

EXPLORING FACTORS INFLUENCING CHINESE CONSUMERS' PURCHASE BEHAVIOR FOR TICKETS AT CHINESE NATIONAL ORCHESTRA CONCERTS: THE ROLE OF PURCHASE INTENTION AS A MEDIATOR

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Abstract:

The performing arts sector, especially in national music, are currently facing challenges in maintaining and growing audience numbers. Ensuring the continuation of ethnic ensemble concerts is crucial for the arts' future. Consumer research serves as a potent means to connect with existing and prospective audience members, while comprehending demand patterns for national music forms a cornerstone of effective relationship marketing strategies. However, there remains limited in determining consumers' purchase behavior for tickets and the mediating influence of purchase intention in Chinese national orchestra concerts. This study endeavors to address this gap by employing a sequential QUAN →QUAL mixed methods, incorporating 499 quantitative data alongside semi-structured interviews with 10 consumers. Through conducting a mixed method study, this study examines two antecedents of ticket purchase behavior by looking into the celebrity factors and consumption motives and a comprehensive evaluation and discussion of the findings. The findings revealed that both celebrity and consumption motives are significant influence on the purchase intention for tickets of National Orchestra concerts, with celebrity emerging as the primary determinant. Moreover, purchase intention for tickets demonstrated a notable impact on ticket purchase behaviour, confirming its mediating role. This study aspires to furnish a comprehensive comprehension of China's national orchestra concert market, provides practical recommendations for associated marketing strategies, and introduce novel perspectives and scholarly contributions to the realms of culture and art research.

Keywords: Purchase Behavior for Tickets; Chinese Consumers; Chinese National Orchestra Concerts

1. Introduction

In recent years, China has witnessed a remarkable surge in the consumption of artistic and cultural offerings, including national concerts (Jia, 2022). The Chinese national orchestra stands as a beacon in this landscape, representing the peak of China's national music and integral to ongoing music reforms (Wu & Woramitmaitee, 2023). The burgeoning interest in Chinese national orchestra concerts mirrors the cultural revival and burgeoning national pride sweeping the nation. Amidst rapid economic growth and globalisation, there is a increased focus on preserving and promoting traditional cultural forms like traditional music (Gao & Wu, 2022). The Chinese national orchestra, with a blend of classical Chinese instruments and contemporary compositions, serves as a vital link between the past and the present, resonating with a diverse audience keen on reconnecting with their cultural heritage (Wu & Woramitmaitee, 2023).

In exploring this phenomenon, a predominance of literature focusing on the managerial aspects or instrumental studies within Chinese national orchestra is observed. However, there exists a notable need of research concerning the music audience of these orchestras. For instance, Liu (2019) did a study on the management and operational modes of Chinese orchestras through comprehensive interviews and other methodologies. Shen (2021) provided insights into the developmental status, significance, and challenges faced by Chinese national orchestras from the perspective of musical instruments, proposing strategic pathways for their advancement. Chen & Charoennit (2022) conducted a qualitative inquiry into consumers' ticket purchase intention for national orchestras, employing the Guzheng, a traditional Chinese instrument, as a case study.

While prior research has touched on diverse aspects of consumer preferences in the arts sector, there remains a notable gap in understanding the factors driving concert ticket purchase behavior for the Chinese national orchestra. A cognitive gap persists regarding the underlying determinants of such behaviour. Hence, this study endeavours to bridge this gap by investigating the impact of celebrity factors and consumption motives on the ticket purchase behavior of Chinese national orchestra. Additionally, this study seeks to determine the mediating role of purchase intention in translating these influences into actual ticket purchases.

This study first examines the influence of celebrity factors and consumption motives on Chinese consumers' purchase behaviour for tickets of Chinese national orchestra through a quantitative survey method. Through statistical analysis, the relationship between these influences can be quantified and the mediating role of purchase intention for tickets in actual ticket purchase behaviour can be preliminary examined. Subsequently, a qualitative research was conducted to explore in-depth on the respondents' views, attitudes and motivations through semi-structured interviews explaining the findings identified in the quantitative study and to further understand the mechanisms by which celebrities' and ' consumption motivations influence purchase behaviour for purchasing tickets during Chinese traditional orchestra . Through the application of mixed methods, the influence of various factors on the concert ticket purchase behaviour of the Chinese national orchestra can be comprehensively understood and explained, thus providing deeper insights into the psychology and behaviour of consumers, and offering more targeted suggestions for relevant marketing strategies and cultural policies.

Despite the increasing appeal of Chinese national orchestra concerts, these orchestras are still in the developmental phase (Wong, 2020; Kwan, 2021). Understanding the factors influencing purchase behaviour for tickets in Chinese national orchestra concerts remain significant for cultural institutions, marketers, and policymakers. By pinpointing the primary determinants of ticket purchase behavior, this study can offer valuable insights for refining marketing strategies, thereby fostering greater audience engagement and advancing cultural heritage. Moreover, the findings from this research can inform the creation of tailored promotional initiatives and audience outreach programs, facilitating a deeper appreciation of traditional Chinese music and cultural diversity.

2.The Review of Literature

Theory of Stardom

Rosen's (1981) theory of the stardom economy holds considerable significance in socio-economic discourse (Olalde-Vegas, 2009). This theory underscores the impact of celebrities, positing that their presence tends to attract more consumers. According to Rosen's theory, the superior quality of a cultural product enhances consumer satisfaction, thereby elevating their intention to pay for performances featuring celebrities. Notably, the stellar performance of celebrities enhances the likelihood of consumers making informed choices, leading to a greater inclination towards purchasing products associated with them, provided the quality meets expectations. This perspective inherent in this theory substantiates the influence of celebrities on consumer purchase behaviour (Zhang, 2020). In the study, the influence of celebrities on the purchase behaviour for tickets of Chinese national orchestra concerts will be explored in relation to theory of Stardom, providing theoretical support and practical guidance for an in-depth understanding of consumers' purchase behaviour towards products of different qualities.

Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs theory stands as one of the most prominent frameworks in interpreting human behaviour motivation (Ştefan, Popa & Albu, 2020). This theory explains that individuals' needs are categorized into a hierarchical structure, advocating for the sequential fulfillment of these needs (Rojas et al., 2023). The hierarchy comprises five stages: physiological needs, safety needs, love and belongingness needs, esteem needs, and self-actualization needs (Abbas, 2020). Widely referenced across behavioral science, Maslow's theory has gained traction as a pivotal model for understanding employee motivation in business contexts (Ştefan, Popa & Albu, 2020). Thus, this study aims to investigate the impact of consumption motives on the purchasing behaviour of Chinese national orchestra concert tickets within the framework of Maslow's Hierarchy of Needs theory. By applying Maslow's theoretical model, this can explain consumers' hierarchical needs and determine how these needs shape their ticket-buying decisions. From fulfilling fundamental physiological requirements to striving for self-actualization, Maslow's theory reveals the underlying motives driving consumer purchase behavior. Thus, it furnishes a crucial theoretical foundation and guiding framework for this study.

Theory of Planned Behaviour

Ajzen (1985) introduced the Theory of Planned Behavior (TPB) to analyse individual intentions or behaviour. According to the TPB, behavioral intentions derive from three key factors: attitudes, subjective norms, and perceived behavioral control. As intentions strengthen, individuals are more likely to engage in corresponding behaviours (Ajzen, 1991). TPB has proven effective in predicting consumer intentions and behaviors across various studies and fields (Zahan et al., 2020; Ulker-Demirel & Ciftci, 2020). Specifically, within the field of art consumption, TPB has emerged as a robust model for assessing purchasing behavior (Fang, 2019). Consequently, this study employs the TPB model to examine the influence of celebrities and consumption motives on consumer purchase behavior for tickets of national orchestra concerts.

Celebrity

The term "celebrity" denotes a public figure, spanning actors, athletes, and more (Raza, Isa & Abd Rani, 2019). Performing arts, being experiential goods, entails an element of unknown until they are experienced (Wiśniewska, 2019). Hence, articulating perceptions of performances through reviews, word of mouth, and acknowledgment of the involved artists (directors, actors) holds

significance for potential audience members, mitigating the uncertainty associated with attending concerts or theaters. Marketers increasingly leverage celebrity influence to captivate consumers, with celebrity involvement showcasing a significant impact on improving purchase intentions (Adiba, Suroso & Afif, 2020). Studies indicate that attractive and trustworthy celebrities positively affect consumers' purchase intentions (Osei-Frimpong et al., 2019). In the context of orchestras, renowned artists play a pivotal role in enhancing the audience's intention towards consumption (Yuan, 2020). Wang et al., (2022) found out in their study that on orchestras underscores that well-known conductors and performers influence consumers' perceptions of the orchestra and their ticket purchase intentions.

Consumption Motives

Motive serves as the prime mover for behaviour (Ramkissoon & Uysal, 2011). Duygun and Şen (2020) argued that in an unforeseen or unusual circumstances, consumers may exhibit varying purchase behaviours driven by distinct motivations. Additionally, studies by Purwanto et al. (2019) and Dong et al. (2022) underscore the significant impact of consumers' purchase motives on their purchase intention. Wessels (2021), focusing into social and cultural motives shaping behavioral patterns by conducting a qualitative exploration of children's theater in South Africa, concluding that motive plays a pivotal role in influencing behaviour. Recognising the link between motive and event participants' behavioral intentions emerges as a critical factor in engaging participants for successful events (Chen & Lei, 2021). Zwart (2019) and Mulder and Hitters (2021) emphasise the importance of analysing audience motivation, particularly in the context of concerts featuring national orchestras. Thus, this study suggests that within the cultural sphere, audience motives may wield considerable influence over cultural consumption behavior.

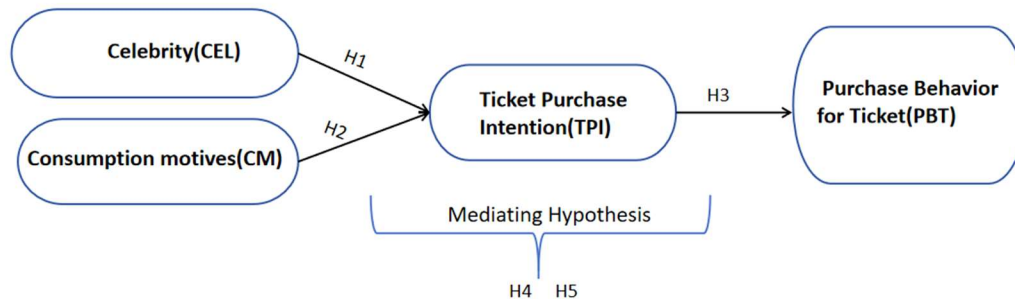
Purchase Intention and Purchase Behavior

The connection between purchase intention and actual purchasing behavior is rooted in Theory of Reasoned Action and the Theory of Planned Behavior (Ajzen, 1991). Purchase intention sets out a plan to acquire a product for future use, offering insight into the likelihood of a purchase (Adiba, Suroso & Afif, 2020), and holds an essential role in shaping purchase behaviour; the stronger the intention, the higher the likelihood of purchase occurrence (Rehman, Bhatti, Mohamed & Ayoup, 2019). Intention exerts a direct positive influence on facilitating behaviour across various domains (Wang et al., 2021). Within the domain of culture and art, Mao (2023) study evidenced a positive correlation between intention and behavior, with stronger purchase intentions yielding greater increases in expected purchase behavior. Hence, investigating the relationship between audience purchase intention and actual purchase behavior is vital for supporting the sustainable development of Chinese national orchestras.

3. Research Framework

The literature indicates that both celebrity factors and consumption motives influence consumers' purchase intention for tickets. This study suggests a correlation between celebrity, consumption motive, and consumers' intention to purchase tickets, given that consumers perceive influences as credible sources. The relationship between motivation and intention emerges as pivotal in shaping event participants' behaviour. In this study, intention to purchase tickets is predicted to serve as a mediating factor between celebrity, consumer motivation, and consumer purchase behavior for tickets, as illustrated in Figure 1.

