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THE STUDY OF CONSUMER PREFERENCE TOWARDS MUSIC CONCERTS IN INDIA - WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT
The Indian entertainment industry now features music concerts as a widespread cultural experience preferred by urban youth throughout the country. The assessment stands to reveal how Indian music concert consumers make their preferences while considering Coimbatore district as a specific case. Multiple factors shape concert attendance by affecting concert enthusiasts based on their musical tastes and artists they like through ticket price points while promotions and peer recommendations play major roles. The research applies a quantitative approach to acquire primary data through structured questionnaires which were distributed to Concertgoers and people who might attend concerts within Coimbatore. The research team used statistical tools to evaluate gathered information which facilitated the identification of consumer behaviour's main influencing variables. Consumer choices to attend music concerts are substantially influenced by their emotional reactions to music and peer perception and the concert's affordable pricing in addition to promotional techniques. The study delivers essential knowledge that helps event organizers and marketers together with music promoters to match their services against audience needs and increase concert attendance numbers. The research emphasizes the increasing requirement for interactive live music performances within Coimbatore's developing urban sector.

KEYWORDS: *Consumer preference, music concerts, Coimbatore, event marketing, genre popularity, live entertainment, audience behaviour, and concert attendance.*

INTRODUCTION

The Indian entertainment industry now features music concerts as a widespread cultural experience preferred by urban youth throughout the country. The assessment stands to reveal how Indian music concert consumers make their preferences while considering Coimbatore district as a specific case. The research evaluates multiple variables which affect concert attendance by considering audience preferences for musical genres as well as the standing of performers and admission costs together with promotional strategies and peer effects. The research applies a quantitative approach to acquire primary data through structured questionnaires which were distributed to Concertgoers and people who might attend concerts within Coimbatore. The gathered information underwent statistical evaluation to reveal important drivers affecting consumer actions. Consumer choices to attend music concerts are substantially influenced by their emotional reactions to music and peer perception and the concert's affordable pricing in addition to promotional techniques. The study delivers essential knowledge that helps event organizers and marketers together with music promoters to match their services against audience needs and increase concert attendance numbers. The research emphasizes the increasing requirement for interactive live music performances within Coimbatore's developing urban sector.

OBJECTIVES

- To analyze demographic influencer on consumer preference towards the music concerts
- To analyze the frequency of concert attendance and understanding how often consumers attend music concerts
- To identify preferred types of music concerts and examining consumer preferences for different music genres
- To explore key factors influencing concert attendance and identifying major factors such as artist lineup, venue, ticket pricing and crowd experience
- To evaluate how much consumers are willing to spend on concert tickets and their affordability concerns

REVIEW OF LITERATURE

Shruti Shashikumar Nair 2010 "Beyond Listening: A study on the audience's motives for attending live Hindustani classical concerts" Hindustani classical music audiences are considered to be an active and engaging group at live concerts.

Taran Kumar & Reha Mahajan 2024 "The Digital Sonata: Digitalization's Impact on India's Music Industry and Artist Revenues" The music industry has undergone a profound transformation in the digital age with the advent of online streaming platforms and digital downloads.

Chloe alaghband-zadeh2017 "Listening to North Indian Classical Music: How Embodied Ways of Listening Perform Imagined Histories and Social Class" With this article, I theorize the sociality of embodied ways of listening to North

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Indian classical music.

Samidha Vedabala 2023 "problems of live music concerts: a study of north east India" The findings reveal several key challenges encountered in organizing and executing live music concerts in North-East India. Limited sponsorship opportunities' and 'disappointing government funding' emerge as significant hurdles for concert organizers.

RESEARCH DESIGN

Descriptive Research Design: This study employs a descriptive research approach to examine current trends and consumer preferences related to music concerts. The methodology focuses on capturing opinions, behavioural patterns, and motivational factors that influence participation in live music events.

SOURCES OF DATA

Primary Data: Structured questionnaires were distributed to 163 respondents in Coimbatore district to gather first-hand insights on music concert preferences.

Secondary Data: Data were collected from online articles, industry reports, music event reviews, academic journals, and relevant literature related to entertainment consumption and event marketing.

HYPOTHESES

Hypothesis 1: Age of the Respondents and Challenges faced to attend music concerts

Null Hypothesis (H0): There exists no association between age of the respondents and challenges faced while attending music concerts in Coimbatore.

Alternative Hypothesis (H1): There is exists association between age of the respondents and challenges faced while attending music concerts in Coimbatore.

Hypothesis 2: Gender of the Respondents and Challenges faced to attend music concerts Null Hypothesis (H0): There exists no association between gender of the respondents and challenges faced while attending music concerts in Coimbatore.

