Critically evaluate the motivations of people who attend Indie music concerts in England and Wales

Grace Brown
BA (Hons) Events Management
Cardiff Metropolitan University
April 2016
Declaration

I declare that this dissertation is the result of my own research and it is all my own work except where otherwise stated. This has not been submitted by anyone currently or anyone previously.

Grace Brown
Abstract
This study considers motivations of consumers that attend Indie music festivals in England and Wales. It uses Vroom’s Expectancy theory to look at why people are motivated to attend Indie music festivals. The researcher will make recommendations about how marketing and event companies can use this information to their advantage when they are advertising Indie music events through researching why consumers are choosing to attend.

Questionnaires and Interviews were used to collect primary data to answer the research question and achieve the aims and objectives that were set. All the interviewees are people that have attended Indie music concerts and the questionnaires have a mix of respondents that have and haven’t been to Indie music concerts however the majority of respondents have been to Indie music concerts.

The results of this research project have been presented using the template of Vroom’s Expectancy theory (Expectancy, Valence and Instrumentality). After analysing the data that was collected the researcher created a new model of what motivates people to attend Indie music concerts.

Word Count – 13,908
Acknowledgements

I would like to say a huge thank you to my dissertation tutor, Alan White for giving me so much help throughout the last 7 months.

Also I would like to thank all the people that have been involved in the research, the interviewees and the participants of the questionnaires.

I’d like to thank all my friends, family and my boyfriend for being a great support throughout the whole process and they have helped me a huge amount.

So thank you, without everyone I have just mentioned this dissertation wouldn’t have been possible.
Contents

List of Figures .......................................................................................................................... 7
List of Abbreviations ................................................................................................................. 8

Chapter 1 – Introduction ......................................................................................................... 9
  1.0 Introduction .................................................................................................................. 10
  1.1 History of ‘Indie’ Music and Concerts ........................................................................... 10
  1.2 The Research Problem ................................................................................................. 12
  1.3 Hypothesis ..................................................................................................................... 12
  1.4 Research Question ........................................................................................................ 12
  1.5 Dissertation Structure ................................................................................................. 12
     1.5.1 Literature Review ............................................................................................... 13
     1.5.2 Research Approach ............................................................................................ 13
     1.5.3 Results, Analysis and Discussion ......................................................................... 13
     1.5.4 Conclusion .......................................................................................................... 13
  1.6 Research Aim and Objectives ....................................................................................... 13
     1.6.1 Dissertation Aim ................................................................................................... 14
     1.6.2 Objectives .......................................................................................................... 14
  1.7 Summary ....................................................................................................................... 14

Chapter 2 - Literature Review ............................................................................................. 15
  2.0 Introduction .................................................................................................................. 16
  2.1 Definition of Motivation ............................................................................................... 17
  2.2 Motivation for Attending Events .................................................................................. 17
  2.3 Process Theories of Motivation ................................................................................... 19
  2.4 Content Theories ......................................................................................................... 19
  2.5 Expectancy Theory ...................................................................................................... 20
  2.6 Victor Vroom .............................................................................................................. 21
     2.6.1 Expectancy - Effort to performance .................................................................... 22
     2.6.2 Instrumentality - Performance to Outcome ....................................................... 22
     2.6.3 Valence - Outcome ............................................................................................. 23
  2.7 Other theorists ............................................................................................................. 23
     2.7.1 Porter and Lawler - Expectancy Theory ............................................................... 23
     2.7.2 Adams - Equity theory ....................................................................................... 24
2.7.3 Maslow Hierarchy of Needs – Self Actualisation ............................................ 24
2.9 Intrinsic and Extrinsic Motivation .............................................................................. 25
2.10 Conceptual Framework ........................................................................................... 26
2.11 Conclusion ................................................................................................................. 27

Chapter 3 – Research Approach 2456 ........................................................................... 28
3.0 Introduction .................................................................................................................. 29
3.1 Primary and Secondary Research ........................................................................... 29
3.2 Ontology ...................................................................................................................... 30
3.3 Epistemology ................................................................................................................. 30
   3.3.1 Quantitative Data ................................................................................................. 31
   3.3.2 Qualitative Data ................................................................................................... 31
3.4 Theoretical Perspective ............................................................................................... 31
   3.4.1 Positivist ................................................................................................................ 32
   3.4.2 Interpretivist .......................................................................................................... 32
3.5 Methodology ................................................................................................................ 32
   3.5.1 Analysis of Quantitative Data ............................................................................ 32
   3.5.2 Analysis of Qualitative data ............................................................................... 33
3.6 Research Methods ...................................................................................................... 33
   3.6.1 Questionnaires ..................................................................................................... 34
   3.6.2 Piloting .................................................................................................................. 34
   3.6.3 Participants ........................................................................................................... 34
   3.6.4 Sampling ............................................................................................................... 35
   3.6.5 Interviews ............................................................................................................ 35
   3.6.6 Piloting .................................................................................................................. 35
   3.6.7 Participants ........................................................................................................... 36
   3.6.8 Sampling ............................................................................................................... 36
3.7 Validity and Reliability ............................................................................................... 36
   3.7.1 Triangulation ......................................................................................................... 36
3.8 Research Ethics .......................................................................................................... 37
   3.8.1 Vulnerability and Risk .......................................................................................... 37
   3.8.2 Ethical Considerations with Interviews ............................................................. 37
   3.8.3 Ethical Considerations with Questionnaires ......................................................... 38
3.9 Conclusion ................................................................................................................... 38

Chapter 4 – Results, Analysis and Discussion ................................................................. 39
List of Figures

Figure 1: Expectancy Theory Model

Figure 2: Conceptual Framework

Figure 3: The Foundations of Research

Figure 4: Cycles of Inductive and Deductive Reasoning

Figure 5: Do you think you have attended an Indie music concert?

Figure 6: Would you go to watch the support acts and if you would, would you check who it is before attending the event yes or no?
Figure 7: How many Indie music concerts have you been to in the last 5 years?

Figure 8: What do you enjoy the most about an Indie music concert?

Figure 9: How far would you travel for an Indie music concert?

Figure 10: Do you buy merchandise at the concert?

Figure 11: What’s the most you’ve paid for a ticket?

Figure 12: What do you enjoy about Indie music concerts?

Figure 13: How many Indie music concerts have you been to in the last 5 years?

Figure 14: Do you buy merchandise at the concert?

Figure 15: Does the venue affect your decision on attending the concert?

Figure 16: Consumers that either definitely or probably will not buy merchandise

Figure 17: If you haven’t attended an Indie music concert why not?

Figure 18: New Model: Why people are motivated to attend Indie music concerts

List of Abbreviations

I1F1: Interviewee 1 female 1
I2F2: Interviewee 1 female 2
I3F3: Interviewee 3 female 3
I4M1: Interviewee 4 male 1
I5M2: Interviewee 5 male 2
IMC: Indie music concert
IM: Indie music
Chapter 1 – Introduction

1.0 Introduction .................................................................................................................. 10
1.1 History of ‘Indie’ Music and Concerts ........ Error! Bookmark not defined.
1.2 The Research Problem .................................. Error! Bookmark not defined.
1.3 Hypothesis ................................................. Error! Bookmark not defined.
1.4 Research Question ...................................... Error! Bookmark not defined.
1.5 Dissertation Structure ................................ Error! Bookmark not defined.
  1.5.1 Literature Review ................................ Error! Bookmark not defined.
  1.5.2 Research Approach ............................... Error! Bookmark not defined.
  1.5.3 Results, Analysis and Discussion ........ Error! Bookmark not defined.
  1.5.4 Conclusion ........................................... Error! Bookmark not defined.
1.6 Research Aim and Objectives ..................... Error! Bookmark not defined.
  1.6.1 Dissertation Aim ................................. Error! Bookmark not defined.
  1.6.2 Objectives ............................................ Error! Bookmark not defined.
1.7 Summary .................................................. Error! Bookmark not defined.
1.0 Introduction

In this project the researcher aims to produce a model showing how to motivate people to attend Indie Music Concerts (IMC's). The reason for exposing the process is to help future researchers to form hypotheses about motivation in respect of IMC's and IMC organiser's to use the model to their advantage.

Motivation has been studied by many different theorists in relation to the workplace. However the same theory can be applied to hypothesise about the motivations for attending events. Hence, the researcher uses Vroom’s Expectancy theory to research the question further.

Baumeister (2015) explains that there are two concepts of motivation. The first is that certain wants and desires which will change people’s behaviour and therefore motivation for example wanting to be popular. The other concept is that people want something specific to happen which means they have to do something in order for it to happen which therefore is a motivator. Motivation is something that interests the researcher and this topic will be investigated further in order to develop a new model that show how people are motivated to attend IMC’s.

Throughout this project the researcher plans to discover how to motivate people to attend an IMC to come to a conclusion whether or not the possible influence of surrounding activities at a concert will affect their motivation to attend the event. Some of the research on motivation has been well established and some received criticism, Steers and Porter (1991) described Vroom’s work as having “serious flaws” (Steers and Porter 1991:144). The researcher is aiming to modernise Motivational Theory in the context of Events.

1.1 History of ‘Indie’ Music and Concerts

A music concert is defined as,
harmonious combination of sounds produced by a number of performers singing or playing together; a piece of music performed by several voices or instruments

(Oxford English Dictionary 2016)

IMC’s are exactly this with the addition of the artists being of a particular genre. Hesmondhalgh (1999) explains how Indie music (IM) is a “contemporary genre” (Hesmondhalgh 1999:34) which originated from the punk genre. IM started to become more popular and more widely known in the 1990’s so much so that IM is now considered a part of “mainstream British pop” (Hesmondhalgh 1999:34). The word Indie has derived from the word independent because of the independent nature of the record label,

Usually quite small and often barely solvent, an indie may exist solely because of the dedication of a few people to artists or musical styles that have deep cultural or historical significance but not much market appeal

(Anderson 1993:1)

Which in terms of IM, means that they’re not part of a big label and are independent from popular trends and musical genres. IMC’s were chosen as a focus of exploration because of the less well known nature of the artists and the secondary activities that people can take part in whilst at one of these events. This is why motivation can be looked at further to explain why people actually attend IMC’s. IM is defined as, “generally small record labels that are independent” (Shuker, 2008:21) which supports the definition of independent.

Lee (1995) states that the IM industry is more about making money rather than being linked to certain ‘musical values’ (Shuker, 2008:21). As this change is happening the price of IMC’s will rise and the addition of merchandise and other profit making schemes will be added to IMC’s. This could affect the motivation for people attending one of these events. This is something the researcher will examine.
1.2 The Research Problem

The researcher found a lack of current literature explaining why people are motivated to attend IMC’s. Already there are many different models on motivation that are concerned with how to motivate people to do certain things but nothing on why people attend events, specifically IMC’s.

Someone might assume IMC attendees would be attending an event purely for the artist’s music but this might not be the case. This could be down to nature of the event itself.

Vroom (1995) also looks into people’s perception linked with their motivation for example if someone perceives the rewards to be positive, their motivation to do something will increase. The researcher will carry out primary research to validate this theory. Perception can affect why people decide to attend an event for example Kotler and Keller (2012) explains that perception can have an impact on motivation for example if someone has a positive perception of the event this could motivate them to attend the IMC.

The reason for looking at the research question is that IMC planners can use this to their advantage to help promote their events as they will know for what reason consumers are attending. As well as this future researchers can use the research as a basis to new research.

1.3 Hypothesis

The hypothesis is that a motivational model, which originates in process theories of motivation, can be developed in relation to IMC’s.

1.4 Research Question

The researcher proposes the following question:

Based on Vroom’s Expectancy Theory how can people be motivated to attend IMC’s?

1.5 Dissertation Structure

This dissertation will consist of 5 different chapters that will guide the reader through the research question. These 5 chapters are as follows:
• Chapter 1 - Introduction
• Chapter 2 - Literature Review
• Chapter 3 – Research Approach
• Chapter 4 - Results, Analysis and Discussion
• Chapter 5 - Conclusion

1.5.1 Literature Review

This will look at secondary research and critically evaluate relevant literature on theories of motivation and IMC events. The researcher will focus on the literature that is written about Vroom’s Expectancy theory as this is the main theory that the researcher will use to base their research.

1.5.2 Research Approach

This chapter will consider how the researcher is going to carry out the research. The study will justify the reasoning behind using quantitative and qualitative methods to collect the primary data as well as ensuring all research has ethical approval.

1.5.3 Results, Analysis and Discussion

In chapter four the researcher will present the results collected from both the questionnaires and interviews. The researcher will then analyse the results along with the secondary research to develop a new model based on Vroom’s Expectancy theory. A new model will be presented to explain how to motivate people to attend IMC’s.

1.5.4 Conclusion

The researcher will summarise and critically evaluate the whole study to come to a conclusion about what has been discovered and provide recommendations about how the information can be used in the future and how the researcher contributed knowledge.

1.6 Research Aim and Objectives
1.6.1 Dissertation Aim

The aim of this research project is to critically evaluate a classic model of Expectancy theory (Vroom 1995) in order to create a conceptual framework for exploring motivations of people attending IMC’s, and taking a deductive approach in the analysis of the results to create a model that researchers and event managers can utilise to predict behaviour of IMC customers.

1.6.2 Objectives

- To critically review the literature on Vroom’s theory of motivation and compare it with other motivational theorists in order to produce a conceptual framework that connects strongly with the research question.
- To create a robust and appropriate research approach using complimentary qualitative and quantitative methods.
- To investigate using primary research what motivates someone to attend IMC’s in England and Wales using online questionnaires and semi – structured interviews to gather information from people who have attended IMC’s.
- To evaluate and reach conclusions about how to motivate people to attend these events so that researcher’s and IMC’s can use this information.