Figure 1: Research Framework
Source: Developed by the Author



4. Research Methodology

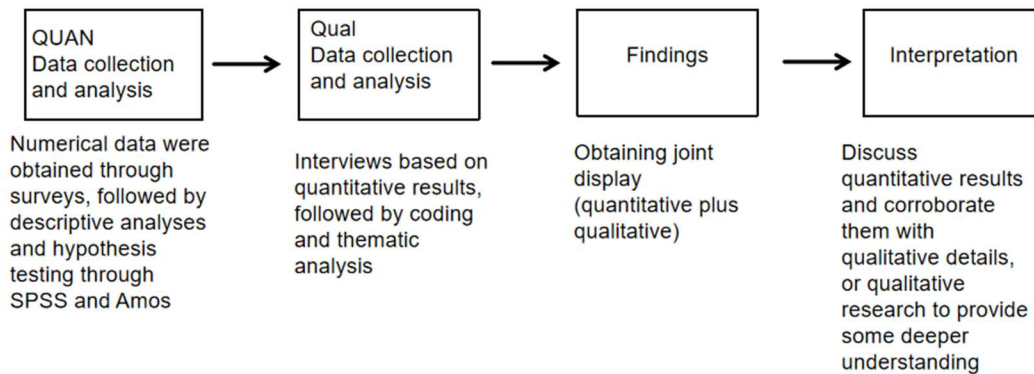
4.1 Research Method

Although methodological issues related to business research particularly in marketing have been dominated by the quantitative method, there has been a recent trend towards mixed methods as a more effective and appropriate technique for capturing the complexity of real-life situations (Koller, 2008). Methodological pluralism, such as the application of quantitative research to identify the substantive context, followed by qualitative research to provide in-depth knowledge, has been recognised as more appropriate (Siu and Kirby, 1999).

This paper proposes the adoption of a mixed methods design to explore the interrelationships among the constructs of a model of ticket purchase behavior for Chinese national orchestra concerts. Such a study integrates elements of both qualitative and quantitative research methods to comprehensively understand and substantiate the functions (Nagpal, Kornerup & Gibson, 2021). Mixed methods represent a fusion of quantitative and qualitative research approaches, harnessing the strengths and mitigating the limitations of each (Vivek & Nanthagopan, 2021).

This study specifically employs the sequential explanatory mixed methods (EMM) technique to accomplish its research objectives. EMM involves the sequential use of quantitative and qualitative methods (Creswell, 2005) and is one of the most common designs used in mixed methods research. Initially, emphasis is placed on collecting quantitative data, utilizing structural equation modeling (SEM) to analyze structural relationships and validate theories. Subsequently, based on the quantitative findings, qualitative data are gathered to enhance the results. At various stages of the research, qualitative data serve to reinforce the interpretation of quantitative data and provide contextual insights (Creswell, 2005). An explanatory sequential design was deemed the most suitable for this study as it allowed the researcher to delve deeper into the findings through follow-up interviews. Additionally, this design facilitated the purposive selection of participants for the interviews based on the initial quantitative results. The flow chart outlining the study process is presented in Figure 2.

Figure 2: Explanatory sequential design procedure
Source: Developed by the Author



4.2 Instrument

In line with the mixed-method approach employed in this paper, both questionnaires and semi-structured interviews were utilized to fulfill the research objectives. The questionnaire comprised two parts: the first part encompassed three questions pertaining to demographics, while the second part comprised 17 questions selected from an established scale. Responses were elicited using a five-point Likert scale. Furthermore, semi-structured interviews were conducted to provide deeper insights into the quantitative findings.

4.3 Participant and sampling

Quantitative phase

The selected population for this study comprises individuals who have purchased tickets to attend concerts by the National orchestra in China. Specifically, the focus is on audiences who regularly patronize theaters to enjoy performances by the national orchestra. This group is deemed capable of offering more objective and accurate judgments and evaluations of the national orchestra. Their extensive participation experience also serves to bolster ticket-purchase behavior. Given the unknown overall population size, this study employed non-probability sampling, specifically utilizing convenience sampling techniques. Convenience sampling expedites data collection and simplifies sampling, thus saving time and cost (Duan, 2020). Furthermore, convenience sampling can be employed to formulate hypotheses and objectives for more rigorous research when other sampling methods are not feasible (Stratton, 2021). A final sample size consisting of 499 audience members (238 male, 261 female) was used for valid analyses. In the survey, participants were asked to indicate whether they would like to participate in a follow-up interview.

Qualitative phase

The qualitative phase involved purposively selecting participants from various provinces of China who were consumers of national orchestras. A total of 10 respondents were interviewed, with the 10th interview providing redundant information, indicating data saturation. As shown in Table 6, the participants consisted of 6 males and 4 females, and all interviews were conducted by the same researcher.

4.4 Data Collection

Quantitative phase

During March 2024, the quantitative data collection phase was conducted using online distribution and collection methods, with participants completing the questionnaire directly online. Prior to participation, the researcher explained the study's significance and sought participants' permission. Questionnaires were distributed in a single batch, and each participant took approximately 5-10 minutes to complete the survey. Subsequently, the collected data was entered into a computer for further analysis.

Qualitative phase

The development of the semi-structured interview guide was based on the results of the quantitative survey. The interview guide for this study was developed based on the conceptual framework of the study to gain a fuller understanding of how celebrity factors influence audience participation in live ticket purchasing behavior as well as to understand the main factors behind the audience's decision to make this decision. The researcher obtained informed consent from each participant. Participants were asked to verbally answer semi-structured interview questions. The length of the interviews averaged 15 minutes. These questions were: 1. Why does your intention to purchase tickets increase when you know that a celebrity will be attending or participating in a national orchestra concert? 2. What is your main purpose for the intention to buy a ticket to a national orchestra concert? 3. When you have the intention to buy a ticket, what actions do you usually take to make it happen? 4. Do the participation of celebrity and consumption motives have an impact on your purchase behavior for ticket? Why? The final interviews were recorded and the next step of coding and analysis were performed.