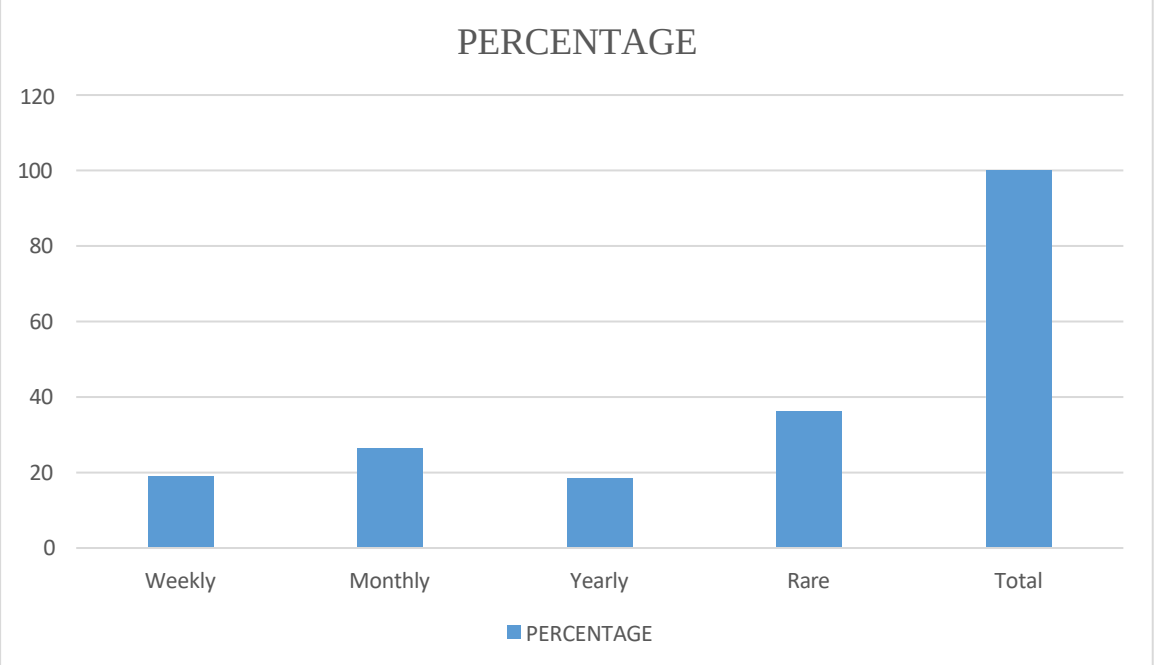
Alternative Hypothesis (H1): There is exists association between gender of the respondents and challenges faced while attending music concerts in Coimbatore.

TOOLS FOR ANALYSIS

Research questions in this study were answered using descriptive statistics and inferential tests such as percentage analysis, chi-square test. Percentage analysis was used to summarize responses to questions about preferences, motivations, and attendance behaviour. Regression analysis helped test the relationship between independent variables (e.g., how often do you attend music concerts, city preferred to attend music concert).

How often do you attend music concerts?

RESPONDENTS	FREQUENCY	PERCENTAGE
Weekly	31	19.0
Monthly	43	26.4
Yearly	30	18.4
Rare	59	36.2
Total	163	100.0



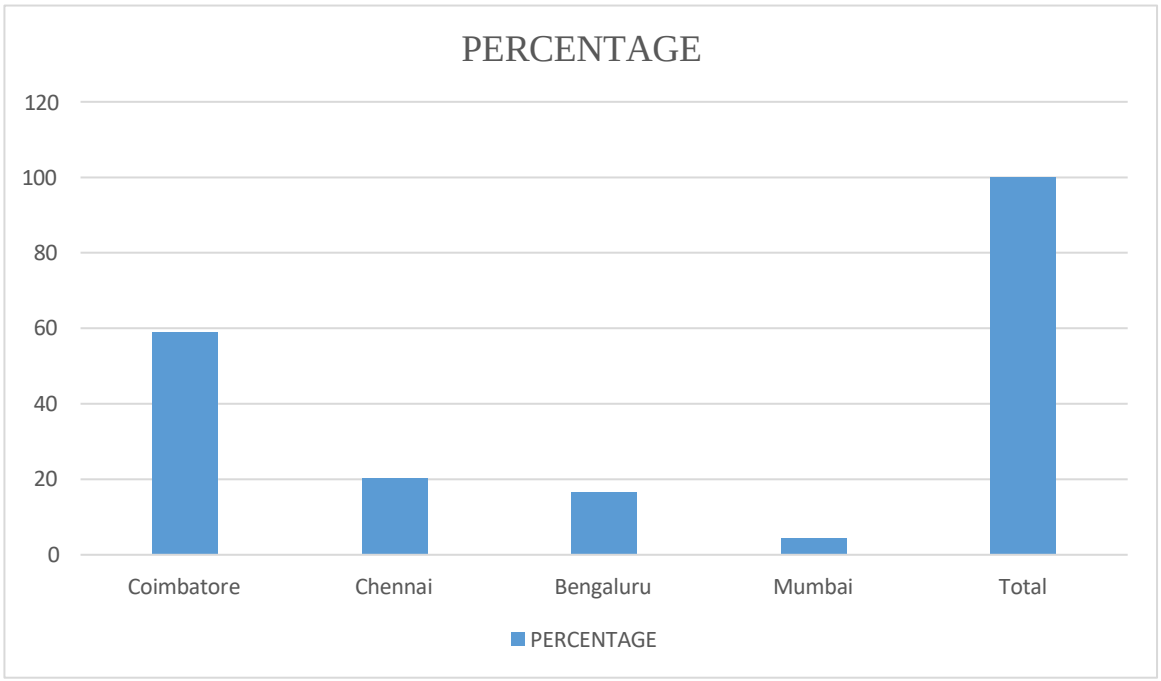
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Interpretation

The table shows the frequency of a certain activity (likely based on your study) among respondents. The largest proportion, 36.2%, reported engaging in the activity rarely. 26.4% participate on a monthly basis, while 19.0% do so weekly. Only 18.4% reported engaging yearly. This indicates that although some respondents participate regularly, a significant portion of the sample engages in the activity infrequently.