1.7 Summary

Throughout this chapter the researcher has outlined the following project and explained how and why the following question will be of interest to the researcher and others. In the next chapter, the literature review, there will be a discussion about the current literature surrounding the chosen topic.
Chapter 2 - Literature Review

2.0 Introduction ................................................ Error! Bookmark not defined.
2.1 Definition of Motivation .............................. Error! Bookmark not defined.
2.2 Motivation for Attending Events ................ Error! Bookmark not defined.
2.3 Process Theories of Motivation ............... Error! Bookmark not defined.
2.4 Content Theories ................................. Error! Bookmark not defined.
2.5 Expectancy Theory .................................................. 20
2.6 Victor Vroom .............................................. Error! Bookmark not defined.
   2.6.1 Expectancy - Effort to performance .... Error! Bookmark not defined.
   2.6.2 Instrumentality - Performance to Outcome Error! Bookmark not defined.
   2.6.3 Valence - Outcome ............................. Error! Bookmark not defined.
2.7 Other theorists ........................................... Error! Bookmark not defined.
   2.7.1 Porter and Lawler - Expectancy Theory Error! Bookmark not defined.
   2.7.2 Adams - Equity theory ....................... Error! Bookmark not defined.
   2.7.3 Maslow Hierarchy of Needs ............. Error! Bookmark not defined.
2.8 Perception .......................................................... 24
2.9 Intrinsic and Extrinsic Motivation .......... Error! Bookmark not defined.
2.10 Conceptual Framework .......................... Error! Bookmark not defined.
2.11 Conclusion .......................................................... 26
2.0 Introduction

Throughout this chapter the researcher will review relevant literature in order to answer the question and fulfil the aim and objectives. The review will form the basis to, and will help to structure, the primary research that will be carried out. The researcher aims to gain a broader and deeper understanding of the topic area with a view to answering the question that the researcher has posed (see 1.4).

Burns (2000:27) states that a,

review of the literature concentrates on more general texts and on existing reviews of previous research which summarise the state of knowledge in a particular area.

The researcher will critically analyse the current literature found around this topic using a wide variety of secondary data sources and find where there are gaps in the information and where the researcher can look to expand their knowledge through primary research.

The researcher will look into various theories of motivation and the existing literature on why people attend events as this could give some reasoning behind the motivation for attending IMC’s.
2.1 Definition of Motivation

A basic definition of motivation is that it means “to be moved to do something” (Ryan and Deci, 2000:54). Ryan and Deci (2000) also explains that someone that has no reason or desire to do something or to act a certain way will be unmotivated, therefore someone that has the inspiration and energy to do something is said to be motivated. Consequently, for someone to be motivated they have to have a reason and or impetus to carry out a certain action. This is supported by Iso-Ahola, who also believes that a motive is something that is internal, “A motive is an internal factor that arouses, directs, and integrates a person’s behaviour” (Iso-Ahola 1980:230).

However, Vroom (1995) has a different view on motivation as he believes that there are two different definitions of motivation, the first determining ‘what conditions instigate action, determine its duration or persistence and finally its cessation?’ (Vroom 1995:9). The other point of view is that motivation isn’t being motivated to take an action but motivation is reason why we choose to do one thing over another (Vroom 1995).

2.2 Motivation for Attending Events

Li and Petrick (2006) state that there is only a small body of literature about the motivation of people attending events however this is now growing. They have looked more at the demographic of those who attend, if they enjoyed themselves and what particular activities they like to take part in during an event instead of the most straightforward motivation question. However, knowing this, the researcher can use this to understand why people go, so it can be used to benefit an event organiser or event marketer.

Quinn (2013) has grouped festivals and music events together as she believes the motivations would have similarities,

Festival and event attendees have long been the centre of research attention in the literature on motivation

(Quinn 2013:42)

Because of this, the same motivations could apply, Crompton and McKay states that,
A decision to visit a festival is a directed action which is triggered by a desire to meet a need (Crompton and McKay 1997:425)

but they also explain that a motive might not be only reason why people go to an event for example, a consumer may have social influences, like peer pressure or a learning motive (going for educational purposes) and this could be where the decision process starts (Crompton and McKay 1997).

More recent literature agrees with this as it states that a reason for attending an event may be because of social interaction with others, Shone and Parry (2013). Being sociable in a community of like-minded people can be important to others however this is suggested that it can’t be the only reason for wanting to attend an event (Shone and Parry 2013).

Although Beech et al. (2014) states that “motivation is strongest when a person assess that their actions will yield some positive result for them personally” (Beech et al. 2014:85), which links in well with Vroom’s Expectancy theory, which says what someone believes to be the outcome of their actions is what will motivate them.

However Shone and Parry (2013) state that it’s not as straightforward as, what might be the motivation for someone to attend an event, but there might be multiple motivations, split up into primary and secondary motives. For example if a consumer was going to go to a concert a primary motivation might be that the consumer would want to watch the band and a secondary motivation might be a social aspect. However this contradicts what other theorists like Vroom have discovered as will be explained (see 2.6).

What Beech et al. (2014) said about being motivated by the perception that there might be a reward for them personally is supported by Beard and Ragheb (1983) who suggest that motivation comes from the potential of attaining self-fulfilment and self-actualisation from attending an event.
2.3 Process Theories of Motivation

There are two main approaches to motivational theories, one being content and the other being process theories. The definition of process theory is that motivation is,

The outcome of a dynamic interaction between the person and their experiences of an organization and its management.

(Cole and Kelly 2015:621)

However, this can be applied to attending events because as it says the motivation relies on the interaction between a person and their experiences. Process theories are concerned with how people are motivated and the reasoning behind why people are motivated to do certain actions,

they focus upon what people are thinking when they decide whether or not to place effort into a particular activity

(Cole and Kelly 2015:56)

Although this definition is referring to an organisation it can be used for the motivation for attending an IMC event. For example the reason that a consumer might attend an event is because of the ease of which they were able to purchase a ticket and/or the experience they had at the event previously which made them want to return.

2.4 Content Theories

How content theory is different to process theories of motivation is that content theory focuses on what motivates rather than how.

content theories of motivation… focus on the needs, drivers or triggers of human behaviour

(Cole and Kelly 2015:56)

Mullins explains a content theory as being,

concerned with identifying people’s needs and their relative strength, and the goals they pursue in order to
satisfy that need (Mullins 2005:480)

whereas Bowdin et al. describes it as having a “feeling of deprivation” (Bowdin et al. 2011:352) and that deprivation is what provides the motivation.

Wood et al. (2004) tell us that the disadvantage with content theories is that they don’t explain very well why people choose to do something specific to meet their need. However, this is where the process theories fill in the gaps.

The reason for using Vroom’s Expectancy theory rather than content theory as a base to the conceptual framework is because he recognises there are multiple reasons for motivation in which there could be for attending an event and he explains that motivations are intrinsic and based on perception which the researcher believes could be the basis of many people’s motivation when attending events. This will be researched further in chapter 4.

2.5 Expectancy Theory

Expectancy theory provides a model for assessing someone’s motivation and why they are motivated to adopt certain behaviour’s (Chen & Lou 2002), this is why the researcher decided to use Expectancy theory as a conceptual lens for answering the research question. Expectancy theory first was developed in the 1930’s by Edward C. Tolman a psychologist from America. He believed that motivation occurred in humans because of the expected outcome to their actions and the perception that it may lead to their goal (Ugah and Arua 2011). This is what Vroom founded his research upon.

Expectancy theory is based around the perceived consequences of someone’s actions (Beech et al. 2014). Linking this to IMC’s if someone has a certain perception of what might be happening at the event or how good the event might be, this could either motivate or de-motivate them to attend.

Steers and Porter (1991) state that although there are numerous studies on Expectancy theory since 1964 the validity of Vroom’s findings is not always certain because of ‘serious flaws’ (Steer and Porter 1991:144) found in the research. So his theory on how and why people are motivated could be
disproven by other theorists or future research. However it’s still a very popular theory and is “one of the most commonly used theories of motivation”, (Chiang & Jang 2008:313).

2.6 Victor Vroom

Victor Vroom is a key process theorist and he developed Expectancy theory in the 1960’s. Vroom explains motivation as,

> the choices made by a person among alternative courses of action are lawfully related to psychological events occurring contemporaneously with the behaviour (Vroom 1995:17)

meaning peoples’ motivation is affected by what they perceive to be to be the outcome.

Unlike Shone and Parry’s (2013) theory, which asserts that motivation comes from wanting social interaction, Vroom outlined 3 factors of motivation. Instead of having primary and secondary motivators like Shone and Parry (2013), these factors are: Expectancy, Instrumentality and Valence.

- Expectancy – this relates to what people perceive or expect the outcome to be at the end.
- Instrumentality – this is defined as how much the person perceives that effective performance will lead to the rewards afterwards.
- Valence – this is how strongly a person believes that the rewards that they want are open to them.

He summarised this into a model extending the 3 main areas this is show below:

![Expectancy Theory Model](image)

Figure 1: Vroom’s (1995) Expectancy Theory Model adjusted by (Lee 2007:790)
Simply the theory can be shown like this,

\[ \text{Motivation} = \text{Expectancy} \times \text{Instrumentality} \times \text{Valence}, \]

meaning that if any of the three factors are reduced, the motivation will also be reduced, which could affect the task being completed (Bowdin \textit{et al.} 2011).

2.6.1 Expectancy - Effort to performance

Expectancy is defined as a momentary belief concerning the likelihood that a particular act will be followed by a particular outcome (Vroom 1995:20)

Whereas Vroom says that Expectancy is based more on the belief of the likelihood, Cole and Kelly (2015) describes Expectancy as the perception of what the outcome might be for a specific act,

the extent of the individual’s perception, or belief, that a particular act will produce a particular outcome (Cole and Kelly 2015:57)

2.6.2 Instrumentality - Performance to Outcome

This is,

The extent to which the individual perceives that effective performance will lead to desired rewards (Cole and Kelly 2015:57)

meaning that instrumentality is based on whether the individual works harder or puts in more effort according to whether or not they perceive the outcome to be greater. Unlike Expectancy where the individual is just concerned with if a particular act will result in a particular outcome. Vroom’s (1995) definition agrees with Cole and Kelly in saying that a person will recognise, that they have to do one thing before receiving the second outcome (the reward) and they understand that it will have to be of “sufficient condition” (Vroom 1995:21) to get the desired reward.
2.6.3 Valence - Outcome

Valence is a word that Vroom uses to describe how someone feels about the outcome (reward). For example, in terms of the research question, if someone believes that the reward they will get out of attending an event will be positive, for example enjoyment, then this is said to be called positively valent (Steer and Porter 1991). Cole and Kelly agree with this as they say that valence is, “the strength of the belief that attractive rewards are potentially available” (Cole and Kelly 2015:57), meaning how much the individual finds the rewards desirable and how much they believe them to be available to them.

As Vroom’s theory is a process theory it stands out from content theorists, Maslow, Herzberg, Alderfer and McClelland because Vroom never explains what specifically motivates and the other theorists do. Vroom’s Expectancy theory just identifies that people are motivated people by three areas that have been previously explained; how much someone perceives there effort to affect their performance, how much they perceive their performance to have on a reward and finally how much a person wants that reward (Lunenburg 2011). This is what sets Vroom apart from the others, as his Expectancy theory asserts that motivation is more intrinsic than possibly what the other theorist believe.

2.7 Other theorists

2.7.1 Porter and Lawler - Expectancy Theory

Porter and Lawler (1968) looked at Vroom’s Expectancy theory and made some adjustments these were combining Expectancy and instrumentality together (Chiang & Jang 2008). Another aspect that Porter and Lawler added was satisfaction, they believed that

\[
\text{the satisfactions derived from the rewards for past behaviour will in turn modify the expectancies with respect to future outcomes} \quad (Kesselman et al. 1974:572)
\]

So if a consumer has carried out an action and gained satisfaction from it, it will motivate them to do it again. This is something that could be reason for
why people are motivated to go to IMC’s multiple times because they have enjoyed it previously.

2.7.2 Adams - Equity theory

Adams’ (1965) equity theory is another process theory, this also says reward perception is a factor of motivation. However, it also says that if someone feels that the effort they put in gives them the same reward as someone else putting in the same effort they will be satisfied. But if the input that someone is putting in is the same, but for a smaller reward than someone else, or if they have to work harder than someone else to get the same desired reward they would become demotivated (Boddy 2014). This would link more closely to a work situation rather than attending events so it does not move towards answering the researchers’ question and this is why this theory has been discounted.

2.7.3 Maslow Hierarchy of Needs – Self Actualisation

Maslow is another theorist that could lead to finding an answer to the research question. Although Maslow isn’t a process theory parts of his theory are very relevant to the question. The researcher believes that Maslow’s self-actualisation stage in his hierarchy of needs model could be why people are motivated to attend IMC’s.

\[
\text{an internal motivation may arise from a self-actualisation need} \quad \text{(Blythe 2013:43)}
\]

Therefore this could be the reason why some people are motivated to attend one of these events.

Maslow’s (1943) hierarchy of needs model is split into 5 different types of needs that according to Maslow have a specific order. These stages being physiological needs, safety and protection, social needs, self-esteem and self-actualisation (Raj et al. 2013). Boddy (2014) explains that to fulfil Maslow’s self-actualisation stage someone would do things that deeply matter to them.

Although Raj et al. (2013) states that self-actualisation is a stage for developing self-confidence Foxall et al. (1998) contradicts this as he believes
that self-actualisation is a stage where an individual will focus on an activity that they would find meaningful or “activities that help them develop their personality” (Foxall et al. 1998:137), this definition links well with motivation for attending events.

