnaire to make certain measurements of audience satisfaction for this concert. For the measurement of service quality factors, the five service quality aspects proposed by Parasuraman and other scholars were referred to. At the same time, the author drew on the scale of the ECSI model, which was used to identify the specific quality determinants and quantitative indicators to be studied. The scale was analyzed using a 5-point Likert scale.

#### 2.1.3 Reliability and validity of the sample

Reliability: firstly, principal component analysis was performed to extract factors with eigenvalues greater than 1 and loading coefficients greater than 0.5. The Cronbach's alpha scale was used to measure the reliability indicators among the factors, and the results found that the alpha were all greater than 0.7, which were within the acceptable range, as shown in Table 1.

Validity: After the questionnaire survey of the variables of interest and the review of the relevant literature, a number of scholars have used this approach to measure the variables of interest, and thus have reliable reliability and validity. In addition to this, because the number of factors obtained from factor analysis of the scale is basically the same as the author's in the initial design, the scale is assumed to have appropriate structural validity.

Table 1 Analysis of questionnaire reliability and model basic fit criteria

latent variable	Observed variables	Explanatory variables	Confidence level a	latent variable	Observed variables	Explanatory variables	Confidence level a
Reception $\xi_1$	Receptionist first impression $X_{11}$	0.979	0.91	Marketing Support Services $\xi_2$	The investor variable $X_{21}$	0.851	0.79
	Receptionist proactive communication greeting $X_{12}$	0.787			Famous Musician Guest Specific $X_{22}$	0.827	
	Reception timeliness $X_{13}$	0.843			General audience quality $X_{23}$	0.551	
Site Management $\xi_3$	Orderly guidance and assistance on site $X_{31}$	0.566	0.81	Hardware $\xi_4$	Inside and outside the stage channel satisfaction $X_{41}$	0.579	0.86

	Site security level $X_{32}$	0.624			Satisfaction level of venue facilities $X_{42}$	0.806	
	Stage design attraction $X_{33}$	0.889			Satisfaction level of surrounding supporting accommodation facilities $X_{43}$	0.613	
Brand Image $\xi_5$	Sponsor visibility and trustworthiness $X_{51}$	0.667	0.86	Perceived value $\eta_1$	Is it worthwhile to participate in this concert $Y_{11}$	0.686	0.84
	Concert brand awareness $X_{52}$	0.732			Effectiveness and gains of participating in this concert $Y_{12}$	0.604	
Satisfaction $\eta_2$	Overall satisfaction level $Y_{21}$	0.805	0.96	Loyalty $\eta_3$	Would you like to attend the concert again $Y_{31}$	0.603	0.88
	Is this concert a success $Y_{22}$	0.758			Whether to recommend others to attend the concert $Y_{32}$	0.699	

## 2.2 Model construction

### 2.2.1 Model assumptions

**(1) The quality of concert services is positively correlated with the perceived value of the audience.**

H1 a: The higher the quality of the service, the higher the perceived value to the general audience.

H1 b: The better the quality of the services supported by the sponsor, the higher the perceived value to the general audience.

H1 c: The better the quality of on-site management, the higher the perceived value to the general audience.

H1 d: The better the quality of hardware service facilities, the higher the perceived value to the general audience.

**(2) Brand image is positively correlated with perceived value.**

H2 a: the more famous the brand of the concert, the higher the perceived value to the general audience;

H2 b: the more famous the investor's brand, the higher the perceived value to the general audience.

**(3) Perceived value is positively correlated with satisfaction.**

H3: The higher the perceived value of the general audience, the higher their satisfaction.

**(4) Satisfaction is positively correlated with loyalty.**

H4: The higher the satisfaction of the general audience, the higher their loyalty.

## 2.2.2 Model framework design

Based on the above assumptions and drawing on the ASCI and ECSI models, the framework of the influencing factors of general audience satisfaction can be constructed, which is shown in Figure 1.

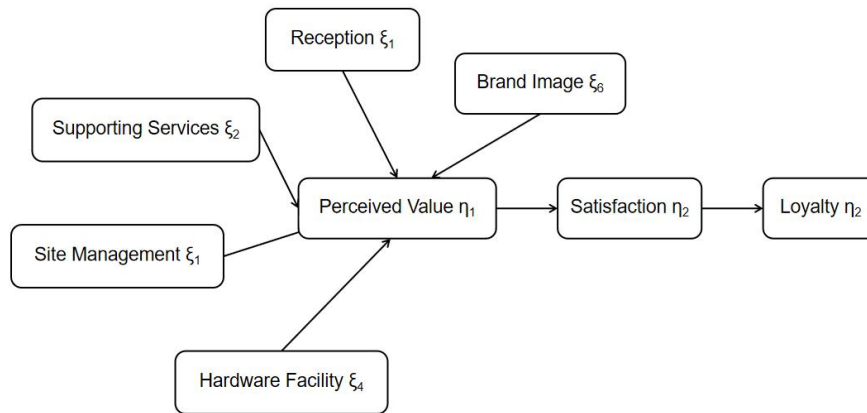


Figure 1 Model of factors influencing exhibitor satisfaction

## 2.3 Analysis of results

The model test allows us to develop the analysis of the results in terms of the basic fit and the overall fit, respectively.

### 2.3.1 Fit analysis

As can be seen from Table 1, the degree of fit of each baseline is greater than 0.5, and the significance level reaches 0.01, indicating that the model meets the baseline fit criteria. As can be seen from Table 2, all indicators are above the acceptable level except for the NFI which is close to 0.9, indicating that the model fits well overall.