Which city in India do you prefer for attending music concerts?

RESPONDENTS	FREQUENCY	PERCENTAGE
Coimbatore	96	58.9
Chennai	33	20.2
Bengaluru	27	16.6
Mumbai	7	4.3
Total	163	100.0



Interpretation

The table displays the distribution of respondents based on their city of residence. A majority of respondents, 58.9%, are from Coimbatore, making it the most represented city in the sample. 20.2% of the participants are from Chennai, while 16.6% are from Bengaluru. Only 4.3% are from Mumbai, indicating that Mumbai has the least representation among the four cities. Overall, the findings of the study are largely influenced by the views of respondents from Coimbatore.

CHI-SQUARE TEST

Age of the Respondents and Challenges faced to attend music concerts

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.565	12	.043
Likelihood Ratio	20.508	12	.058
Linear-by-Linear Association	5.030	1	.025
N of Valid Cases	163		

H0: There exists no association between age of the respondents and challenges faced while attending music concerts in Coimbatore.

H1: There is exists association between age of the respondents and challenges faced while attending music concerts in Coimbatore.

INTERPRETATION

As the calculated $\chi 2$ value (21.565) is significant (.043) at five percent level, there exist an association between age of the respondents and challenges faced while attending music concerts in Coimbatore. Hence the null hypothesis is rejecte

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Gender of the Respondents and Challenges faced to attend music concerts

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.186	4	.269
Likelihood Ratio	5.230	4	.265
Linear-by-Linear Association	.003	1	.958
N of Valid Cases	163		

H_0: There exists no association between gender of the respondents and challenges faced while attending music concerts in Coimbatore.
H_1: There is exists association between gender of the respondents and challenges faced while attending music concerts in Coimbatore.

INTERPRETATION

As the calculated $\chi 2$ value (5.186) is not significant (.299) at five percent level, there is exist association between gender of the respondents and challenges faced while attending music concerts in Coimbatore. Hence the null hypothesis is rejected.

SUGGESTIONS

- **Leverage Popular Artists and Genres**: Event organizers should maximize their potential by booking artists who have devoted fan communities and staging entertainment that matches local preferences such as regional music styles, pop music and EDM based on the research.
- **Implement Targeted Promotional Strategies** Social media platforms should be used together with influencer marketing strategies to generate successful concert promotions especially with young people who prefer online platforms.
- **Offer Flexible and Tiered Pricing**: Students with limited financial means and families will be more likely to attend the theatre if prices include early ticket promotions and deals for group bookings.
- **Enhance On-Ground Experience**: Enhancing facilities as well as stage quality and crowd management at venues will boost the live concert experience and thereby generate positive word-of-mouth feedback and frequent concert attendance.
- **Incorporate Audience Feedback**: Create a system of organized feedback collection through surveys and social media polling to learn what audience members want in order to enhance upcoming event organization.

LIMITATIONS OF THE STUDY

- This research includes data collection from only the Coimbatore district so consumer preferences from other parts of India may not be reflected in the results.
- The research presents consumer insights as its main focus without gathering information from event managers or performers.
- The self-reported data collection relies on participant answers that could contain biased responses or inaccurate memory recollections.
- The research includes only 163 participant responses because of time and resource limitations that reduce the ability to generalize the study results.

CONCLUSION

Research finds that music concert preferences in Coimbatore depend strongly on artist recognition together with audience music choices and peer group decisions and concert pricing alongside advertisement impact. The statistical data shows that most people particularly those who are young and employed professionals show strong enthusiasm for attending live music performances when these concerts feature well-known artists or music genres that match their preferences. Current event planners require optimizing their programming because audience members demand events which closely match their expectations. The reach and audience participation increases significantly when event organizers implement adjustable ticket plans and vivid pre-show promotional methods and establish alliances with social media ambassadors. High-quality audiovisual production together with dynamic atmosphere management within the concert venue serves as fundamental elements to fulfil customers' satisfaction needs and enhance return attendance. The examination finds live music plays a progressively important social role for personal expression in Coimbatore along with other Tier-2 cities.

The changing Indian entertainment industry led consumers in these cities to develop advanced preferences which demand more than mindless entertainment yet emotional involvement and social value in their entertainment choices. The research findings contain information which enables companies to enhance their music event planning through better marketing methods and audience connection techniques and operational strategies. Future research possibilities cover studies about specific audience groups as well as the combination of technology with live concert marketing. These research findings give industry stakeholders the power to create events which better match the preferences of contemporary Indian concert-goers.

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