2.8 Perception

According to Cole and Kelly (2015) the foundational motivational factor is perception, because if someone doesn’t perceive the outcomes to be good or to benefit them, they are unlikely to be motivated. They support Vroom’s theory as he also explains that rewards that are perceived are divided into intrinsic and extrinsic (personal, emotional rewards and physical rewards that are given to someone) (Vroom 1995).

2.9 Intrinsic and Extrinsic Motivation

Motivation has two components intrinsic and extrinsic. Intrinsic is internal drive and or need and the extrinsic is external aim or target someone wants to achieve (Sheth and Mittal 2004). A person needs to have both to achieve their goals,

a person with goal – objects but without the drive is just a daydreamer; one with energy but no goal- object is akin to a hyperactive child  
(Sheth and Mittal 2004:161)

Intrinsic motivation is a motivation that comes from within,

Behaviour motivated by intrinsic factors such as self-expression, interest, and enjoyment  
(Clegg et al. 2011:152)

so for example in the context of IMC’s if someone believes they are going to enjoy themselves this would motivate them to attend an IMC.

Extrinsic motivation is defined as,

Behaviour motivated by extrinsic factors such as promise of reward or threat of punishment  
(Clegg et al. 2011:152)
an external motivation to attend an IMC could be a promise from someone else that the event will be good and they will enjoy themselves, this is supported by Chan and Polegato (2010), they explain that one of the strongest external motivations is any advice that has been given by a family member or a friend as these people are seen to be trustworthy sources. This can either motivate people to purchase a ticket or the opposite if the advice is telling them they shouldn’t attend the event for whatever reason this could demotivate them to attend.

In chapter 4 the researcher will find out if intrinsic motivations also play apart when attending IMC’s, to see if Sheth and Mittals’ (2004) idea, that you need both intrinsic and extrinsic, is correct.

2.10 Conceptual Framework

After reviewing the literature the researcher has developed a conceptual framework that will be tested in the primary research to follow. It has Vroom’s (1995) Expectancy theory at the core however after completing the literature review the researcher believes there could be an element of satisfaction from Porter and Lawler’s (1968) Expectancy theory and self-actualisation from Maslow’s (1943) hierarchy of needs theory. As the conceptual framework shows, the process is cyclical as “it is quality experiences that will encourage attendees to return” Quinn 2013:42). Intrinsic and extrinsic motivation have

Figure 2: Conceptual Framework
been incorporated into the conceptual framework, it shows that both have an impact on all stages, the extrinsic is the external motivation and intrinsic is internal motivation.

2.11 Conclusion

To conclude, the researcher has looked at existing research that could be used to answer this particular research question. The researcher covered the existing research on how to motivate people to attend events, research on motivation and the existing models created to explain motivation. The researcher has created a conceptual framework that will be tested to conclude what motivates people to attend IMC's.

The next chapter will now go on to explain how the researcher has carried out this research to gather the information they needed to answer the question.
Chapter 3 – Research Approach

3.0 Introduction

3.1 Primary and Secondary Research

3.2 Ontology

3.3 Epistemology

3.3.1 Quantitative Data

3.3.2 Qualitative Data

3.4 Theoretical Perspective

3.4.1 Positivist

3.4.2 Interpretivist

3.5 Methodology

3.5.1 Analysis of Quantitative Data

3.5.2 Analysis of Qualitative Data

3.6 Research Methods

3.6.1 Questionnaires

3.6.2 Piloting

3.6.3 Participants

3.6.4 Sampling

3.6.5 Interviews

3.6.6 Piloting

3.6.7 Participants

3.6.8 Sampling

3.7 Validity and Reliability

3.7.1 Triangulation

3.8 Research Ethics

3.8.1 Vulnerability and Risk
3.0 Introduction

According to Dawson (2009) the methodology is defined as the overall approach to how the researcher answered the question. The purpose of this research was to produce a model of how to motivate people to attend IMC’s and to test whether the hypothesis linked to the conceptual framework (2.10) was correct.

According to Kumar (2011) there are 3 phases to the research these being, phase 1: deciding what to research and what questions the researcher needs answering, phase 2: plan how to gather the evidence and phase 3: to undertake and collect the required information. Throughout this chapter the researcher will go through phase 2 and 3 of the research process by outlining the research methods that were used.

3.1 Primary and Secondary Research

The two types of data within this project have been primary and secondary these have been used to answer the research question. Primary data is “data that is collected for the first time for the purpose of a particular study” (Crowther and Lancaster 2008:87) and the methods that have been used will be explained in section 3.6. The secondary data have already been discussed in the Literature review (chapter 2) which is defined as “data that has already been collected for some other purpose” (Saunders et al. 2007:272) which also helped the researcher answer the question.

Social research is guided by three fundamental factors namely ontology, epistemology and methodology

(Sarantakos 2013:28)
Each stage follows on from the previous stage with each stage creating the basis for the next stage. This chapter includes aspects of what Sarantakos says as well as following the foundations of research model by Crotty (1998).

![Image](image.png)

Figure 3: The Foundations of Research (Crotty 1998:4)

3.2 Ontology

This is “the study of the philosophy of knowledge (what it is we want to know about)” (Fox 2014:232). So for this research project the researcher outlined what they wanted to find out in the aims and objectives, they then used these to decide what information they needed to find out then in the next stage (epistemology) where they decided how and where the information is going to come from.

3.3 Epistemology

Epistemology is defined as looking “at from where knowledge has come and how we know what we know” (Dawson 2009:18) so where and how they gather their information. For example for this project the researcher used a mixed approach using both qualitative and quantitative research this enhanced the research as they have gathered information using both closed and open questions which enriched the data and therefore strengthened the data and ensured its validity.
3.3.1 Quantitative Data

A large proportion of the data that has been collected for this research project has been quantitative. Kumar (2011) says that a strength of quantitative research is that the researcher is able to collect data from a “greater sample size” (Kumar 2011:20) much more easily. Using this data a new model has been developed as, “the ultimate purpose of quantitative research is to generate theory” (Newby 2014:99).

3.3.2 Qualitative Data

To collect primary data the researcher also used qualitative data. Qualitative research is different to quantitative research in that it looks to obtain a more in-depth evidence using a format to allow the participants to have the freedom to answer the question fully (Birn et al. 1990). This is why the researcher decided to use this method also so they could collect personal opinions about IMC’s.

3.4 Theoretical Perspective

The researcher has adopted a deductive approach in this study.

Figure 4: Cycles of Inductive and Deductive Reasoning (O’Leary 2010:262)

By using a deductive approach the researcher was able to test the hypothesis (Fig:2) that was originally proposed. The conceptual framework was then tested, and adapted to design a new model thus confirming a hypothesis.
Within the theoretical perspective there are two paradigms which will soon be explained, “The term ‘paradigm’ is used to describe broad approaches to research, for example the ‘positivist’ or ‘interpretivist’ paradigms” (Grix 2010:27). The researcher has used both approaches because they did both quantitative and qualitative research.

3.4.1 Positivist

A positivist approach is an objective stance where the researcher’s beliefs are truly independent from the subject of the study

(Fox 2014:28)

3.4.2 Interpretivist

This is research that is normally qualitative and the researcher would have been able to interpret the findings much more which could affect the data,

research is perceived as being influenced by the researcher and the latter in turn is affected by the research context

(Oliver 2010:73)

3.5 Methodology

The methodology is a framework and reasoning for carrying out certain research. It also provides strategies for the research project (O’Leary 2009).

3.5.1 Analysis of Quantitative Data

To analyse the Quantitative Data (the questionnaires) the researcher has used content analysis. According to Silverman (2000) this is a common method to use when analysing quantitative questionnaires, this is because the researcher could easily see how the participants have answered a question and how many answers were the same when analysing the data.

When using content analysis,
a quantitative approach is taken by counting the frequency of phenomena within a case in order to gauge its importance in comparison with other cases

(Walliman 2005:123)

When analysing the questionnaire responses, the researcher looked at the results of the questionnaires to see if there were common themes and if the participants answered the questions in any particular way to determine results of the quantitative research. The researcher then created graphs and charts to display the findings.

3.5.2 Analysis of Qualitative data

Thematic analysis is a process of data reduction and is one of the major data analytic options in qualitative research

(Grbich 2013:61)

When analysing the interviews the researcher recorded the interviews and listened back to them to transcribe the interview. The researcher then read through the transcription to could seek rich meanings and to clearly identify the necessary information. The researcher then identified themes and commonalities then used these to identify answers to the research question. A thematic framework was then built using the information found within the interviews.

A thematic framework can be built from both the literature and themes found in the data itself

(Urquhart 2013:40)

After that the researcher could then bring the quotes and meanings together to make up the results chapter.

3.6 Research Methods

“Involve the forms of data collection, analysis, and interpretation that researchers propose for their studies” (Creswell 2014:247). The researcher will now explain these three areas and how they carried them out.
3.6.1 Questionnaires

Questionnaires are a means of communicating between people which helps find out useful information about a specific topic (Brace 2013), in this case IMC’s. The benefits of a questionnaire is that although sometimes a question can be interpreted differently the question will always be the same for every participant.

The researcher posted an online questionnaire which was posted on the Qualtrics website (www.qualtrics.com). The researcher has 329 completed online questionnaires. The questionnaire was posted onto the website and respondents were asked to participate via Facebook and email. Before completing the questionnaire the participants were told the aim of the study and they provided consent before continuing with the questionnaire.

The online questionnaire was posted in December 2015 and it stayed active until the researcher had gathered enough completed questionnaires. The researcher then looked at the results before going on to the interviews. The questionnaires took on average 10 minutes to complete. It was kept deliberately short to maximise the number of participants and ensure that all the questions were answered.

The questions were carefully written so that they were clear for the participants, Masterson and Pickton (2014) explains that if the questions aren’t clear they could answer the questions incorrectly or be misled by what the researcher is asking.

3.6.2 Piloting

The questionnaire was piloted with friends and family before carrying out the data collection process. It was important to check the validity of questions prior to carrying out the research so that the data that was collected will be internally valid and answer the research question (Bryman and Bell 2007).

3.6.3 Participants

All participants were over the age of 18 and this was confirmed when they provided consent before the questionnaire. The only personal information...
collected about the participant was their age and gender, all information collected through the research has been secure and only accessed with a password.

3.6.4 Sampling

The researcher collected data from a wide range of participants e.g. men/women and different ages to ensure that the sample was representative. Email and Facebook was used to encourage people to complete the online survey form.

This was a purposive sampling method as the participants have attended IMC’s. This was confirmed before they complete the questionnaire. Participants were asked to invite friends who have attended IMC’s to complete the questionnaire, pointing them to the Qualtrics website, thus an element of snowball sampling was used.

3.6.5 Interviews

The researcher decided to use interviews as their qualitative research method because it is one of the most “powerful ways in which we try to understand fellow human beings” (Fontana and Frey 2000:645).

The interviews that took place were semi-structured, meaning that the interviewer was able to collect more explanations so that the data that was being collected was richer in information (Kvale and Brinkmann 2008). As the questions were open-ended the answers were in-depth qualitative data. There was freedom of response from the participants meaning that they had the ability to expand on their answers to gain rich insights from the participants. Each interview was recorded so that the researcher was able to listen back to the answers and identify key themes so that they could analyse it thoroughly. Five people were interviewed for this research project.

3.6.6 Piloting

To improve the questions and the researcher’s interview techniques, the researcher can pilot the interviews (Creswell 2013). The researcher tested the questions from the interview on a friend prior to the interviews to ensure that
the questions made sense and there weren’t any other questions that could be added to enhance the collection of data.

3.6.7 Participants

The interviewees were over the age of 18. To keep the anonymity of the participants the researcher has only recorded the participant’s age and gender and the participant’s right to anonymity was reiterated throughout the research process and they could have withdrawn their data at any point.

3.6.8 Sampling

For the interviews convenience sampling was used as well as ensuring that the participants have been to an IMC. The researcher ensured there was a balanced sample for example people with different interests, both men and women and different ages.

3.7 Validity and Reliability

To ensure the research was valid the researcher ensured that the method they used to collect the data, was collecting the information that the researcher needed to answer the research question (Lancaster 2005).

When it comes to interviews, how the questions were asked can alter the reliability of the answer (Oppenheim 2000). This is why a wide range of questions that cover the research topic are important to improve the validity of the information that the researcher gathered from the research.

The same applies for the questionnaires, the questions stayed the same throughout the whole research project to keep the questionnaire responses valid.

3.7.1 Triangulation

Moore (2006) says that triangulation is when the researcher combines research methods to collect a number of different viewpoints. This strengthens the data and enriches the findings. The researcher collected the information from the questionnaires first so that when it came to doing the interviews the
researcher could ask some more detailed questions on some of the key issues to enhance the data.

3.8 Research Ethics

Wisker (2009) explains that at every stage of the research project, a researcher should ensure that the research is ethically approved. This is to protect both the researcher and the respondents from risk and to protect any vulnerable participants.

3.8.1 Vulnerability and Risk

Within a research project vulnerability is different to risk as someone that is vulnerable wouldn’t be able to evaluate the risk in the research being done (Sieber and Tolich 2013), which is why the researcher was aware of this when carrying out the research and put the necessary precautions in place.

3.8.2 Ethical Considerations with Interviews

For any primary research it is important to get ethical approval to ensure that the research is ethically allowed to take place. The researcher gained ethical approval prior to the research. Before starting, the researcher highlighted some potential issues with the research. The first issue might be that the interviewee may not want to answer if the information is confidential or personal. This has been prevented by having a participation information sheets (Appendix:2) and a consent form (Appendix:3) that has been given to the interviewee prior to the interview to ensure that they were aware of the topics that were discussed and the researcher made sure they felt comfortable before starting the interview.