4.5 Data Analysis

Quantitative phase

For quantitative data analysis, SPSS and Amos were used for descriptive and inferential statistical analyses, respectively. Initially, a validated factor analysis was conducted to assess reliability and validity. Subsequently, goodness-of-fit indicators were calculated for the model, and each hypothesis was tested using structural equation modelling.

Qualitative phase

The interviews were transcribed verbatim, coded and analyzed using thematic analysis following Braun and Clarke's (2016) guidelines. Thematic analysis is flexible and is an excellent technique for discovering, interpreting, and reporting patterns and clusters of meaning (Braun & Clarke, 2016). The process of thematic analysis involves (1) reading and rereading the data, (2) generating initial codes, organizing the data associated with each code, (3) searching for themes, collecting all the data associated with each potential theme, (4) reviewing the themes, (5) defining and naming the themes, generating clear definitions and names for each theme, and (6) production, generating a scholarly report of the analysis (Braun & Clarke, 2016). Therefore, the researcher must systematically work through the text generated from the raw data collected to progressively discover higher-order themes so that the research questions can be answered comprehensively. The themes that emerged from the qualitative interviews with participants were categorised as facilitating consumer purchase behaviour for ticket.

5. Findings

5.1 The Quantitative Results

5.1.1 Respondents' Demographics

The demographic profile of the respondents (Table 1) reveals that 47.7 percent were male, while 52.3 percent were female. In terms of age distribution, respondents were predominantly aged between 30 and 49 years (76.6 percent), with 18 percent below 29 years and the remaining 5.4 percent aged 50 years and above. Regarding educational attainment, the majority of respondents held a bachelor's degree (56.3 percent), followed by a postgraduate degree (34.3 percent), and a high school diploma (9.4 percent).

Table 1: Respondents' Demographics

Variable	Type	Amount	Percentage
Gender	Male	238	47.7%
	Female	261	52.3%
Age	<29	90	18%
	30-49	382	76.6%
	>50	27	5.4%
Education	High-School	47	9.4%
	Bachelor	281	56.3%
	Postgraduate	171	34.3%
Total		499	100

5.1.2 Reliability and Validity Test

The four constructs of celebrity factors (CEL), consumption motives (CM), ticket purchase intention for tickets (TPI), and purchase behavior for ticket (PBT) underwent initial testing for reliability and validity using confirmatory factor analysis. Table 2 illustrates that all items exhibited factor loading exceeding 0.7, indicating that all measurement items are valid. Cronbach's α was employed to assess the reliability of the variables, with all variables demonstrating reliability values greater than 0.8, ranging from 0.7 to 0.9, indicating the scale's reliability.

Sürücü and Maslakçi (2020) emphasized that the composite reliability (CR) should exceed 0.7, and the Average Variance Extraction (AVE) value should surpass 0.5 to satisfy validity requirements. In this study, the AVE value of each construct exceeded 0.5, meeting the convergent validity criterion (Aazh et al., 2021). Furthermore, the CR value surpassed 0.7, indicating internal consistency of the scales (Sürücü & Maslakçi, 2020).

The square root of the Average Variance Extraction (AVE) for each latent variable exceeded the correlation between that latent variable and the other latent variables, indicating sufficient discriminant validity of the model (Hair et al., 2014). Thus, as illustrated in Table 3, all constructs are deemed suitable indicators of discriminant validity.

Table 2: Reliability and validity

Constructs	Items	Loading (>0.7)	Cronbach's Alpha (>0.7)	CR	AVE
CEL	CEL5	0.77	0.874	0.913	0.679
	CEL4	0.892			
	CEL3	0.83			
	CEL2	0.865			
	CEL1	0.755			
TPI	TPI1	0.842	0.832	0.915	0.683
	TPI2	0.835			
	TPI3	0.838			
	TPI4	0.81			
	TPI5	0.806			
PBT	PBT1	0.789	0.857	0.857	0.600
	PBT2	0.762			
	PBT3	0.785			
	PBT4	0.762			
CM	CM1	0.826	0.887	0.888	0.725
	CM2	0.864			
	CM3	0.864			

Table 3. Discriminant validity

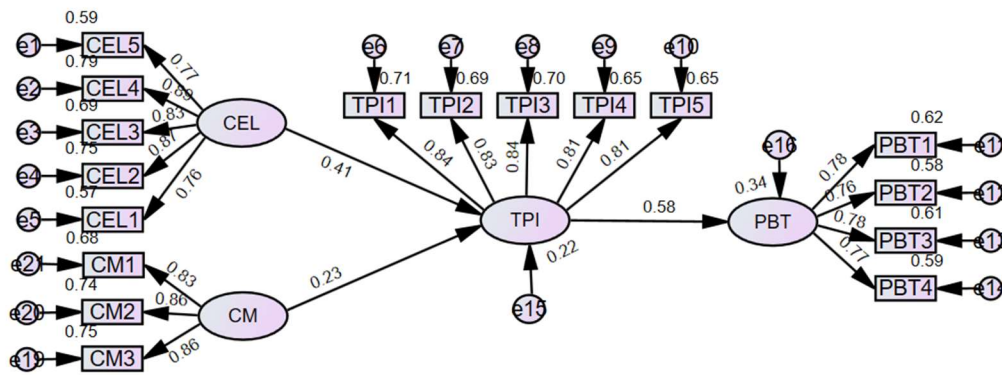
Constructs	CM	PBT	TPI	CEL
CM	0.851			
PBT	0.349	0.775		
TPI	0.232	0.577	0.826	
CEL	0.051	0.345	0.414	0.824

5.1.3 Analysis Results of Structural Model and Hypothesis Testing

AMOS 28.0 software was utilized to construct the model and explore the relationships between the variables. Figure 3 presents the estimated coefficients and test values for the paths of the structural equation model. The evaluation of the Statistical Indices of Goodness of Fit for Structural Equation Modeling (SEM) is crucial for assessing the model's fit and determining its consistency with the observed data (LePine, 2022). Several commonly used fit indices were employed, including the ratio of chi-square values to degrees of freedom (CMIN/DF), the goodness-of-fit index (GFI), the root-mean-square of approximation error (RMSEA), the comparative fit index (CFI), the corrected goodness-of-fit index (AGFI), and the Tucker-Lewis index (TLI).