Table 2 Overall model fit indices

Indicators	X2	GFI	AGFI	RMR	RMSEA	CFI	IFI	NFI	RFI	TLI
Model Value	329.2	0.926	0.912	0.037	0.073	0.911	0.922	0.891	0.923	0.906
Indicators	AIC Theory		AIC saturation		AIC Independent		PNFI	PCFI	df	X2/df
Model Value	315.17		420.1		428.6		0.70	0.73	163	2.02

### 2.3.2 Path coefficient analysis

As shown in Figure 2, since  $\gamma_{11}$  is less than 0.3,  $p=0.01$ , it indicates that the effect of  $\xi_1$  on the perceived value  $\eta_1$  is accepted as small and H1a is assumed to be weakly supported;  $\gamma_{51}$  is also slightly less than 0.3,  $p=0.05$ , which indicates that the effect of H2a on the perceived value is accepted as small and H2a is assumed to be weakly supported.

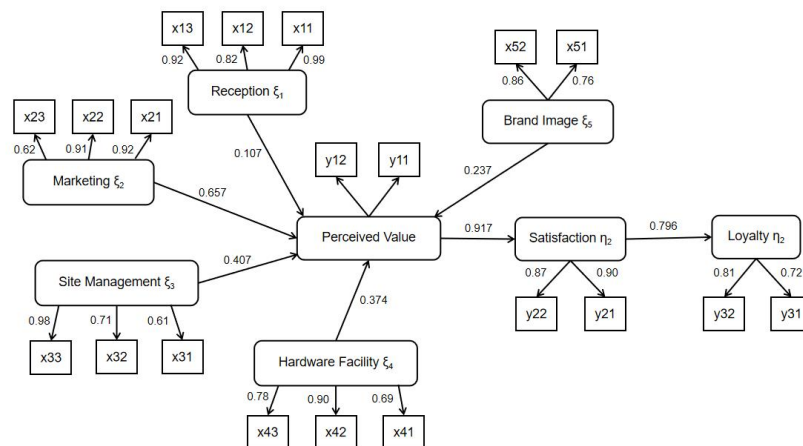


Figure 2 Calculation results of the model of factors influencing general audience satisfaction

## **2.4 Factor interpretation**

Based on the path coefficients in Figure 2 and their calculated total influence coefficients between latent variables, the main influencing factors were divided into three levels.

### **2.4.1 The overall level of concert support services is the main influencing factor.**

The total influence coefficient of marketing support services  $\xi_2$  on satisfaction  $\eta_2$  reached 0.602, which is the highest. In terms of factor loadings, the index quality factor loadings and the weight of professional musicians' participation in the concert factor both exceed 0.9, which indicates that the professionalism of the concert is extremely important to the general audience. A quality investor and a large audience of professional musicians can bring a better concert event experience to the general fan audience.

### **2.4.2 Brand image affects general audience satisfaction to a certain extent.**

At the level of brand image  $\xi_5$ , as far as factor loadings are concerned, the factor loading of the show brand is 0.855, from which it can be noted that creating a good brand can increase the audience's satisfaction with the concert, which also indicates that the brand perception value is more important. The brand effect of a famous singer itself, the brand effect of a concert event, can play a good role in advertising and can attract a large number of high quality general audience, as well as increase the expected goal of the general audience to attend the show.

### **2.4.3 The reception service of the concert has a weak influence on the satisfaction of the general audience.**

The total impact coefficient of reception  $\xi_1$  on satisfaction  $\eta_2$  is 0.098, the lowest point but the factor loadings of first impression and timeliness of admission both exceed 0.9, in which only a few audience members will be dissatisfied with the perceived value of the live event because of the concert reception service.

## **3. Practice Insights**

### **3.1 Improve the hardware facilities services and enhance the quality of exhibition services.**

In the management of concert service quality, the service of hardware facilities is essential. The organizers of concerts should make efforts to invest funds on top of hardware service facilities such as catering areas, rest areas, guidance facilities, security check facilities, exhibition viewing facilities, etc., and try their best to improve them, so as to increase the audience's positive evaluation of the service quality of the show and thus improve the service quality of the show.

### **3.2 Promote concert branding and form audience recognition value.**

Concerts, as a form of exhibition, need to find their own positioning and complete branding. In the process of building, the target audience should be clearly defined, a unique brand identity should be formed, and the quality of the brand should be emphasized, leading to positive feedback from the audience's perceived value. At the same time, a certain degree of fit should be maintained between the brand of the concert and the brand connotation of the sponsor to form an active and creative branding participation.

### **3.3 Pay attention to the service scene factor and manage the exhibition site comprehensively.**

Concert organizers and venue operators should pay attention to the concert service scene factor, and need to manage all aspects of the live service scene, including elements of the atmosphere and environment, space design layout, etc., so as to enhance the perceived value and satisfaction of the general audience, and thus strengthen their behavioral intentions.

## **4. Conclusion**

In the era of gradually coming service economy, service has become the competition factor and service quality has become the top priority in between. Concerts, as a special form of exhibition and festival activities, are high-touch activities, so there is a certain

research value in its supporting services at the level of perceived value and satisfaction of general audience. In this paper, we explore and analyze the impact of concert supporting services on general audience perceived value and satisfaction from empirical evidence, and then learn that concert service level, on-site management level, stage equipment, brand image, and audience service are the main drivers of general audience perceived quality, and these also affect audience satisfaction and loyalty as a result.

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About the author:

Jiali Yin(2002-), female, Han nationality, Nantong, Jiangsu, Bachelor degree, Shenzhen Tourism College of Jinan University, 518000, Exhibition Economy and Management

Manrong Li(2003-), female, Han nationality, Bijie, Guizhou, Bachelor degree, Shenzhen Tourism College of Jinan University, 518000, Exhibition Economy and Management