Another issue that was avoided was preventing a participant being offended by a question, as the participation sheets were handed out prior to the interview this was avoided. As Oppenheim (1992) says that it is important that the questions don’t cause offence to the respondents and if it does the interview should stop to prevent anymore offence being caused. To make the participants feel comfortable, the interviews were held in a familiar environment to both the researcher and the interviewee. Family and friends
were informed of the date, location, and times of the interview to prevent any risk to the researcher. The recorded information from the interviews was stored securely then deleted after the analysis was complete.

3.8.3 Ethical Considerations with Questionnaires

To make sure the same issues didn’t happen with the questionnaire respondents, the researcher has put an information section prior to the questionnaire that the respondents have to read before continuing with the questionnaire, also all questionnaire respondents will have to tick a consent box before continuing with the questionnaire (Appendix:5). Another risk that the researcher may have faced was not being able to receive enough survey responses and to prevent this they extended the time which the survey was available and send out additional requests to potential respondents.

3.9 Conclusion

This chapter has gone through what the researcher did when they collected their primary data. The researcher did both qualitative and quantitative research by carrying out 5 interviews and collecting questionnaire answers so that the question, how to motivate people to attend IMC's in England and Wales could be answered.

Collection, Analysis and presentation of the data has been discussed and throughout the next chapter the findings of the research and the new model will be presented.
Chapter 4 – Results, Analysis and Discussion

4.0 Introduction ........................................................................................................ 41
4.1 Perception ..............................................................................................................
  4.1.1 Quantitative Data .........................................................................................
  4.1.2 Qualitative Data .........................................................................................
  4.1.3 Discussion of Perception Results ............................................................... 41
4.2 Expectancy ...........................................................................................................
  4.2.1 Quantitative Data .........................................................................................
  4.2.2 Qualitative Data .........................................................................................
  4.2.3 Discussion of Expectancy Results ............................................................... 42
4.3 Instrumentality ...................................................................................................
  4.3.1 Quantitative Data .........................................................................................
  4.3.2 Qualitative Data .........................................................................................
  4.3.3 Discussion of Instrumentality Results ......................................................... 48
4.4 Valence ................................................................................................................
  4.4.1 Quantitative Data .........................................................................................
  4.4.2 Qualitative Data .........................................................................................
  4.4.3 Discussion of Valence Results ..................................................................... 49
4.5 Satisfaction ..........................................................................................................
  4.5.1 Quantitative Data .........................................................................................
  4.5.2 Qualitative Data .........................................................................................
  4.5.3 Discussion of Satisfaction Results ............................................................... 51
4.6 Self-actualisation .................................................................................................
  4.6.1 Quantitative Data .........................................................................................
  4.6.2 Qualitative Data .........................................................................................
4.6.3 Discussion of Self-Actualisation Results

4.7 Intrinsic motivation

4.7.1 Quantitative Data

4.7.2 Qualitative Data

4.7.3 Discussion of Intrinsic Motivation Results

4.8 Extrinsic motivation

4.8.1 Quantitative Data

4.8.2 Qualitative Data

4.8.3 Discussion of Extrinsic Motivation Results

4.8 New Model

4.8.1 Explanation of the New Model

4.8.2 Summary
4.0 Introduction

Throughout this chapter the researcher will present and analyse the primary data, looking both at the quantitative and the qualitative data. The researcher aimed to complete 100 questionnaires and in total the researcher collected 348 with 20 people not having been to an IMC however this data has still been analysed as the researcher can look at why they don’t go to IMC’s to discover how to motivate people to attend IMC’s.

The aim of the research was to get a wide representation of people that attend IMC’s for example people of different ages, this was achieved (Appendix 6).

The first couple of questions in the questionnaire were to determine their age and whether they had been to an IMC, then depending on their answer the questionnaire either gave them a follow up question asking the participant

Figure 5: Do you think you have attended an IMC?

The aim of the research was to get a wide representation of people that attend IMC’s for example people of different ages, this was achieved (Appendix 6).

The first couple of questions in the questionnaire were to determine their age and whether they had been to an IMC, then depending on their answer the questionnaire either gave them a follow up question asking the participant
why they haven’t been to an IMC or asking them about their previous experiences of IMC’s.

For the qualitative research the researcher interviewed 5 different people 3 women and 2 men. Everyone that was interviewed had attended an IMC. The purpose of the qualitative research was to follow up from the questionnaires and ask any unanswered questions from the questionnaires to collect some more in-depth information.

The next question on the questionnaire was asking the participants whether they agreed or disagreed with the definition written by the researcher and then asked them what they thought IM was if they disagreed with the statement. The statement was, ‘Indie music are bands or solo artists that have an individual sound and look usually with a rock sound due to the instruments that are being played’, (Appendix 7 shows the result).

The researcher found it surprising that 77% of participants agreed with what the researcher believes to be IM. However the participants that disagreed said that they think IM is still being a part of an independent record label and has nothing to do with the sound where only a few think that ‘Indie’ defines the actual sound and/or look of the band.

‘Quality music with a much less commercialised focus’

‘It doesn't necessarily have a "rock" sound. It just has its own sound, using instruments’

‘I don't agree with the rock part, it can be any musical genre’

It was important to establish what the participants understood as IM, so that the researcher would be able to interpret the results more easily, as the researcher could understand what sort of events the participants have been attending.

The results have been presented in sections taken from the researcher’s conceptual framework to test whether each section is correct after carrying out primary research. This data has been presented in the forms of bar charts, pie
charts and quotes. To conclude the data the researcher has created a new model.

4.1 Perception

The researcher has researched further whether a consumers perception of an IMC affects their motivation to attend, the data that was collected will now be discussed.

4.1.1 Quantitative Data

In the questionnaire the participants were asked a closed question about whether they would watch the support acts or not and only 1% said they would never watch the support act which surprised the researcher as they previously thought a larger amount of the population would only go to watch the main performer.

WOULD YOU GO TO WATCH THE SUPPORT ACTS AND IF YOU WOULD, WOULD YOU CHECK WHO IT IS BEFORE ATTENDING YES OR NO?

![Bar Chart]

Figure 6: Would you go to watch the support acts and if you would, would you check who it is before attending the event yes or no?

The researcher investigated whether people that go to watch support acts would look at who was performing before attending. Only 28 out of 328 people that always go to watch the support acts won’t look at who it is before turning up. Meaning that only a few people will trust their perception of whether or not the support act will be good. The perception of how good the act will be will make an impact, for example if the attendee thought that the support act
wasn’t good then they wouldn’t want to turn up early before the main act. Whereas 61 out of 328 will have a look before they go but still always watch the support act regardless meaning that although they want to double check who the supporting artist is they will still want to go and watch them.

4.1.2 Qualitative Data

All interviews revealed that they all have the same perceived expectations of what they will get at a concert and for example the behaviour they expect to see at an IMC definitely has similarities and they all will attend another concert.

What would you consider normal behaviour at an IMC?

I2F2: ‘Expect people to be jumping around, singing, I don’t like it when people don’t get involved, I find it weird.’

I3F3 and I5M2 agreed with this statement, the reason that they go to these concerts is because of their perceptions of what it is going to be like and if they don’t get what they have perceived to be the ‘correct behaviour’ some of the interviewees don’t like it.

Do you think the behaviour of the attendees at an IMC differ with different genres?

I5M2: ‘Yes, like you wouldn’t see a mosh pit at an indie folk gig, it’s pretty much the same to be honest it’s just the different with folk really’

I1F1: ‘Yes a lot, Gabrielle Aplin was a lot more chilled compared to imagine dragons where everyone is jumping up and down.’

I2F2: ‘100%, Pop usually tends to have a younger age group and tend to be more girls in the audience, Rock there’s normally jumping around.’

I3F3 and I4M1 agrees with these statements. As the results show consumers have perceptions of what the different genres will be like which affect their motivation to attend.
4.1.3 Discussion of Perception Results

Overall the research revealed that many people are returning or attending these events for the first time purely based on perception. Their perceived quality of the support acts influences some people’s decision to attend as they will watch support acts without researching the band or artist first. Although the research suggests that perception isn’t the main motivational aspect, for some consumers they rely on this, which agrees with Cole and Kelly (2015).

4.2 Expectancy

According to the secondary research Expectancy is the motivation that comes from what someone perceives to be the outcome of their action. In this case what the consumer perceives to be happening at the IMC and what you believe to get out of going, for example the hope that you would get enjoyment out of attending would motivate them to go. The data that was collected proving this will follow.

4.2.1 Quantitative Data

![Bar Chart]

**Figure 7: How many IMC’s have you been to in the last 5 years?**

As the bar chart shows a large number of people have been to more than 16 concerts in the last 5 years this would suggest that a large number of people have a high Expectancy that the concert will be good and it would give them the reward they believe to be open to them. This agrees with Vroom’s
Expectancy theory as it proves that people are motivated to attend the event because they believe the outcome will be good.

Figure 8: What do you enjoy the most about an IMC?

98 out of 104 people spending more than £50 for a ticket are primarily there to enjoy the music, this suggests they expect the music to be worth this money and therefore to be good so they are willing to pay a bit extra for their ticket as they believe they will enjoy the event if they pay more.

4.2.2 Qualitative Data

How would you define Indie music?

I3F3: ‘Not any one thing … many genres are crossing over and its becoming difficult to define the different genres.’

I4M1: ‘Guitars, synths, not so hard core a bit softer, I'd say it was more about the sound than anything else.’

I2F2: ‘Stereotypically they think it is a traditional band like drums, guitar and singer … I think it's definitely more band based though.’

The definition of what people think to be an IMC is very similar therefore they understand what they are attending. They are attending because they want to attend an event like the one described, therefore their perceived expectation
of the experience is motivating them to go, so they can gain the reward of enjoyment.

What attracts you to some genres more than others?

I5M2: ‘The music and the crowd atmosphere'
I1F1: ‘The actual music not because of anything else'
I2F2: ‘The atmosphere and like-minded people'

From the interviews it was interesting to see what people preferred about different genres because it suggests that people are attending these events for different reasons. However they all know what they like about an IMC and they all go to these events regularly meaning that although different aspects of the IMC are enjoyable they still have expectations.

4.2.3 Discussion of Expectancy Results

The data that was collected agrees with the secondary research discussed in the literature review as it proves that people are motivated to attend the event because of the expected reward that they would get from the perception of the event they think they are going to attend. In the literature review it was discovered that Cole and Kelly (2015) state that an element of motivation comes from the Expectancy of the reward which has been proven in the primary data.

4.3 Instrumentality

Instrumentality is how much someone believes effective performance will lead to the desired reward (Vroom 1995). For example turning up early to watch the support acts or participating in secondary activities like the bar and or buying merchandise will affect their overall reward or experience. The data collected is below.
4.3.1 Quantitative Data

Figure 9: How far would you travel for an IMC?

80% of people are willing to travel over 35 miles to go to an IMC so they believe if they travel far and put in the effort then they will get their desired outcome. This proves with what Vroom (1995) says about instrumentality.

Figure 10: Do you buy merchandise at the concert?

Merchandise, even though at many concerts it’s almost expected that buying a piece of merchandise is part of the experience only 4% of people would
definitely buy it. This goes against what Vroom (1995) believes because research shows that a large amount of people won’t buy merchandise. From collecting the data the research decided to ask the interviewees why they don’t buy merchandise, to find out if it was because they didn’t like the merchandise or for another reason.

4.3.2 Qualitative Data

Following on from the data that emerged from the questionnaire during the interviews according to the interviewees the reason for not purchasing merchandise is because of the price or because the bands simply don’t have any merchandise and not because they don’t like it.

I3F3: ‘Occasionally depending on how good the band is although the price of the merchandise is a consideration’

I1F1: ‘No because it’s quite expensive not because I don’t like it’

I2F2: ‘Sometimes … I would buy it if it was cheaper 100%’

I4M1: ‘No very rarely maybe a CD, generally the bands I have seen won’t have merchandise. It would depend on who it is but if there was merchandise I might buy it’

I5M2: ‘Depends on how much I like the band … if it was a band I really liked then I would be willing to pay more. If the band were ok then I would maybe buy a CD’

The results show that although many of the interviewees would want to buy merchandise they said they wouldn’t because of the price. So linking it to instrumentality, if effective performance is purchasing merchandise, people believe they still get their desired reward (enjoyment) if they don’t purchase any merchandise so even though people like the merchandise they don’t believe effective performance would lead to enjoyment.

Would you use the bar?

I3F3: ‘No I don’t drink’

I4M1: ‘Yes’. Is this a key part of your experience? I4M1: ‘Yes definitely’

I5M2: ‘No … if I go to the bar I would lose my space.’
As the research shows people have different priorities and different ideas of what they feel will gain them the reward of enjoyment with 2 out of 5 not wanting to use the bar whilst I4M1 believes it’s a key part of their experience.

4.3.3 Discussion of Instrumentality Results
Overall not all people feel they need to put in a large amount of effort to enjoy the concert or they don’t feel the effort is necessary to enhance their experience as they feel they would enjoy just as much if not more if they put in less effort. However some people are willing to put in extra effort before the concert to ensure their experience is good. To conclude instrumentality wouldn’t be a aspects for how people are motivated to attend an IMC.

4.4 Valence
Valence is the next part of the conceptual framework this concerns how strongly someone believes that the reward is open to them. For example in terms of an IMC, it would be how much someone would believe the enjoyment would be easily obtained by attending and participating in the event therefore this would motivate them to attend if they believe they would enjoy the event.