The results show that the performance of the model on each of the fit indices meets the expected criteria. Specifically, CMIN/DF was below 3, GFI, CFI, AGFI and TLI exceeded the threshold of 0.90, while RMSEA was below 0.08. These results indicate that the structural equation model is a good fit to the observed data and is consistent with the research hypotheses.

Figure 3: Structural model



Chi-square=340.989 DF=117 Chi/DF=2.914
GFI=.926 RMSEA=.062 CFI=.959 TLI=.952

This section offers a summary of the hypothesis testing (Table 4). The current study posits five hypotheses to fulfill the study's objectives, comprising three direct hypotheses and two mediation analyses: H1: Celebrity exerts a significant positive effect on ticket purchase intention. H2: Consumption motives demonstrates a significant positive effect on ticket purchase intention. H3: Ticket purchase intention exhibits a significant positive effect on purchase behavior for tickets. H4: Ticket purchase intention mediates the relationship between celebrity and purchase behavior for tickets. H5: Ticket purchase intention mediates the relationship between consumption motives and purchase behavior for ticket.

After conducting t-statistics and path coefficient analyses, it was found that celebrity exerted a positive effect on ticket purchase intention ($\beta = 0.491$, t-value = 8.847, p-value < 0.001). The results supported H1, indicating that the relationship between celebrity and ticket purchase intention was the strongest. Furthermore, consumption motives demonstrated a positive effect on ticket purchase intention, albeit with the weakest relationship observed ($\beta = 0.233$, t-value = 4.969, p-value < 0.001), thus supporting H2. This suggests that both celebrity and consumption motives positively influence consumers' ticket purchase intention for national orchestra concerts. Additionally, a significant and positive relationship was found between ticket purchase intention and purchase behavior for ticket ($\beta = 0.483$, t-value = 11.591, p-value < 0.001), supporting H3. This implies that consumers' intention to attend national orchestra concerts directly impacts their actual ticket purchase behavior.

Table 4: Hypothesis Test

Paths		Path Coefficients	Standard Deviation	T-Value	p-Value	Hypotheses	
H1:TP I	<--	CEL	0.491	0.055	8.847	***	H1-Supported
H2:TP I	<--	CM	0.233	0.047	4.969	***	H2-Supported
H3:PB T	<--	TPI	0.483	0.042	11.591	***	H3-Supported

***= $p < 0.001$

The results of the direct effect test show that celebrity and consumption motives had a direct effect on ticket purchase intention. Ticket purchase intention also has a direct and significant effect on purchase behaviour for ticket. Mediation test was conducted using Bootstrap test and 95 per cent confidence interval was estimated by 5000 repeated samples. Therefore, Table 5 demonstrates the results of the mediating effect test.

The mediating effect of ticket purchase intention (TPI) on the relationship between celebrity (CEL) and purchase behavior for ticket (PBT) was found to be statistically significant ($p = 0.000$), thereby supporting H4. This indicates that ticket purchase intention (TPI) partially mediates the association between celebrity (CEL) and purchase behavior for ticket(PBT). The confidence interval (CI) for the mediating effect (0.170 to 0.322) did not include zero, signifying the robustness of the mediation (Götz et al., 2021).

Similarly, the mediating effect of ticket purchase intention (TPI) on the relationship between consumption motivation (CM) and purchase behavior for ticket (PBT) was also statistically significant ($p = 0.000$), supporting H5. This implies that ticket purchase intention (TPI) partially mediates the relationship between consumption motivation (CM) and purchase behavior for ticket (PBT). The confidence interval (CI) further supports the significance of this mediating effect (0.051 to 0.189).

Table 5: Results of mediating effect testing

Parameter	Indirect effect	Standard Deviation	Lower	Upper	p-Value	Hypotheses
H4:CEL-TPI-PBT	0.237	0.037	0.170	0.322	0.000	H4-Supported
H5:CM-TPI-PBT	0.112	0.034	0.051	0.189	0.000	H5-Supported

CEL=celebrity, CM= consumption motives, TPI=tickets purchase intention, PBT= purchase behavior of tickets.

5.2 The Qualitative Results

Qualitative analysis complemented the quantitative findings in this study. Ten consumers participated in the interviews. Table 6 presents the basic information of the respondents. Out of the 10 interviewees, there were 6 males and 4 females. Seven of them were aged between 30-49, two were younger than 29, and one was older than 50. Furthermore, 4 participants held bachelor's degrees, while 3 each had high school and postgraduate degrees.

Table 6: Profile of the respondents being interviewed.

Code	Age	Gender	Highest Education level
R1	30	Male	Bachelor
R2	45	Male	Bachelor
R3	25	Female	High-school
R4	55	Male	High-school
R5	32	Male	Postgraduate
R6	40	Female	Postgraduate
R7	48	Male	Postgraduate
R8	28	Male	Bachelor
R9	41	Female	High-school
R10	47	Female	Bachelor

Influence of Celebrity on Ticket Purchase Intention

From the interviews with consumers, it is evident that the presence or participation of a celebrity in a national orchestra concert generally increases consumers' purchase intention for tickets. This is primarily because the celebrity's involvement enhances the concert's appeal and perceived value, thereby stimulating their interest in attending. For instance, Participants 2, 6, and 9 confirmed similar sentiments, expressing that "Celebrity involvement makes the concert more attractive." Moreover, Participant 4 emphasized, "A very famous conductor is coming to participate in this concert performance, I would definitely like to go to see it." Similarly, Participant 5 noted that "A celebrity ensemble, or a famous performer, would make the concert more special and desirable." These remarks align well with the quantitative findings.

