

Evaluating Factors on Affecting Consumer's Willingness to Pay for Performing Arts

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ABSTRACT

This study located weight percentage of each factor on affecting consumer's willingness to pay for performing arts in order to construct the decision model about willingness to pay. According to the evaluating factors' weights, this study intended to provide the best marketing strategy for performing art or how to improve it. This study includes two stages. The first stage, the researcher held an interview with experts and an informal discussion with consumers in December 2001. By collecting experts' options, this study constructed the evaluating model about affecting consumer's willingness to pay for performing arts. Five layers and some factors under each layer describe as below: (1) the quality of performing arts layer includes performing contents, performing place, performing group and chamber order; (2) advertising activities layer includes media, advertisement and network resource; (3) customer's individual differences layer includes customer's resource, values, attitude and level of education; (4) customer's financial affairs layer includes ticket price and earnings; (5) influence of performing environment layer includes regional resource, influence of people and convenient traffic at performing place. The second stage, this study designed a questionnaire according to the evaluating model. Using questionnaire survey with audience investigated consumers who real saw music, dance, drama or traditional folk at Taipei ChungShan Hall or Taizhong ChungShan Hall in 2002. According to the investigation data, using Fuzzy AHP measure each evaluating factors' weights percentage. According to data analysis, the important evaluating layer and factors on affecting consumer's willingness to pay for performing arts describe as below. Comparing five layers of evaluating model, the quality of performing arts layer is more important than others. Comparing factors under each layer of evaluating model, the most importance evaluating factors are performing contents, media, customer's resource, ticket price and influence of people. However, the important evaluating layer and factor combinations are the quality of performing arts layer plus performing contents, the quality of performing arts layer plus performing group, the quality of performing arts layer plus chamber order, influence of performing environment layer plus influence of people, financial affairs layer plus ticket price and the quality of performing arts layer plus performing place. According to the decision model about willingness to pay, the performing arts manager should enhance the quality of performing arts plus performing contents, the quality of performing arts plus performing group, the quality of performing arts plus camber order, influence of performing environment plus influence of people, customer's financial affairs plus ticket price and the quality of performing arts plus performing place to increase or improve the performance about performing arts activities. Key Words: Performing Arts, Willingness to Pay, Evaluating Factors, Fuzzy AHP

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