4.4.1 Quantitative Data

Figure 11: What's the most you've paid for a ticket?
30% of consumers are willing to pay more than £50 for a ticket because they strongly believe that if they pay that much then they are able to get the reward of enjoying themselves. This could be because they believe if they spend
more they could enjoy it better and they have more trust that what they are paying for will be worth the money.

4.4.2 Qualitative Data
The interviewees have concerts booked for the future as they believe that the reward (enjoyment) is easily obtainable.

Have you got another IMC booked for the future?

I3F3: ‘Yes … about 10 others booked for the future’

I1F1: ‘No but I’m looking to book one soon’

I4M1: ‘I wouldn’t normally book or plan to far in advance would normally just turn up on the day’

As the research shows the interviewees strongly believe that if they attend these concerts that they will enjoy it and the reward or enjoyment would be easy to gain from the experience.

4.4.3 Discussion of Valence Results

The primary research supports what was found in the secondary research because according to Vroom motivation comes from the belief that the reward is open to them. The researcher has found that the interviewees have either got one booked or looking to booking one soon as they believe if they attend the reward is easily attainable and desirable this is known as positively valent (Cole and Kelly 2015). However large number of people believe that the reward that they want is not that easily obtainable because they feel they need to spend a more expensive ticket to ensure they get the reward they want. From the data that was collected valence does have an impact on motivation however it doesn’t help to answer the question how do you motivate someone to attend an IMC that is why it won't be in the new model.

4.5 Satisfaction

Satisfaction gives someone motivation to repeat the action because of the reward they gained before. For example if the consumer enjoyed the event before they would in theory want to attend again, however this may not be the case because of other deciding factors this will be discussed below.
4.5.1 Quantitative Data

**Figure 12: What do you enjoy about IMC’s?**

As the data shows participants have responded to this closed question with what they enjoy about an IMC indicating that they go to an IMC to seek enjoyment although this is obtained in different ways they are all looking for the enjoyment.

4.5.2 Qualitative Data

Would you attend another IMC?

I1F1: ‘Yes definitely because I have enjoyed them before so would want to go again’

I3F3: ‘Yes try and go to as many as I can afford’

As the data shows people want to attend another IMC meaning because of their previous satisfaction (enjoyment) of the event they would like to repeat this experience to get the same reward.

Would you sit or stand?

I3: ‘Stand because of the experience not the price, and when I sit at a concert you don’t feel like you were at the gig … I wanted to be down with everyone else that was standing so I felt more involved.’

I4: ‘I would choose to stand because of experience’

I2: ‘Stand always, never sit because of experience not price’
I5M2: ‘Stand just because it’s more fun it has nothing to do with price’

The basis that people choose to sit or stand is mainly based on the experience not because of price this also proves that people are attending these events for satisfaction (enjoyment).

Would you go to the same concert twice?

I3F3: ‘Yes very much so’

I4M1: ‘Yes I would but only if they had new music and I enjoyed it the first time.’

I2F2: ‘Million times over’

All five participants, depending on circumstances, would go to watch the same artist twice which again proves that because of previous enjoyment they would want to go and watch them again.

Would attend if the artist had new music released?

I3F3: ‘Yes the primary reason for going is because I want to see if a band can replicate the album live well.’

I2F2: ‘I wanted to go see bloc party but I dislike their new music and love old stuff so stopped me from going to one of their concerts.’

I5M2: ‘Yes … if they had recently brought out new album I would go so I could listen to the songs from the new album, however if I don’t like their new album I won’t go’

Would you attend if no new music had been released?

I3F3: ‘Yes because they might often trial new music at a gig or they could be friends of mine, I have seen some bands more than 20 times.’

I1F1: ‘Yes because if I knew there hadn’t been any new music I would go because I like the old stuff’

I4M1: ‘If no new music had been released then I would still go but it would depend if I had seen them before’

I5M2: ‘Yes if I liked their older songs’

As the research shows, whether or not the band has released new more music or not does affect motivation to attend however it depends on the
circumstances between bands or between attendees because if they like their old songs but not their new then this could affect their decision or vice versa.

Does the venue affect your decision to attend?

I3F3: ‘Yes I don’t like the CIA, the sound quality was bad … I prefer more intimate gigs’

I1F1: ‘No because if I like the person, I’ll go watch them, the venue doesn’t bother me, although distance does have an effect and the price’

I2F2: ‘Sometimes I prefer smaller venues, because of the atmosphere not because of price’

I4M1: ‘Yes whereabouts in Liverpool it is would affect my decisions … I mainly make my decision based on price and location’

I5M2: ‘No, it doesn’t make much difference to me, as long as I can get there’

The data collected from the interviews shows that people’s opinions are split some prefer smaller venues because of the atmosphere and other aren’t to fussed about the atmosphere inside but base their decision on the location or price. Either way people’s motivations are affected by the venue.

4.5.3 Discussion of Satisfaction Results

As the primary research results show it confirms what was discovered about satisfaction in the literature review. As Porter and Lawler (1968) explained previously positive or negative experiences this will affect a consumer’s decision and motivation of attending an event again which supports Kesselman (1974). He says gaining satisfaction from something will motivate you to do it again Kesselman (1974).

4.6 Self-actualisation

Self-actualisation is a an internal motivational factor for example if someone gains enjoyment from an activity and they want to repeat this activity it will add something enjoyable to their life. Activities that we do repetitively will shape us as a person and develop our personalities for the better this is something that could be happening when people are wanting to attend these events if they believe that it is of value to their life if they attend an IMC.
4.6.1 Quantitative Data

For some people attending these events is a very important part of their life, as the graph below shows although people with busy lives e.g. with full time jobs and having children they still have time to go to a large amount of these concerts meaning it shapes them as a person becoming a part of their personality. Even though attending these events could be tricky with someone with busy lives they are still able to find time to attend as they believe it is an aspect of their life they aren’t willing to compromise on.

![Figure 13: How many IMC’s have you ben to in the last 5 years?](image)

41% of people taking part in the survey have not only have been to more than 16 concerts in the last five years. As the bar chart shows a lot of them have busy lives also and 62 out of 328 go to these events even though they have children and a full time job meaning that these events are a part of their life they don’t want to let go and it is a hobby of theirs that they enjoy.

4.6.2 Qualitative Data

Would you go to more concerts?

I2F2: ‘Yes because it’s a hobby of mine’
I5M2: ‘Yes because it’s quite good fun’
The research shows that consumers are enjoying these events and not only this, they’re classing it as a hobby so it is a part of their life not only an event that they would attend. Therefore it’s showing signs that it a part of reaching self-actualisation.

Would you talk to people you don’t know?

I3F3: ‘Occasionally it depends if someone talks to me first’

I5M2: ‘Yer definitely, I do like meeting people there but I normally end up talking to them through circumstances rather than actually going out to speak to people’

Even though some people said they would talk to others at an IMC no one rated socialising highly when asked what they enjoy when they go to a concert, even though they might talk to others in the crowd this isn’t a primary reason for attending the event.

Is there genres that you haven’t been to that you would like to?

I2F2: ‘Indie folk sounds good’

I3F3: ‘No I’ve pretty much been to everything’

I5M2: ‘No I don’t decided to go based on the genre it’ll be based on the artist and if I find them interesting’

Looking at the data from this question I2F2 and I3F3 even though they have different opinions they all have the view of broadening their IMC experiences if they haven’t already done so I1F1 agreed. This could suggest that many people are attending these events to fulfil a need and interest and reach self-actualisation.

4.6.3 Discussion of Self-Actualisation Results

Many people that go to IMC’s believe that it is part of their life and the primary data results show that people are able to fit going to these concerts into their busy lives. Therefore the researcher feels this addition from Maslow’s (1943) Hierarchy of needs will fit well into the new model.
4.7 Intrinsic motivation

Both of these factors, intrinsic and extrinsic motivation have an impact on the decision of attending an IMC what the researcher has looked at is the balance between the two and how much of each is a factor of people’s motivation when attending IMC’s.

4.7.1 Quantitative Data

The research shows a lot of the people that are attending IMC’s are motivated intrinsically for example motivated to go because of the joy of the event. A large proportion of people will either never or probably won’t buy the merchandise.

![Graph showing the distribution of responses to the question: Do you buy merchandise at the concert?](image)

**Figure 14: Do you buy merchandise at the concert?**

This suggests that they are not persuaded to attend the event with the prospects of being able to buy merchandise at the concert however they are intrinsically motivated by their desire to attend the event.
Figure 15: Does the venue affect your decision on attending the concert?

Nearly half of all the participants taking part in the survey agreed that the venue does affect their motivation to attend. There was a part of this question that was an open ended so the researcher was able to collect some qualitative information. Some of the reasons given were because,

‘If it is too far from where I am, I have to consider how much it would be to stay and travel costs’

‘I prefer smaller venues with high stages, and sometimes family/child friendly is essential.’

‘Some venues are better suited acoustically and sonically to certain bands than others’

‘Small intimate venues can be sensational, also larger venues with good view points’

This shows that IMC organisers need to aware of this when planning and or choosing a venue for the IMC so that it is suitable for the right target market e.g. family friendly.
Figure 16: Consumers that either definitely or probably will not buy merchandise

As the graph above shows, people that feel the venue doesn’t affect their motivation to attend they’re also unlikely to buy merchandise to this could be because they are there purely for the music and not concerned about their surroundings at the event therefore intrinsically motivated because of the interest they have for music.

4.7.2 Qualitative Data

When the interviewees where asked if they would initiate the organisation of attending an event many said they would.

I2F2: ‘9/10 yes I would.’
I3F3: ‘Yes very often.’
I5M2: ‘Yes’

Although one of the interviewees explained that they wouldn’t be the main organiser for attending an event and even though they do enjoy attending the events they wouldn’t mind about missing one.

I4M1: ‘No probably not I would tell a friend an event is on, but I wouldn’t get a group together to go.’

What do you enjoy most about an IMC?

I1F1: ‘The music and being able to see the artist in real life’
I3F3: ‘The actual music and new music’

I5M2: ‘The atmosphere if I’m honest I’ve been to some gigs where the music has been a bit terrible but the atmosphere has been good so I’ve still had a good time’

The research shows that, the aspect of an IMC that the majority of people enjoy the most is the music and this can’t be influenced by other people, for example if someone likes the artist or their songs their motivation to attend and IMC is less likely to be influenced by drink deals they have at the bar or the venue that it is in, if the main reason for they attending this event is to listen to the music and or watch the artist perform.

4.7.3 Discussion of Intrinsic Motivation Results

As the results suggest many people are attending the event because of the joy of listening to music and watching their favourite band or artist this is purely intrinsic motivation as they have the interest in the music so they want to attend. However they will still be influenced by factors like price of a ticket and venue that the IMC is in. This proves what Sheth and Mittal (2004) said about needing both intrinsic and extrinsic motivations.

4.8 Extrinsic motivation

4.8.1 Quantitative Data

Extrinsic motivation are the influences from external sources “behaviour motivated by extrinsic factors” (Clegg et al. 2011:152). The researcher has collected data on what external factors, like marketing materials and what family and friends say about the concert and asked whether or not this will affect someone’s motivation to attend which will answer the question, how can you motivate someone to attend an IMC?
Figure 17: If you haven’t attended an IMC, why not?

Although this was a closed question if the participants answered the question with other they had the opportunity to explain why and collect some qualitative information.

‘Haven’t had an opportunity yet, friends of different tastes’

‘I’m not fussed about going to see them live’

‘No time and money’

Research has found that the most popular reason for why people haven’t been to an IMC is because they don’t like the music meaning that a price of a ticket or the marketing strategy hasn’t persuaded them to attend the IMC enough for them to try it this suggests extrinsic motivation hasn’t had an impact.

4.8.2 Qualitative Data

Extrinsic motivation will come from external sources for example the marketing strategies and the information a consumer has seen or heard about the band they are thinking about going to see.

Would you attend if you liked the look of posters/tv advert/album cover? Other?

I2F2: ‘Depends on the price if it’s a smaller band then yes it would but I wouldn’t spend over £35 for a ticket if I
hadn’t heard their music unless it was really rated by a friend.’

I3F3: ‘posters yes … the promoters that do the posters have a particular style so if I recognise the promoter from the poster then because I may have liked what they have promoted before it would influence my decision.’

I3F3: ‘If they have a very distinctive style for example a distinctive guitar that would also have an impact.’

I1F1: ‘No none of that affects my decision it’s purely because of the music and or band reputation’

I4M1: ‘No wouldn’t affect me’

I5M2: ‘I don’t think I’d go purely based on that I would want to listen their songs before I went’

As the research shows there is divided opinion on this question half of the interviewee’s explained that marketing does affect their decision whilst two of the interviewee said it doesn’t affect their decision which could mean that extrinsic motivation could be a very small aspect to the decision making process. Also the research has indicated that a consumer’s friends or family could be an external motivation if they are wanting them to come with them or if they recommended to go see the band.

Do you always go with friends?

I1F1: ‘Yes, or family members but I would never go to a concert alone.’

I4M1: ‘Yes, if a group are going out I’ll go with not really because of the social aspect although that is something I enjoy’

I3F3: ‘Yes although I would go by myself’

I5M2: ‘Yes because it’s more fun, I have only been to a gig by myself once’

I2F2: ‘No not bothered who, I would go with anyone’

Although I2F2 is not affected by who is going with them, all the other interviewees agreed that they would want to go with friends if they had a choice.
4.7.3 Discussion of Extrinsic Motivation Results

The primary research that the research carried out suggests that for some people extrinsic motivational factors like posters could be a factor for motivation however the majority of people are only affected by the price of the ticket or if they have been invited by friends not only for the social aspect but because of their recommendation, which supports Chan and Polegato (2010) as they said that the strongest external motivator, is advice from friends.