However, consumers also highlighted other factors influencing their ticket purchase decisions, such as ticket price and timing. Participant 6 mentioned, "I would consider purchasing a ticket. The involvement of celebrities may make the concert more attractive, but it also depends on other factors such as ticket price and time." This additional insight supplements the quantitative findings,

indicating that while celebrity influence is significant, other practical considerations also play a role in consumers' decision-making process.

Influence of Consumption Motives on Ticket Purchase Intention

Consumers cited various reasons for the intention of purchasing tickets to national orchestra concert, including enjoying musical performances, learning about national culture, and supporting national music. Participant 4 expressed a desire to "enhance my understanding and love of national music through the concert," while Participant 5 mentioned seeking "an opportunity for cultural exchange and to feel the collision and intermingling of different cultures through the concert." Participant 6 stated, "I purchased tickets to enrich my cultural life, and I also hope to enhance my understanding and appreciation of music through the concert experience." Additionally, consumers highlighted motives related to relaxation and pleasure. One participant indicated, "I mainly buy tickets to relax and enjoy the pleasure and relaxation brought by music." These insights underscore the multifaceted reasons behind consumers' ticket purchases, ranging from cultural enrichment to personal enjoyment and relaxation.

Some consumers also purchase tickets with the intention of sharing the joy of music with friends or family, reflecting their need for love and belonging. Participant 7 expressed this sentiment, saying, "I mainly want to share the joy and good time of music with my friends or family." Moreover, the presence of celebrities serves as a motivating factor for consumers, as highlighted by Participant 2 who stated, "Because the participation of celebrities will make the concert more attractive and increase my motivation to attend." These observations underscore the diverse motives driving consumers' ticket purchase behaviors, which are influenced by a variety of factors rather than a singular purpose.

Influence of Ticket Purchase Intention on Purchase Behavior for Ticket

Through interviews, various actions undertaken by consumers upon developing a intention to purchase tickets were identified. Firstly, some consumers opt to purchase tickets directly through online platforms or physical shops or seek out a ticketing agent for immediate purchase. For instance, Participant 1 mentioned, "I usually search for concert ticket information online immediately and purchase tickets on the official website or ticketing platform." Similarly, Participant 3 stated, "I would go to the box office or relevant physical shops to buy tickets." Additionally, Participant 9 expressed, "I would look for a reliable ticketing agent to purchase tickets."

Secondly, some consumers would discuss with their family and friends before deciding whether to purchase tickets, as purchasing tickets is not only an individual need, but also involves social interaction and shared experience. For example, participants suggested that "I would ask friends or family members if they are interested in going together, then discuss the specific arrangements for purchasing tickets together, and finally decide on the channels for purchasing tickets and buy them as early as possible." In addition, some consumers indicated that they preferred to make their ticketing decisions by obtaining sufficient information. For example, Participant 4 said, "I would visit the concert's official social media page or event page to see if there is a pre-sale or special offer and choose when and how to purchase tickets accordingly." Participant 5 thought "I would consult the box office or relevant organizations over the phone to find out about the process of

purchasing tickets and what to expect, and based on the information I received, I would decide whether or not to go to a physical box office to purchase tickets."

When examining the impact of ticket purchase intention on actual ticket purchase behavior, it becomes evident that consumers undertake various actions to fulfill their ticket purchases. These actions directly reflect the influence of ticket purchase intention on ticket purchase behavior. Intention to purchase tickets motivates audience members to actively engage in the ticket purchasing process and guides them in selecting the appropriate method to secure their attendance at the concert. Therefore, ticket purchase intention serves as a crucial driving force in ticket purchasing behavior, exerting a significant impact on individual behavioral choices.

The Mediating Role of Ticket Purchase Intention

From the insights gathered during the interviews, it appears that most consumers perceive celebrity and consumption motives as directly impacting their ticket purchase intention, which subsequently translates into actual ticket purchase behavior. However, concerning the mediating role of ticket purchase intention between celebrity, motives and purchase behavior, some consumers indicated that celebrity influence and motives indirectly affect their ticket purchase behavior through ticket purchase intention. For instance, Participant 3 expressed, "Celebrities' participation makes the concert more enticing and boosts my motivation to buy tickets." Participant 4 also noted, "Celebrity involvement has a lesser impact on my decision to purchase tickets." Similarly, Participant 8 emphasized, "Celebrities may enhance the concert's appeal, but their involvement doesn't directly influence my ticket purchase decision." These statements align well with the quantitative findings. Participant 7 remarked, "Consumer motivation indirectly influences my ticket purchasing behavior."

Indeed, some consumers mentioned that celebrity and motives directly influence ticket purchasing behavior. Participant 1 expressed, "Learning that a celebrity will be involved in the concert would make me more inclined to purchase tickets." Participant 3 elaborated, "Consumer motive is a key factor in my ticket purchasing behavior. I'm more motivated to buy a ticket for a concert if it promises a relaxing and enjoyable experience, as I seek pleasure and relaxation through music." Moreover, participants collectively acknowledged, "Consumer motivation significantly influences my ticket purchasing behavior."

The interview results highlight varying perspectives among consumers regarding the influence of celebrity factors and consumption motives on purchase behavior for ticket. While most consumers perceive that celebrity and motives directly impact their ticket purchase intention, some believe that these factors primarily affect intention rather than directly influencing ticket purchasing behavior. Conversely, there are consumers who feel that celebrity and motives have a direct impact on their ticket purchase behavior, leading them to make ticket purchases based on celebrity involvement or specific motivations. These diverse viewpoints underscore the intricate dynamics involved in how celebrity influence and consumer motives shape ticket purchasing behavior, providing additional depth to the quantitative findings.

6. Discussion

The aim of this study is to construct a comprehensive framework to evaluate the determinants impacting purchase behaviour for ticket of national orchestra consumers. Employing a mixed-methods approach, this study utilises structural equation modeling to assess the framework, alongside data collection via semi-structured interviews. The findings are anticipated to offer valuable insights for the advancement of Chinese national orchestras within the marketplace.

