

# APPLYING CONJOINT ANALYSIS ON WILLINGNESS TO PAY FOR PERFORMING ARTS

袁志宏、吳淑女

E-mail: 9127944@mail.dyu.edu.tw

## ABSTRACT

THIS RESEARCH EXPLAINED WHAT WILL AFFECT WILLINGNESS TO PAY FOR PRESENTING THE PERFORMING ARTS, AND HAVE APPLIED CONJOINT ANALYSIS TO MEASURE THE MOST FITNESS PREFERENCE AND ATTRIBUTE'S RELATIVE IMPORTANCE. BY THE WAY, WE WERE FOCUS ON CONSUMERS OF THE PERFORMING ARTS, AND APPLYING FULL PROFILE PROCEDURE TO GATHER DATA BY SELF-ANSWER QUESTIONNAIRE. WE HAVE SENT 2,120 QUESTIONNAIRES THAT WERE DIVIDED TO MUSIC, DANCE AND DRAMA PROGRAMS DURING JANUARY AND MARCH IN THE YEAR OF 2002. NEVERTHELESS, 681 QUESTIONNAIRES WERE RETURNED FOR A 32.12% RESPONSE RATE. THERE WERE REMAINING 565 RESPONDENTS (26.65%), AND 116 QUESTIONNAIRES WERE EXCLUDED. HENCE, FACTOR ANALYSIS, CLUSTER ANALYSIS, ANOVA, AND CONJOINT ANALYSIS WERE EMPLOYED TO COMPUTE RESULTS. 1. LEISURE LIFESTYLE AND SEGMENTATION OF LEISURE LIFESTYLE THE CONSUMERS COULD BE DIVIDED INTO "SPEND TIME AT HOME AND LOVE CLOSE RELATIVES", "DEPENDING ON CLOSE RELATIVES", "BUTTERFLY", "PASSIVE AND ALONENESS", "INDEPENDENTS", AND "CONTEMPORARY YUPPIES" BY FACTOR ANALYSIS DIMENSIONS OF "THE CLOSE RELATIVES LEISURE", "FRIENDSHIP (SOCIAL INTERCOURSE), FASHION AND SHOPPING LEISURE", "RELIGIOUS LEISURE", "SPORTS LEISURE", "COUSIN LEISURE", "HOUSEHOLD AFFAIRS LEISURE", "TV LEISURE", AND "INTERNET LEISURE". 2. ALL SAMPLES' PART-WORTH AND RELATIVE IMPORTANCE THE RESPONDENTS PREFERRED ON "WELL-KNOW", AND "FAMILIAR WITH ACT CONTENTS". HOWEVER, "HIGH PRICE" HAS THE LOWEST PART-WORTH. IF WE TURN PART-WORTH INTO RELATIVE IMPORTANCE, THE CONSUMERS WOULD PAY MUCH ATTENTION TO "RENOUN OF PERFORMING ARTS GROUP", AND PLACE LESS IMPORTANCE ON "NATIONALITY OF PERFORMING ARTS GROUP". 3. THE PART-WORTH AND RELATIVE IMPORTANCE AT DIFFERENT AREA NEITHER CONSUMER OF TAIPEI NOR TAICHUNG PREFERRED "WELL-KNOW", AND "FAMILIAR WITH ACT CONTENTS". NEVERTHELESS, THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN TAIPEI AND TAICHUNG. ON THE RELATIVE IMPORTANCE, TWO AREAS HAVE THE SAME ORDER. THERE ARE "RENOUN OF PERFORMING ARTS GROUP", "CONTENTS OF ACTING", AND "PRICE". 4. DIFFERENT KINDS OF PERFORMING ARTS THERE ARE SIGNIFICANT DIFFERENCES AT "LOCAL PERFORMING PLACE", "NATIONAL PERFORMING PLACE", "TAIWAN PERFORMING GROUP", "NON-TAIWAN PERFORMING GROUP", "NOT FAMILIAR WITH ACT CONTENTS", "FAMILIAR WITH ACT CONTENTS" AND "PRICE" AMONG MUSIC, DANCE AND DRAMA. IF TURNS INTO RELATIVE IMPORTANCE, BESIDE "RENOUN OF PERFORMING ARTS GROUP", CONSUMERS OF MUSIC PAY ATTENTION TO "PRICE". OTHER THAN CONSUMERS OF DANCE AND DRAMA CONSIDER IMPORTANT ABOUT "CONTENTS OF ACTING". 5. DEMOGRAPHICS EXCLUDING SEX, WILLINGNESS TO PAY COULD BE SIGNIFICANT BECAUSE OF AGE, EDUCATION, LIFECYCLE, JOB, AND INCOME. THE LEVELS OF "WELL-KNOW" AND "FAMILIAR WITH ACT CONTENTS" ARE PREFERRED BY ALL DEMOGRAPHICS. ON THE RELATIVE IMPORTANCE, ALL KINDS OF DEMOGRAPHICS PAY ATTENTION TO "RENOUN OF PERFORMING ARTS GROUP", "PRICE", AND "CONTENTS OF ACTING". 6. SEGMENTATION OF LEISURE LIFESTYLE THERE ARE SIGNIFICANT DIFFERENCES AT "TAIWAN PERFORMING ARTS GROUP", "NON-TAIWAN PERFORMING ARTS GROUP". "CONTEMPORARY YUPPIES" PREFERRED "FAMILIAR WITH ACT CONTENTS". HOWEVER, THE OTHER KINDS OF SEGMENTATION OF LEISURE LIFESTYLE ARE LIKE BETTER "WELL-KNOW". IF TURNS PART-WORTH INTO RELATIVE IMPORTANCE. "INDEPENDENTS" CONSIDER IMPORTANT ABOUT "RENOUN OF PERFORMING ARTS GROUP", "PRICE", AND "CONTENTS OF ACTING". "CONTEMPORARY YUPPIES" PAYS ATTENTION TO "CONTENTS OF ACTING", "RENOUN OF PERFORMING ARTS GROUP", AND "PRICE". THE OTHERS PLACE IMPORTANT ON "RENOUN OF PERFORMING ARTS GROUP", "CONTENT OF ACTING", AND "PRICE". 7. CONJOINT SIMULATORS TO FIND THE BEST PRODUCT, EIGHT PROFILES OF DUMMY CARDS WERE SIMULATED MARKET SHARE. "NATIONAL PERFORMING PLACE, LOW PRICE, NON-TAIWAN PERFORMER, FAMILIAR WITH ACT CONTENTS, WELL

KNOW" IS THE BEST COMBINATION."LOCAL PERFORMING PLACE,LOW PRICE, TAIWAN PERFORMER, FAMILIAR WITH ACT CONTENTS, WELL-KNOW" IS THE SECOND.

Keywords : CONJOINT ANALYSIS, PERFORMING ARTS, WILLINGNESS TO PAY

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