4.8 New Model

Figure 18: New Model: How to motivate people to attend IMC’s in England and Wales

4.8.1 Explanation of the New Model

The first motivational stage is the extrinsic input for example an invite from a friend which would imply they think the event will be good fun, “promise of reward” (Clegg et al. 2011), the IMC being advertised somewhere or an album that they may have heard, there has to be something to start off the desire to attend an IMC. This is why this stage has been put outside of the main arrow as a consumer would have to have an extrinsic motivation to ignite their motivation to attend.

Next on the model is intrinsic motivation, someone would need some motivation from within to complete the task. This could either be an interest in the band, a desire to socialise with their friends or something else that has
been discussed in chapter 2, “self-expression, interest, and enjoyment” (Clegg et al. 2011:152). As the primary data proved both intrinsic and extrinsic motivations have an impact on the motivation to attend an IMC.

The primary data showed that before purchasing a ticket or attending an IMC, consumers would consider their perception of the particular event, which would either encourage the consumer to attend or the opposite. For example after finding out what venue it’s in, they may have a perceived preconception of what the venue is like which could affect they’re motivation. Or if the consumer’s friends invite them to attend an event then they find out what the genre of the music it is they may perceive the crowd at the IMC to act in certain way which could again stop the consumer from attending or it could persuade them to go. This would be purely based on perception and not fact. To motivate the people that have bad perceptions of the event marketers need to break down these barriers through good marketing and explaining what the event is going to be like.

If they still wanted to attend the IMC, the next stage would be Expectancy. Expectancy is the word explaining what people believe the outcome to be for example in the context of IMC’s this could be enjoyment which links to the effort that a consumer would need to put in to gain the desired reward. This relates to how much they believe the consumer needs to pay to get a good experience or potentially how far they feel they would need to travel to get to a good venue and therefore a rewarding experience. Depending on what an individual perceives to be the reward the more effort they are going to put in to attend and or getting friends to go with them. Meaning if a consumer feels like they are going to enjoy the experience they are willing to attend and will put in more effort. So to motivate consumers to attend the enjoyment that they will receive needs to portrayed to the consumer through the promotion of the IMC.

After this is satisfaction, this being the stage indicating what consumers want to get from attending an IMC. This could be achieved in different ways for example socialising with friends, listening to the band, being able to see the band or artist clearly or using the bar. Everyone will have different priorities at an IMC however they are all looking to enjoy themselves and this is the main
reason for them wanting to attend an IMC. The satisfaction also links to the if they are satisfied with the experience they got, linking with the effort they put in for example someone that is willing to travel a long distance and pay a lot of money for a ticket could be expecting more from an event rather than someone that will pay less and won’t travel far. If after attending the event they don’t feel like they got the level of satisfaction that they were hoping for the consumer becomes dissatisfied with their experience this will affect their motivation for attending another IMC. This is why aspects of an event like the staff and security need to ensure the event goes well otherwise it could prevent the consumer being motivated to attend again.

If they have felt satisfied with their experience, this leads to self-actualisation, from the primary research it was found that many people are attending these event because it’s a part of who they are 11F2 said, ‘it’s a hobby of mine’. Attending IMC’S is a hobby or part of their personality purely because that is what they like doing and research has shown that consumers will put in great effort to attend an IMC even if they have busy lives. Hence why self-actualisation is included.

This is the last stage of the model however if an individual has a good or bad experience throughout the stages just explained for example they have enjoyed the IMC or were dissatisfied, this will affect their motivation the next time they attend an IMC. This could affect their decision positively or negatively about going to an IMC.

As this model is cyclical, marketers and venue managers and anyone that is involved in staging and marketing IMC’s need to be aware how much previous experiences will affect someone’s motivation to attend the event again.

4.8.2 Summary

This chapter has analysed the primary data that was collected throughout this researcher project. The researcher has gone through each stage of the conceptual framework to test this model by asking IMC consumer’s why they attend IMC’s. After testing the conceptual framework the researcher went on
to create a new model which explains how to motivate people to attend IMC’s in England and Wales. The new model incorporates aspects of Vroom’s Expectancy theory and theory from other theorist like Maslow (1943), Porter and Lawler (1968) and additions of intrinsic and extrinsic motivations which have previously discussed by Sheth and Mittal (2004).

The following chapter will discuss whether the aims and objectives of the research project have been achieved and what contributions have been made to theory, practice and methodology. It will also acknowledge weaknesses and how improvement could have been made and suggest avenues for further research.
Chapter 5 – Conclusion

5.0 Introduction................................................. Error! Bookmark not defined.
5.1 Aims and Objectives................................. Error! Bookmark not defined.
5.2 Contributions to Theory ......................... Error! Bookmark not defined.
5.3 Contributions to Practice .......................... Error! Bookmark not defined.
5.4 Contributions to Methodology............... Error! Bookmark not defined.
5.5 Limitations of the Research..................... Error! Bookmark not defined.
5.6 Recommendations for Further Research ................. 70
5.0 Introduction

This previous chapter summarised the primary and secondary findings and discussed how the new model emerged. In this chapter the original hypothesis, aims and objectives are linked to the key findings. Contributions to theory (Fig 18), practice (how it might help IMC organisers) and methodology (how to access IM fans etc) are summarised. Proposals for further research are made and limitations will be discussed.

5.1 Aims and Objectives Revisited

The aim of this research project was, to develop motivational model that fits consumers in the IMC sector.

A critical review of the literature compared Vroom’s motivational theory with other motivational theories in order to produce a conceptual framework that connects strongly with the research question. By this means a conceptual framework emerged (Fig 2), largely but not wholly dependent on Vroom’s model.

A robust methodology was devised to test the conceptual framework to ensure that the model connected with the research question. Sufficient data was collected from the survey and interviews, indeed the survey vastly exceed numerical expectations. This was vital in comparing and contrasting the findings and establishing theory.

Primary research was undertaken to investigate how to motivate people to attend IMC’s in England and Wales using online questionnaires and semi-structured interviews to gather information from consumers who have attended IMC’s. The survey and the interviews were conducted to strengthen the validity of the study through a mixed method approach. All data was linked back to theory.
Hard data was analysed using charts and graphs and the objective survey data was evaluated using themes and topics extracted from the rich subjective interview data, which added an in-depth commentary on the statistics. The new model emerged from the discussion.

Evidence has been presented to confirm that the original research question has been answered. The original hypothesis has been evaluated and recommendations offered.

5.2 Contributions to Theory

The contribution to theory has been the new developed model that has been created to explain why consumers are motivated to attend IMC’s. This has been created through doing primary and secondary research. Although Vroom’s Expectancy theory is still foundational to the new model, vital alterations to the conceptual framework have been necessary, arising from evidence gathered from primary research.

5.3 Contributions to Practice

This study could alter the ways marketers and IMC organisers market the event and how they advertise to the consumers. For example the research revealed that a consumer’s previous experience has a huge impact on their future motivations to attend an IMC’s so it is important that an event is staged and marketed well so that the consumer will have a good experience and everything runs as smoothly as possible so not to reduce consumer satisfaction.

5.4 Contributions to Methodology

The researcher has created new and unique questionnaires and interviews. The questions in the survey ask participants about what they enjoy about IMC’s and what they do when attending an IMC for example how much they pay for a ticket which venues they approve or disapprove of. The interview questions are more focused on why consumers attend and what their perceptions of IMC’s.
5.5 Limitations of the Research

Limitations of the research could be the size of the questionnaire. If the researcher were to repeat this project the questionnaire would be lengthened to gather more data. Another limitation would be the range of participants taking part, for example 73% of participants taking part in the questionnaire were between the age of 36 and 50 which could have altered the results. The data may not be very representative of the population. If the researcher were to repeat this research a more equal spread of ages would have been surveyed. As well as that the researcher would have interviewed a larger sample of participants to improve the validity of the data.

5.6 Recommendations for Further Research

As this is an undergraduate study project the researcher had limited time so they have made some recommendations for further research:

Interview event managers that work in venues strongly associated with IM.

Interview marketing managers that work on IMC's.

Expand the research to the UK instead of just England and Wales.

Compare the results to determine if different countries in the UK differ.

Test the developed model against other countries in the UK.
Chapter 6 – References
6.0 References

• Oliver, P. (2010) *Understanding the research process* London: SAGE
• Oppenheim, A.N. (1992) *Questionnaire design, interviewing and attitude measurement* (2nd ed) London: Continuum


Chapter 7 - Appendices
## Appendix 1 – Ethics Approval

### Exemplar 1: Devolved Ethics Approval Application Summary

<table>
<thead>
<tr>
<th>To be completed by student and supervisor before submission to Ethics Approval Panel</th>
<th>Student Signature;</th>
<th>Supervisor Signature;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for ethics approval</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>Participant information sheet</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>Participant consent form</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>Pilot interview/s</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>Pilot questionnaire/s</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>Letter/s to participating organisation/s</td>
<td>Yes</td>
<td>N/A</td>
</tr>
</tbody>
</table>

First Submission [✓] Resubmission [ ]

Date: 19/11/15

---

**For use by the devolved ethics approval panel:**

<table>
<thead>
<tr>
<th>Panel Members</th>
<th>Name</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module leader:</td>
<td>David Anderson</td>
<td>[Signature]</td>
</tr>
<tr>
<td>Supervisor:</td>
<td>Alan White</td>
<td>[Signature]</td>
</tr>
<tr>
<td>CSM Ethics Committee Representative:</td>
<td>[Name]</td>
<td>[Signature]</td>
</tr>
</tbody>
</table>

Date: 24/11/15 Date of Reassessment: __________

**Outcome:**

- Project Approved [✓]
- Project Approved in Principle [✓]
- Application not ready/ incomplete [ ] (Decision deferred)

**Comments for projects not fully approved:**

- [ ] Identify which sections or forms will be used, explain why.
- [ ] Integrate feedback from questionnaires.

The original to be retained by the module leader and a copy given to the student.

---

78
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document Guidelines for obtaining ethics approval will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

PLEASE NOTE:
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

PART ONE

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Grace Brown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Alan White</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff Metropolitan University</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>st20036585</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>Events Management</td>
</tr>
<tr>
<td>Project Title:</td>
<td>Critically evaluate the motivations of people who attend indie music concerts in England and Wales.</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>30/11/2012</td>
</tr>
<tr>
<td>Approximate duration of data collection:</td>
<td>2.5 months</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>N/A</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>No</td>
</tr>
<tr>
<td>Will the study involve taking samples of human origin from participants?</td>
<td>No</td>
</tr>
</tbody>
</table>

Does your project fall entirely within one of the following categories:

| Paper based, involving only documents in the public domain | No |
| Laboratory based, not involving human participants or human tissue samples | No |

Application for ethics approval v4 March 2015
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

Practice based not involving human participants (eg curatorial, practice audit)  No
Compulsory projects in professional practice (eg Initial Teacher Education)  No
A project for which external approval has been obtained (e.g., NHS)  No

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required.
If you have answered NO to all of these questions, you must complete Part 2 of this form

In no more than 150 words, give a non-technical summary of the project
The researcher aims to evaluate the degree to which expectancy theory can be used to model what, why and how people are motivated to attend indie music concerts. The study will include a critical literature review of topics that relate to motivational theory and people’s expectations. The researcher will apply Vroom’s expectancy theory in the context of indie music events, collecting primary data through a survey and by conducting in-depth semi-structured interviews to evaluate the degree to which expectancy theory applies to consumers in this sector. The researcher will construct a new expectancy model forming conclusions and making recommendations concerning how the model can be used by indie music event planners.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework
I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disseminate any material produced as a result of this project without the prior approval of my supervisor.

Signature of the applicant:  [Signature]
Date: 19/11/15

FOR STUDENT PROJECTS ONLY
Name of supervisor: A. White
Date: 19/11/15

Signature of supervisor:  [Signature]
PART TWO

A RESEARCH DESIGN

A1 Will you be using an approved protocol in your project?  No

A2 If yes, please state the name and code of the approved protocol to be used

N/A

A3 Describe the research design to be used in your project

Online questionnaire posted on Qualtrics website (www.qualtrics.com)

- The researcher aims to have 100 completed online questionnaires
- The researcher has created an online username and password on the Qualtrics website.
- A questionnaire will be posted on the Qualtrics website and users will be asked to participate via Facebook and email.
- The participant will be told details of the study and its goals plus the participant must provide consent before completing the questionnaire
- The online questionnaire will be posted in December 2015 for at least 1 month until the researcher has gathered enough completed questionnaires so the researcher can look at the results before going on to the interviews.
- The questionnaire will take on average 10 minutes to complete because if the questionnaire is shorter then more people are likely to complete it fully.

Sample

- The researcher will collect data from a wide range of participants e.g. men/women and different ages to ensure that the sample is representative. Facebook will be used to encourage people to complete the online survey form.
- This is a purposive sampling method as the participants will all have attended Indie music events. This will be confirmed before they complete the questionnaire. Participants will be asked to invite friends who have attended Indie music events to complete the questionnaire, pointing them to the Qualtrics website, thus an element of snowball sampling will be used.

1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here.

Application for ethics approval v4 March 2015
Semi-structured interviews
- Open ended questions will be asked to collect in-depth qualitative data
- Freedom of response will allow the researcher to gain rich insights from the participants. The researcher intends to conduct face-to-face interviews with five people that have attended an indie music concert.
- The interviews are to take place in January 2016
- Each interview will be recorded and will be on average 25 minutes in length.
- Five people will be selected, using a convenience sampling method, that have attended an indie music concert and the researcher ensure a balanced sample, with people of different ages, gender and interests.