In the context of this study, the quantitative findings revealed a significant positive impact of celebrity influence on ticket purchase intention, with a significance level of less than 1% ($p < 0.001$). This suggests that heightened celebrity involvement in national orchestra performances correlates with increased consumer intentions to purchase tickets for these concerts. Therefore, it can be inferred that celebrity influence tends to enhance consumers' behavioral intentions. These results align with previous research conducted by Adiba et al. (2020), Nguyen (2021), and Mabkhot, Isa and Mabkhot (2022), which all demonstrated the facilitating effect of celebrities on consumers' behavioral intentions. Specifically, these findings are consistent with Wang et al.'s (2022) study, which revealed that renowned conductors and performers associated with orchestras influenced consumers' perceptions of the orchestra, consequently elevating their intention to purchase tickets. When consumers perceive celebrities' involvement positively in the ticket purchasing process, they are more likely to believe that the national orchestra's performance will meet their expectations, thus bolstering their intention to buy tickets.

The qualitative analyses complement and enrich the quantitative findings, providing deeper insights into the key outcomes of the study. By delving into consumer perspectives, we gain a nuanced understanding that corroborates the quantitative data results. During interviews, a prevailing sentiment emerged among consumers indicating that celebrity involvement enhances the appeal of the concert and consequently increases their ticket purchase intention. In this sense, the qualitative data support the quantitative results. At the same time, the qualitative findings further explain and extend the quantitative results. The qualitative data explains why consumers believe that celebrity participation makes a concert more attractive, for example, an ensemble of celebrities, or a famous performer, makes the concert more special and desirable. The same result was found in Fu's (2022) study, whose qualitative findings showed that the popularity of the performing guests of a national orchestra affects consumers' intention to purchase tickets. In addition, the qualitative data added that ticket price and time of day are also factors that affect consumers' ticket purchase intention. Thus, the mixed-methods findings of this paper show complementarity in terms of elaborating and enhancing the results.

The quantitative findings of this study reveal a significant impact of consumption motives on the intention to purchase tickets, with a significance level of less than 1% ($p < 0.001$). This underscores the notion that diverse motivations drive ticket purchase intentions, particularly evident in the context of attending performances by a national orchestra. These results align well with Maslow's (1954) hierarchy of needs theory, indicating that ticket purchase motives can be viewed as behavioral expressions catering to various levels of individual needs. From fundamental physiological and safety needs, such as seeking relaxation and pleasure, to more elevated social and psychological aspirations, like supporting national music culture or pursuing cultural exchange opportunities, consumers exhibit a wide array of motivations for purchasing tickets. These motives

essentially map onto the tiers of Maslow's hierarchy, encapsulating everything from basic necessities to the pursuit of self-actualization. Overall, this study's outcomes suggest that Maslow's theory effectively elucidates the underlying drivers behind consumer behavior in the realm of ticket purchasing for orchestral performances.

These quantitative findings are further corroborated by the research of Pitts (2020), Xiao (2021), and Hidayati (2021). They collectively demonstrate that consumers exhibit varied motives regarding their intention to attend national orchestra concerts. For some, the motive stems from a desire for personal fulfillment (Hidayati, 2021), while others are primarily driven by social incentives (Xiao, 2021), and yet others seek a leisurely experience (Wessels et al., 2022). Despite the diversity in motives, all these studies converge on one key insight: a positive correlation exists between consumption motives and ticket purchase intention .

In the qualitative interviews, a consensus emerged among participants regarding the motives behind consumers' ticket purchase intention for national orchestra concerts. While the enjoyment of music's beauty stood out as a primary motivation, participants also highlighted socialization purposes and the influence of celebrities as significant factors driving ticket purchases. This proves both the quantitative results, i.e. the positive influence of pursuing artistic value, relaxation and social purpose on the intention to purchase tickets, and also effectively interprets and complements the quantitative results. It suggests that consumers have a variety of main purposes when purchasing tickets for national orchestra concerts. This is consistent with the qualitative findings of Liu (2021). His results also confirmed the influence of aesthetic motivation, relaxation motivation and social needs on art ticket purchase intention, while his study also pointed out that personal aesthetic and relaxation motivations are more influential than social relationships on purchase intention. Of course, Hidayati (2021) and Wessels et al. (2022) have similar findings. They suggest that the motive to go to an orchestra concert is for wish fulfillment as well as for a leisure experience. While quantitative research on consumer motivation had a weaker effect on intention, it was a more direct and powerful driver of ticket purchasing behaviour. The emergent findings from the qualitative analysis reveal novel insights. In other words, the direct influence of consumption motives on consumers' motivation to purchase tickets cannot be ignored in the arts and culture sector.

The quantitative analysis in this study further underscores the significant impact of ticket purchase intention on actual ticket purchase behavior, with a significance level of less than 1% ($p < 0.001$). This finding lends credence to the explanations put forth by the Theory of Planned Behavior (Ajzen, 1991) regarding the relationship between intention and behavior. Moreover, it expands the applicability of the TPB framework, filling a research gap regarding the intention to purchase tickets for artistic products. This extension of TPB finds support in the work of Mao (2023), whose study suggests that heightened intention to purchase tickets for national orchestras correlates with an increase in expected ticket purchasing behavior. The current findings are also in line with Akhter's (2010) research, which established a positive association between orchestra consumers' ticket purchase intention and their actual ticket purchasing behaviors, thereby supporting the mediation hypothesis of ticket purchase intention.

Once again, the qualitative research supports this quantitative finding and reveals the mechanism through which ticket purchase intention influences the emergence of ticket purchasing behavior.

A minority of consumers indicated that upon forming the intention to purchase a ticket, they would consult with friends and family before committing to the purchase. However, most consumers asserted that once they had the intention to purchase tickets, they would proceed directly with the purchase through online or offline channels. Integrating insights from our interviews with existing literature, we suggest that ticket purchase intention exerts a significant impact on ticket purchase behavior, thereby substantiating the theory of planned behavior and broadening the scope of application of the theoretical framework to the realm of ticket purchasing for artistic products.

