

## Music festivals: what makes them satisfactory and valuable experiences?



Music festivals are opportunities for people to gather, engage with one another and celebrate art. At the peak of a festival, electric energy pulsates through the crowd and you feel an adrenaline rush throughout your entire body. So, what is it about the music festivals that make them such remarkable experiences?

An experience, such as a music festival, is based on four factors: entertainment, education, escapism and aesthetics. Marketers have often used customer satisfaction and perceived value to try and understand such experiences and their underlying factors. Thus, to understand music festival experiences specifically, Lott Chidaway, a Master's student in the Department of Marketing Management, conducted a study to determine the relationship between the four dimensions of experiences and customer satisfaction, as well as customer satisfaction and perceived value.

After analysing responses from 232 individuals, data revealed that the entertainment and aesthetic dimensions of experiences have a significant effect on customer satisfaction. Since music festival attendees participate passively at festivals, the role played by festival organisers to manage these entertainment and aesthetic dimensions is especially important. To deliver entertaining experiences, festival organisers must know their target audience and deliver relevant and exciting artists. Furthermore, festival organisers often focus on the look and feel of music festivals while neglecting the fact that festivals are a multisensory experience. It is thus suggested that festival organisers stage wholesome experiences by managing the scents at the festival location; inviting boutique food vendors for instance. This will improve attendees' overall experience at a festival, and consequently their customer satisfaction.

The study further revealed that customer satisfaction directly affects perceived value. Therefore, it is recommended that festival organisers ensure attendees are entertained and are aesthetically pleased as to increase their customer satisfaction and ultimately their level of perceived value. High levels of perceived value will in turn incline festival attendees to purchase tickets for upcoming festivals, as well as to spread positive word-of-mouth about their festival experience.

So, what is it about the music festivals that make them such remarkable experiences? This study shows that entertaining and aesthetically pleasing experiences lead to satisfied attendees that perceive their festival experiences positively.

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2019 with the [Department of Marketing Management](#) by Lott Chidawaya under the supervision of [Dr Tinashe Chuchu](#).*