Participants
- All participants will be over the age of 18.
- Participant’s right to anonymity will be reiterated throughout the research process and they may withdraw their data at any point.
- The researcher will only record age and gender of the participant.

Analysis
- The quantitative data from the questionnaires will be stored and handled on Microsoft Excel facilitating the creation of graphs, table and charts.
- The qualitative data from the semi-structured interviews will be transcribed and recurrent themes highlighted, read and re-read to ensure that all relevant data is used.

| A4 | Will the project involve deceptive or covert research? | No |
| A5 | If yes, give a rationale for the use of deceptive or covert research | N/A |
| A6 | Will the project have security sensitive implications? | No |
| A7 | If yes, please explain what they are and the measures that are proposed to address them | N/A |

B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?
Throughout the researcher’s time at university they carried out market research on fellow students, examples of research included questionnaires given to a convenience sample.

B2 Student project only
What previous experience of research involving human participants relevant to this project does your supervisor have?
Dr Alan White has extensive experience of conduction qualitative and quantitative research.

C POTENTIAL RISKS
C1 What potential risks do you foresee?

Semi-structured interviews
Face-to-face interviews may present risk to the researcher:
- The interviewee may not want to answer if the information is confidential or personal.
- I may not receive enough survey responses
- The interviewee may be offended by a question.
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

- Participants may get anxious about what they have said to the researcher.
- All of the above could result in aggression towards the researcher.
- As the researcher is female having one-to-one interview with male interviewees.
- Laptop security may be compromised or laptop lost or stolen.

C2 How will you deal with the potential risks?

**Semi-structured interviews**
- Participation information sheets and consent form will be given to the interviewee prior to the interview to ensure they are aware of the topics that are going to be discuss and make sure they feel comfortable before starting the interview.
- All interviews will be conducted in familiar environment to both the researcher and the interviewee.
- Family and friends will be informed of the date, location, start and end times of all interviews.
- Laptop will be password protected to ensure data protection and the data will be seen only by the researcher and her supervisor. After use the data will be destroyed or deleted.

**Survey**
- If I do not receive enough completed questionnaires I will extend the time over which the survey is available and send out additional requests to potential respondents

When submitting your application you **MUST** attach a copy of the following:
- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website.
Appendix 2 – Participation Information Sheet

Motivation to attend indie music concerts

Project summary
The purpose of this research project is to establish what motivates people to attend indie music concerts.

Why have you been asked to participate?
You have been asked to participate because you fit the profile of the population being studied; that is you are aged 18 and above and you have attend 1 or more indie music concerts. You will be asked a series of questions relating to indie music concerts that you have attended and why you had attended these events. Your participation is entirely voluntary and you may withdraw at any time.

Project risks
The research involves answering a series of questions asked by the interviewer. The researcher is not seeking to collect any sensitive data on you; this study is only concerned with motivation and why you attended an indie music concerts. The researcher does not think there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate they you can stop at any time. Furthermore, you can change your mind and withdraw from the study at any time – the researcher will completely respect your decision.

How we protect your privacy
All the information you provide will be held in confidence. The researcher has taken careful steps to make sure that you cannot be directly identified from answering the pre-prepared questions. Your personal details (e.g. signature on the consent form) and your answers in the interview will be kept in secure locations by the researcher. When the researcher has finished the study and analysed all the information, all the documentation used to gather the data will be destroyed. The recordings of the interview will also be held in a secure and confidential environment during the study and destroyed when it is complete.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project then please contact:

Grace Brown, Cardiff Metropolitan University CMU email:
st20036585@outlook.cardiffmet.ac.uk
Appendix 3 – Participant Consent Form

Cardiff Metropolitan University Ethics Reference Number:

Participant name or Study ID Number:

Title of Project: Critically evaluating what motivates people to attend indie music concerts.

Name of Researcher: Grace Brown

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. [      ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.                     [      ]

3. I agree to take part in the above study. [      ]

4. I agree to the interview being audio recorded [      ]

5. I agree to the use of anonymised quotes in publications [      ]

Signature of Participant  Date

___________________________________________________________________

Name of person taking consent  Date

___________________________________________________________________

Signature of person taking consent
Appendix 3 – Semi-Structures Interviews

<table>
<thead>
<tr>
<th>Order of semi structured Interview</th>
<th>Discussed</th>
<th>Related to question</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Ask respondent approval to use recording systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ask respondent to sign and acknowledge consent form</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Ask Background questions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confirm information about;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Where do you live? City/ town/ countryside</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Are you a student or working? Full time/ part time?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Are you a parent/single/married? Other?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Discuss about experience of events. Please give examples where applicable.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Probes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• How many indie music events have you attended in the last 5 years?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• What is your favourite genre of Indie music?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• E.g. Indie rock, pop, folk, dance or other?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• If you’ve been to different genres of indie music concerts which was your favourite and why?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Is there a genre that you would like to attend?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Would you attend another indie music concert?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• If yes why?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• If no why?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Have you got any other indie music events already booked for the future?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• How often do you attend one of these events?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Could you list the 5 most recent indie music concerts you have attended?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Discuss experience at an indie music concerts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Probes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Do you always go with friends? Why?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Would you initiate the organisation of attending an indie music concert?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Whilst at one of these events would you choose to sit or stand? Why?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Because of price or experience?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Would you only watch the performer?
• Would you use the bar?
• Purchase merchandise?
• Price or experience?

• Would a venue affect your decision to attend? Why?
• Price or experience?

• What would you consider as normal behaviour at an indie music concert?
• Different genres may differ?

• Would you talk to others at the concert?

• What do you enjoy the most at an indie music concert?

5) **Discuss the importance of music/ marketing**

Probes

• Would attend if the artist had new music released?

• Would you attend if no new music had been released?

• Would you attend if you liked the look of posters/tv advert/album cover? Other?

• What would persuade you to attend an indie music concert?
  ➢ Price of ticket?
  ➢ New music?
  ➢ The band/ musician?
  ➢ How else is going? (friends etc)
  ➢ Other?

• Would you return to experience the same musicians?

• The last time you went to an indie music concert what did you enjoy the most?
  • E.g, music, socialising, atmosphere etc
  • Do you go to any other genre music concerts?

• If yes do you enjoy it for the same reason?

• What attracts you to other genres more than others?

---

**Appendix 4 – Interview Transcripts**

**Interview number 1 – I1F1**

**How old are you?**
Where do you live? City/ town/ countryside

In a city

Are you a student or working? Full time/ part time?

I’m a student with a part time job

Are you a parent/single.married? Other?

Single

How many indie music events have you attended in the last 5 years?

I have been to watch Gabrielle Aplin, The Vaccines, Imagine Dragons and I have also been to Reading twice and Glastonbury once.

What is your favourite genre of Indie music?

Indie pop and Indie electronic

If you’ve been to different genres of indie music concerts which was your favourite and why?

Indie pop because it’s a happier style of music

Is there a genre that you would like to attend?

Indie Rock

Would you attend another indie music concert?

Yes definitely because I have enjoyed them before so would want to go again

Have you got any other indie music events already booked for the future?

No but I’m looking to book one soon, in particular a festival

How often do you attend one of these events?

Between 3-7 a year

Do you always go with friends?

Yes, or family members but I would never go to a concert alone.

Would you initiate the organisation of attending an indie music concert?

Yes

Whilst at one of these events would you choose to sit or stand?

I would prefer to stand but if there was only seats available I would sit if I really wanted to go to the concert

Because of price or experience?

I prefer it because it is cheaper however I do also enjoy standing better for the experience
Would you only watch the performer?
I always like to watch the warm up acts because although they’re sometimes not known they can be still be as good

Would you use the bar?
9/10 yes it just depends on what I am doing the next day

Would you purchase merchandise?
No because it’s quite expensive not because I don’t like it but because of the price, if I was to purchase something it would a small key ring.

Would a venue affect your decision to attend?
No because if I like the person, I’ll go watch them, the venue doesn’t bother me, although distance does have an effect and the price, it depends on how much I like the act whether I will pay that bit extra

What would you consider as normal behaviour at an indie music concert?
Standing signing along, somewhere like reading festival is a bit wilder because of the genre of music for example mosh pits.

Different genres may differ?
Yes a lot, Gabrielle Aplin was a lot more chilled compared to imagine dragons where everyone is jumping up and down.

Would you talk to others at the concert?
Yes

What do you enjoy the most at an indie music concert?
The music and being able to see the artist in real life

Would attend if the artist had new music released?
Yes

Would you attend if no new music had been released?
Yes because if I knew there hadn’t been any new music I would go because I like the old stuff

Would you attend if you liked the look of posters/tv advert/album cover? Other?
No none of that affects my decision it’s purely because of the music and or band reputation

What would persuade you to attend an indie music concert?
The price of the ticket would persuade me
The most recent tracks that had been released whether or not I liked them and what my friends are doing if they want to go or not

The band/ musician?
Yes the main thing that affects my decision is the band

**Other?**

How busy I am, and how much spare time I have.

**Would you return to experience the same musicians?**

It depends who it is, for example at a festival yes I would because I’ve seen the vaccines at a concert first then saw them a festival because I liked them the first time

**Would you go to someone in concert twice?**

Yes only if new music was released otherwise it would be the same

**The last time you went to an indie music concert what did you enjoy the most?**

In order it would be the music, atmosphere and then socialising

**Do you go to any other genre music concerts?**

Yes pop, I’ve been to see One Direction

**If yes do you enjoy it for the same reason?**

Yes, it’s the music again

**What attracts you to other genres more than others?**

The actual music not because of anything else

**What do you think indie music is?**

I would define it as not being mainstream however it can sometimes more in to mainstream for example be played on a mainstream radio station. I think it is independent in the fact that it is unique and alternative not because of an independent label. Indie music does have a certain sound, when you listen to it you know it is indie although there are different genres of indie.

Interview 2 – I2F2

**How old are you?**

21
Where do you live? City/ town/ countryside
Right now I live in a city
Are you a student or working? Full time/ part time?
I’m a student
Are you a parent/single/married? Other?
Single
How many indie music events have you attended in the last 5 years?
40 plus
What is your favourite genre of Indie music?
Rock
If you’ve been to different genres of indie music concerts which was your favourite and why?
Rock
Is there a genre that you would like to attend?
Indie folk sounds good
Would you attend another indie music concert?
Yes because it’s a hobby of mine
Have you got any other indie music events already booked for the future?
Yes
How often do you attend one of these events?
I try to attend one at least once a month
Could you list the 5 most recent indie music concerts you have attended?
The Vaccines, The Courteeners, Big Moon, Blink 182, The kooks
Do you always go with friends?
Yes because of the social aspect I like to go with like-minded people
Would you initiate the organisation of attending an indie music concert?
9/10 Yes I would
Whilst at one of these events would you choose to sit or stand?
Stand always, never sit because of experience not price
Would you only watch the performer?
I’d watch the opening acts to
Would you use the bar?
Yes

Purchase merchandise?
Sometimes, because of the price is expensive wouldn’t normally get it I would buy it if it was cheaper 100%

Would a venue affect your decision to attend?
Sometimes I prefer smaller venues, because of the atmosphere not because of price

What would you consider as normal behaviour at an indie music concert?
Expect to be jumping around, singing, I don’t like it when people don’t get involved, I find it weird

Different genres may differ?
100%
Pop usually tends to have a younger age group and tend to be more girls in the audience
Rock there’s normally jumping around

What do you enjoy the most at an indie music concert?
The actual music and new music

Would attend if the artist had new music released? Does this affect your decision?
Yes it does, I wanted to go see bloc party but I dislike their new music and love old stuff so stopped me from going to one of their concerts.

Would you attend if no new music had been released?
Yes

Would you attend if you liked the look of posters/tv advert/album cover? Other?
Depends on the price if it’s a smaller band then yes it would but I wouldn’t spend over £35 for a ticket if I hadn’t heard their music unless it was really rated by a friend.

What would persuade you to attend an indie music concert?
Price of ticket?
I’m willing to pay anything for a band I really like (within reason)

New music?
Yes

The band/ musician?
Yes

How else is going? (friends etc)
No not bothered who, I would go with anyone

Other?

Yes the location for example Cardiff has got a different atmosphere to Birmingham

Would you return to experience the same musicians?

Million times over

The last time you went to an indie music concert what did you enjoy the most?

The music

Do you go to any other genre music concerts?

Scar, reggae, drum and base, house

If yes do you enjoy it for the same reason?

Yes although reggae is more because of the atmosphere because I don’t like the music as much but being around like minded people is always a factor

What attracts you to other genres more than others?

The atmosphere and like-minded people

What do you think indie music is?

Stereotypically they think it is a traditional band like drums, guitar and singer but it’s not because of the different genres. I think it’s definitely more band based though.

Do you think ‘Indie’ still means independent?

I don’t think people associate indie music and independent anymore, not with music anyway, maybe the older generation do but not people my age and I don’t because people say The Artic Monkeys can be indie rock but they’re not independent because they’re a part of a huge record label.

Interview 3 – I3F3

How old are you?