The quantitative findings also shed light on the mediating role of ticket purchase intention. Celebrity and consumption motives both exhibited a positive influence on ticket purchasing behavior through intention to purchase tickets ($p = 0.001$). This significant indirect effect underscores the pivotal role of ticket purchase intention as a mediator between celebrity, consumption motives, and actual purchase behavior. Notably, there has been a limited study of research exploring the mediating role of ticket purchase intention, particularly in the context of national orchestras. Consequently, these new findings underscore the critical importance of considering both celebrity and consumption motives when seeking to understand consumer behavior pertaining to ticket purchases. By recognising the mediating influence of intention to purchase tickets, cultural institutions and marketers can gain deeper insights into the underlying mechanisms driving consumer decision-making in this domain, thereby informing more effective strategies and interventions.

Regarding the mediating effect of ticket purchase intention, both our quantitative and qualitative findings confirm its role as a mediator. Notably, the qualitative analysis yields novel insights complementing the quantitative study. While the quantitative results indicate a direct impact of celebrity influence and consumption motives on intention to purchase tickets, the qualitative data highlight the intricate nature of this relationship. Specifically, the qualitative findings also unveil the direct influence of celebrity and motives on ticket purchase behavior. This nuanced understanding elucidates the intricate mechanisms through which celebrity influence and consumption motives shape consumer behavior in the context of ticket purchases.

In summary, this study underscores the significance of celebrity and consumption motives in shaping consumer intentions and behaviors regarding ticket purchases on Chinese national orchestra concerts, thereby offering valuable insights into enhancing the marketability of national orchestras. Concurrently, the utilization of mixed methods demonstrates synergistic complementarity in elucidating and extending the study's findings, fostering a more comprehensive understanding of consumer ticket purchasing behavior.

7. Limitations and Future Directions

While employing a mixed-methods approach, this study contributes to existing scholarship by offering insights into the intricate dynamics among celebrity, consumption motives, ticket purchase intention, and ticket purchase behaviours. Nevertheless, like any empirical investigation, several limitations has several consideration. Primarily, the quantitative study's sample was confined to consumers who had attended national orchestra performances, potentially constraining the generalization of the findings to broader populations. Thus, future research endeavours should

contemplate broadening the sample selection to encompass diverse consumer groups, thereby facilitating a more comprehensive analysis of the study's constructs.

Secondarily, despite the random selection of subjects for interviews, inherent individual differences may have introduced bias into the qualitative data. However, it is noteworthy that the qualitative insights from the interviews served to augment the validity of the study's findings. This underscores the significance of qualitative data in providing depth and context to quantitative findings.

Moving forward, avenues for future research include expanding the sample scope, conducting cross-cultural comparisons to deepen understanding, and exploring the ramifications of digitization on consumer behavior in cultural contexts. By addressing these considerations, future investigations can further elucidate the intricacies of the relationship between consumer behavior and participation in national ensemble cultural activities.

8. Conclusion and Practical Implications

By integrating quantitative and qualitative methodologies, this study clarifies the impact of celebrity and consumption motives on consumers' intention to purchase tickets for national orchestra concerts, unveiling the mechanisms underlying their influence on ticket purchasing behaviour. Despite the constraints imposed by the limited sample size, the findings indicate predictive relationships between consumers' ticket purchase behavior and their intention to purchase tickets, which, in turn, is influenced by celebrity and consumption motives. The qualitative findings enrich and elaborate upon the quantitative results, offering a detailed description that enhances our understanding. Specifically, the qualitative analysis elucidates the mechanisms through which celebrity influence and consumption motives impact ticket purchase intention, elucidates the link between intention and behavior, and introduces novel insights regarding the influence of ticket price and time of day on intention to purchase tickets, as well as the direct impact of celebrity and motives on ticket purchase behavior.

The insights provided by this study offer valuable directions for future research to build upon its strengths and address its limitations. By employing a mixed-methods sequential explanatory design, the study delved deeper into the individual experiences of participants, enriching our understanding of national orchestra consumers' ticket purchase intention and their purchase behaviors. Furthermore, the theory-based model developed in this study represents an innovative approach to understanding consumer purchase intentions for Chinese national orchestras. By integrating celebrity factors, consumption motives, ticket purchase intention, and ticket purchase behaviors, the model provides a comprehensive framework for exploring the complex relationships among these constructs. This new knowledge not only enhances our understanding of consumer behavior in the context of national orchestras but also offers valuable insights to address current and future challenges in the field.

This study has several practical implications. First, the celebrity factor plays a key role in the ticket purchase intention for live concerts by national orchestras, which highlights the importance of the celebrity effect in cultural consumption behaviour. By inviting more professional, experienced and

influential celebrities to perform in national concerts, cultural organizations can increase the appeal and popularity of the event, which in turn increases ticket sales. This provides valuable insights for future research on national ensembles to address current or future challenges. The direct influence of consumption motives on ticket purchase behaviour is more significant, suggesting that consumers' decisions to participate in cultural activities are driven more by personal intrinsic motivation. Therefore, when formulating marketing strategies, cultural organizations should focus on consumers' individual needs and motivations, and design activity content and promotional methods in a targeted manner to meet consumers' needs and enhance their intention to purchase tickets for national orchestra concerts. In addition, it is possible to stimulate consumers' intention to purchase tickets by, for example, offering discounted activities, to promote ticket purchase behaviour, thereby increasing participation in cultural events and ticket sales.

In conclusion, the mixed-methods approach, combining quantitative and qualitative methodologies, not only elucidates how celebrity factors and consumption motives indirectly influence the ticket purchase behavior of consumers attending Chinese national orchestra concerts through ticket purchase intention but also demonstrates their direct impact on ticket purchase behavior. This study contributes novel insights that may prove valuable for future research endeavors concerning national orchestras. As the national music market evolves, this study also sheds light on other forms of Chinese national music. The adoption of this mixed-methods approach, for the first time in this context, is recommended for future investigations into consumer behavior in music markets, offering a rigorous and comprehensive perspective on the intricate mechanisms shaping ticket purchase behavior.

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