

# THE IMPORTANCE OF NON-MUSICAL ELEMENTS AND LEVEL OF SATISFACTION IN A LIVE MUSICAL SHOW

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**ABSTRACT:** This study examines the importance of non-musical elements in a live musical performance focusing primarily on musical environment, musician, physical setting and audience interaction. It also analyses audience levels of satisfaction on each one of the variables involve. The construct was developed based on present literature and was put to the test on Malaysian grounds. A set of 200 self-administered questionnaires were randomly distributed to audiences at several musical performance venues. The data was analysed quantitatively using descriptive statistics. Due to the experiential nature of performing arts, it is to the best interest of production crew as well as the artists involved to know what is it that audiences look for in a live musical performance and serve them. The evidence from this study suggested that audience response to musical as well as non-musical elements. In order to ensure delightful experience, arts event managers are advice to give if not equal, considerable attention to the factors involved.

**Keywords:** Arts marketing; audience satisfaction; non-musical elements

## 1. INTRODUCTION

Live musical performances were consumed mainly through events and activities where audiences spend a significant amount of their time, effort and money. They are regarded as a unique musical occasion which offers real experience where audiences have the privilege to interact directly with the musicians, come into contact with the artist and share their fruit of creativity as well as to enjoy the music.

Every performance is unique in light of the fact that the audience’s reaction influences its quality [20] Their enjoyment of the performance covers the total experience they go through [18] It is derived from what they had experienced from the actual performance as compared to what was perceived [11] Having engaged in both visual and aural experience [7] audiences reacts to what they hear as much as what they see.

With advancement in the distribution of digital products, the demand for live musical performance as well as others suffers a huge impact [15] which have led to dramatic changes in audience’s behavior [1]. While live musical performance offers audience joy and excitement, artist and organizer are at a great risk [6] as audiences do not hesitate to leave an on-going show [3] should it fail to satisfy them. They evaluate their level of satisfaction based on what benefits they received and the cost they pay individually. Hence, the success of a performing art should not be solely measured by attendance or number of tickets sold. Often, the audience left the performance unsatisfied. In an attempt to increase their value for money this paper reveals the non-musical elements that audiences took into consideration as they judge the performance. It also attempts to analyse their level of satisfaction on the respective elements.

## 2. LITERATURE REVIEW

Concert organizers not only have to consider the issues on how listeners consume the live performance, they also need to know what their audience’s perception on the quality of the show. Minor, M.S., Wagner, T., Brewerton, F.J., and Hausman, A., [14] investigated the elements affecting audience satisfaction towards a live musical performance. It was suggested that the consumer judge overall performance, including both musical and non-musical elements such as the musical setting. Following the study, Hausman [10] modified

the framework (figure 1) associated with performance and found that music environment, musician, setting, and audience interaction had an impact on satisfaction.

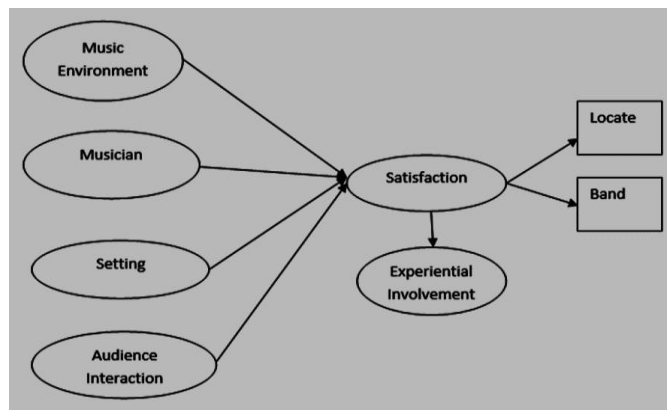


Figure (1) Conceptual model of satisfaction in live musical performance adapted from Hausman (2011)

The first factor refers to the musical function of the concert which can directly affect audience mood. Oakes [17] introduced “musicscape” which provides a detailed focus on the musical variable like musical tempo and perceived duration. Throsby [19] called these standards of design such as scenery, props, costume, and lighting.

The second factor exhibits a fusion of the perceived capability and creativity of the musician(s), for instance the individual performer’s instrumental ability and the creative input of the particular performer. Their appearance on the other hand, is visually limited to their dress, physical appearance [5] behavior on the stage, their movements, and their facial expression [12]. Sound quality is depending on the technical aspect of the instruments and sound system employed by performers.

The third factor (physical settings) was found to be a vital antecedent of customer satisfaction [2] as to spark pleasurable feelings in a leisure setting. Distinctive elements of physical settings such as temperature, seating, signage and car parking facilities are variables that can be controlled and facilitated by the organizations to further enhance audience experience.