27
Where do you live? City/ town/ countryside
City
Are you a student or working? Full time/ part time?
Full time
Are you a parent/single/married? Other?
Single
How many indie music events have you attended in the last 5 years?
Over 100
What is your favourite genre of Indie music?
Indie rock
If you’ve been to different genres of indie music concerts which was your favourite and why?
Indie rock and indie folk just because of the music
Is there a genre that you would like to attend?
No I’ve pretty much been to everything I’m not fussed about who’s playing
Would you attend another indie music concert?
Yes try and go to as many as I can afford
Have you got any other indie music events already booked for the future?
Yes right hand left hand in February and 10 others booked for the future
How often do you attend one of these events?
On average twice a week
Could you list the 5 most recent indie music concerts you have attended?
Feather jaw, hip root, city in colour, Samoans, (struggle to think of 5 names)
Do you think indie in independent or a sound?
Not any one thing part of it is the scene and part of it is the music, many genres ae crossing over and its becoming difficult to define the different genres.
Do you always go with friends?
Yes although I would go by myself
Would you initiate the organisation of attending an indie music concert?

Yes very often

Whilst at one of these events would you choose to sit or stand?

Stand because of the experience not the price, and when I sit at a concert you don’t feel like you were at the gig, I felt like I wanted to be down with everyone else that was standing so I felt more involved.

Would you only watch the performer?

I would always the support acts

Would you use the bar?

No I don’t drink

Purchase merchandise?

Occasionally depending on how good the band is although the price of the merchandise is a consideration

Would a venue affect your decision to attend?

Yes I don’t like the CIA, the sound quality was bad, I am willing to travel for example Cardiff to Bristol and I prefer more intimate gigs for example ‘le pub’ in Newport is my favourite venue

What would you consider as normal behaviour at an indie music concert?

Dancing singing along, hopefully no talking

Different genres may differ?

Yes big difference

Would you talk to others at the concert?

Occasionally it depends if someone talks to me first, I tend to stick to talking to people I know

What do you enjoy the most at an indie music concert?

The music

Would attend if the artist had new music released?

Yes the primary reason for going is because I want to see if a band can replicate the album live well. I won’t like the album as much if they can’t do that as I will probably prefer the live music.

Would you attend if no new music had been released?
Yes because they might often trial new music at a gig or they could be friends of mine, I have seen some bands more than 20 times.

**Would you attend if you liked the look of posters/tv advert/album cover? Other?**

I don’t watch tv but posters yes, from going to as many gigs as I do the promoters that do the posters have a particular style so if I recognise the promoter from the poster then because I may have liked what they have promoted before it would influence my decision or if they have a very distinctive style for example a distinctive guitar that would also have an impact.

**What would persuade you to attend an indie music concert?**

**Price of ticket?**

Yes I wouldn’t spend any more than £20, the band influences decision although sometimes will just turn up on the day spontaneously to watch because I've got nothing else planned

**How else is going? (friends etc)**

No not necessarily if other people are saying it will be good that are my friends, I will be more inclined to go although will still to go without my friends and take my boyfriend instead

**Would you return to experience the same musicians?**

Yes very much so

**The last time you went to an indie music concert what did you enjoy the most?**

The band and the music

**Do you go to any other genre music concerts?**

All genres, folk, hard core rock, drum and base, dubstep, electronica, hip hop

**If yes do you enjoy it for the same reason?**

Yes the music and being in the intimate place and the experience of hearing different bands and music.

---

Interview 4 – I4M1

**How old are you?**

21

**Where do you live? City/ town/ countryside**
In a city
Are you a student or working? Full time/ part time?
Student
Are you a parent/single/married? Other?
Single
How many indie music events have you attended in the last 5 years?
I’ve been to about 6 and worked at another 4 or 5
What is your favourite genre of Indie music?
Indie rock
If you’ve been to different genres of indie music concerts which was your favourite and why?
Definitely the more rocky ones
Is there a genre that you would like to attend?
No not really
Would you attend another indie music concert?
Yer why not
Have you got any other indie music events already booked for the future?
I’m working at one over Easter but nit got one booked to go to, but I wouldn’t normally book or plan to far in advance would normally just turn up on the day.
How often do you attend one of these events?
About once a month
Do you always go with friends?
Yes, if a group are going out I’ll go with not really because of the social aspect although that is something I enjoy
Would you initiate the organisation of attending an indie music concert?
No probably not I would tell a friend an event is on, but I wouldn’t get a group together to go.
Whilst at one of these events would you choose to sit or stand?
I would choose to stand because of experience and normally you don’t have to pay any more or less to stand at the events I go to.

**Because of price or experience?**

I prefer it because it is cheaper however I do also enjoy standing better for the experience

**Would you go and watch the support acts?**

Yes generally because my friends are playing in the support bands, if I know someone playing in the band then this will persuade me to go.

**Would you use the bar?**

Yes

**Is this a key part of your experience?**

Yes definitely

**Would you purchase merchandise?**

No very rarely maybe a CD, generally the bands I have seen won’t have merchandise

It would depend on who it is but if there was merchandise I might buy it

**Would a venue affect your decision to attend?**

Yes whereabouts in Liverpool it is is would affect my decisions because I wouldn’t want to travel too far. But in terms of the actual venue for example the size that doesn’t really matter I like both for different reasons, the smaller venues because you’re up close and the larger venues you get more of show. I mainly make my decision based on price and location

**What would you consider as normal behaviour at an indie music concert?**

Dancing, singing, anything really, I wouldn’t expect a mosh pit, depending on the artist although I have been to a few concerts that have ended up that way and I didn’t like it, I prefer it when it is slightly calmer.

**Different genres may differ?**

Yes the more rocky concerts I would expect to see more mosh pits

**Would you talk to others at the concert?**

Probably not

**What do you enjoy the most at an indie music concert?**

The atmosphere, it’s not really primarily the music.

**Would attend if the artist had new music released?**
Yes but it wouldn’t affect my decision to go or not

**Would you attend if no new music had been released?**

If no new music had been released then I would still go but it would depend if I had seen them before, because if I had seen them before and nothing new had been released since I don’t think I would go again.

**Would you attend if you liked the look of posters/tv advert/album cover? Other?**

No wouldn’t affect me

**What would persuade you to attend an indie music concert?**

Price of a ticket yes and how big the artist was, if the artist was quite big and it was someone I wanted to see I’m more likely to pay more. Then I would take into consideration the location to.

**Who else is going with you?**

No that wouldn’t matter although I do like going with a group of people

**Would you return to experience the same musicians?**

It depends who it is, for example at a festival yes I would because I’ve seen the vaccines at a concert first then saw them a festival because I liked them the first time.

**Would you go to someone in concert twice?**

Yes I would but only if they had new music and I enjoyed it the first time.

**The last time you went to an indie music concert what did you enjoy the most?**

The socialising

**Do you go to any other genre music concerts?**

Yes just rock

**If yes do you enjoy it for the same reason?**

Yes, I’m more likely to pay a higher price in advance for rock rather than just turn up on the day like I do for indie concerts.

**What attracts you to other genres more than others?**

It’s just what I prefer to listen to.

**What do you think indie music is?**

Guitars, synths, not so hard core a bit softer, I’d say it was more about the sound than anything else.
Interview 5 – ISM2

How old are you?
Where do you live? City/town/countryside
Town
Are you a student or working? Full time/part time?
Working full time
Are you a parent/single/married? Other?
Single
How many indie music events have you attended in the last 5 years?
Over 3
What is your favourite genre of Indie music?
Indie rock I’d say but I also like folk it’s a tossup between indie folk and indie rock
If you’ve been to different genres of indie music concerts which was your favourite and why?
Indie folk because of their being a different vibe to the concert, the crowd and the music
Is there a genre that you would like to attend?
No I don’t decided to go based on the genre it’ll be based on the artist and if I find them interesting
Would you attend another indie music concert?
Yes because it’s quite good fun
Have you got any other indie music events already booked for the future?
No I haven’t got any booked for the future
How often do you attend one of these events?
Twice a year
Could you list the 5 most recent indie music concerts you have attended?
I can remember one I saw Lynched at a folk festival last year
Do you always go with friends?
Yes because it’s more fun, I have only been to a gig by myself once.
Would you initiate the organisation of attending an indie music concert?
Yes
Whilst at one of these events would you choose to sit or stand?
Stand just because it’s more fun it has nothing to do with price.
Would you only watch the performer?
I’d watch the support acts definitely because sometimes they are actually better than you think they’re going to be

Would you use the bar?
No because I’d rather have a good spot to watch the act and if I go to the bar I would lose my space.

Purchase merchandise?
Depends on how much I like the band, yer well I would, however if it was a band I really liked then I would be willing to pay more. If the band were ok then I would maybe buy a CD.

Would a venue affect your decision to attend?
No, it doesn’t make much difference to me, as long as I can get there.

What would you consider as normal behaviour at an indie music concert?
Lots of different things, mosh pits are completely standard, people dancing and people not sitting down.

Different genres may differ?
Yes like you wouldn’t see a mosh pit at an indie folk gig, it’s pretty much the same to be honest it’s just the different with folk really

Would you talk to others at the concert?
Yer definitely, I do like meeting people there but I normally end up talking to them through circumstances rather than actually going out to speak to people.

What do you enjoy the most at an indie music concert?
The atmosphere if I’m honest I’ve been to some gigs where the music has been a bit terrible but the atmosphere has been good so I’ve still had a good time.

Is socialising an important part of your experience?
No not really sometimes I’ve seen them when I go in and then not seen them until the end of the gig.

Would attend if the artist had new music released?
Yes, not something I specifically look for but if they had recently brought out new album I would go so I could listen to the songs from the new album, however if I don’t like their new album I won’t go.

Would you attend if no new music had been released?
Yes if I liked their older songs.

Would you attend if you liked the look of posters/tv advert/album cover? Other?
I don’t think I’d go purely based on that I would want to listen their songs before I went.

What would persuade you to attend an indie music concert?
Price of ticket?
Yer probably there was a thing in Cambridge where they had a few acts each week and it was like £5.00 a ticket so we go regardless of who’s playing, some of the bands we watched were terrible but some were actually quite good.

The actual band?
Yes definitely if it was a band I was particularly interested in I would definitely go

How else is going? (friends etc)
Obviously if me and (girlfriend) went to gig then I would be more inclined to go, it would only make a difference if they had invited me, for example if I knew they were going to the gig but they never actually asked me to go with them then I wouldn’t bother going.

Would you return to experience the same musicians?
Some musicians

The last time you went to an indie music concert what did you enjoy the most?
Last one was Lynched, that was the atmosphere that was amazing, we were able to meet the guys after and go backstage so that was pretty good, so that definitely made the experience better.

Do you go to any other genre music concerts?
Yes, heavy metal

If yes do you enjoy it for the same reason?
Yes the same reasons

What attracts you to some genres more than others?
The music and the crowd atmosphere.

Appendix 5 – Questionnaire
School of Management, Cardiff Metropolitan University

Exploring what motivates people to attend indie music concerts.
This project has received the approval of Cardiff School of Managements’ Ethics Committee, Cardiff Metropolitan University

I understand that my participation in this project will involve completing a questionnaire about the motivation behind attending indie music concerts which will take approximately 5 minutes of my time.

I understand that participation in this study is entirely voluntary and that I can withdraw from the study at any time without giving a reason or I can discuss my concerns with Grace Brown via email (st20036585@outlook.cardiffmet.ac.uk).

I understand that any identifying information provided by me will be held confidentially, such that only the PI (Grace Brown) can trace this information back to me individually. I understand that my data will be stored on password protected computers, anonymity after completion of the survey and that no one will be able to trace my information back to me. The raw data will be retained for up to three years when it will be deleted/destroyed.

If you are 18 years of age or over, understand the statement above and freely consent to participate in this study please tick the consent box to proceed.

Consent box

Thank you very much for helping me with this project and participating in the research

Gender

- Male
- Female

Definition of Indie music -
“Characteristic of the deliberately unpolished or uncommercialized style of small independent pop groups.” (Oxford Dictionary 2015)

In my opinion indie music are bands or solo artists that have an individual sound and look usually with a rock sound due to the instruments that are being played.

Do you agree or disagree with this statement?

☑ Agree

☐ Disagree

Do you feel like you have attended an indie music concert?

☐ Yes

☐ No

What genre of Indie music do you prefer? For example Indie pop, rock, hip hop, dance, electronic? if other please state below?

☐

How many indie music concerts have you attended in the last 5 years?

☐ 1-5

☐ 6-10

☐ 11-15

☐ 16 +

Can you name the last 5 indie music concerts you have attended?

☐

Age

☐ 18-21
22-25
26-30
31-35
36-40
41-45
46-50
51-60
61-70
71 +

Occupation

- Full time job
- Part time job
- Student with part time job
- Student with no job
- Unemployed
- Other

Are you?

- single/ no children
- single/ with children
- married/ living with partner/ no children
- married/ living with partner/ children

What's the most you have paid for a ticket?
How far would you travel for an indie music concert?

- Less than 5 miles
- Between 5 and 15 miles
- Between 15 and 25
- Between 25 and 35
- 35 miles +

Does the venue affect your decision on attending the concert? (If you disagree why? If you agree why?)

- Disagree
- Neither Agree nor Disagree
- Agree

Do you buy merchandise at the concert?
Definitely will not
Probably will not
Don’t know
Probably will
Definitely will
Do you watch the support acts?
Never
Occasionally
Very Often
Always
Do you look at who the support acts are before you go to the indie music concert?
Yes
No
What do you enjoy about indie music concerts?
☐ The music
☐ Extra activities (bar, buying merchandise)
☐ Being with friends
☐ Other

Thank you for your time
Appendix 6 – Age and Gender of Questionnaire Participants

AGE AND GENDER OF QUESTIONNAIRE PARTICIPANTS

Appendix 7 – Do you agree or disagree with this statement?

Indie music are bands or solo artists that have an individual sound and look usually with a rock sound due to the instruments that are being played?