

Consumption Behavior for Consumption Value to Creative Ballet Viewing

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I. Introduction

Ballet is an activity that is experienced by individual very selectively in a process of socialization. In particular, it was learned to provide individual participants with an opportunity of being able to be matured humanly by having them realize ideal, reality, hardship and pleasure as a ground of transforming individual into social entity in particular and through this process, an ability of being able to adapt to social community is cultivated (Kim, Hyeon-Suk, 1999). As such, ballet is placed as performing culture indispensable to social members.

Recently, the biggest change of performing art environment would be that it is converted from 'supplier-focused market' to 'purchaser-focused market' qualitatively. Such change of performing art market implies that information collection activity regarding sustained concern and change for the audiences who are the main agent of selecting performing art dominates an important area. Therefore, in order to maintain sustained friendly relation among audiences,

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planners and suppliers, exact understanding for the audiences is required and furthermore, a study on consumer behavior that may satisfy the needs of the audiences and through which their satisfaction could be identified is required to be performed in advance.

Furthermore, an opportunity of being able to enjoy ballet performance by the public audiences without difficulties through diversified themes and materials is required to be provided by performing a study of intending to raise viewing satisfaction systematically and reliably in a way of approaching the needs of the audiences flexibly, drastically breaking away from existing performing practice so far implemented (Choi, Jung-Eun, 2011).

Consumption behavior in performing art has a very close relation with a concept of value. Values that is indwelt in consumer exerts a broad influence over consumer behavior as a foundation of extrinsic behavior and values that is changed depending on social trend implies change of thinking for individual value comprising the society. Therefore, understanding for consumer behavior could be achieved by identifying and forecasting intrinsic abstract value of an individual as a main agent of consumption. A lot of studies in the field of consumer behavior (Munson, McQuarrie, 1988; Vinson, Lamont, 1977) have explained consumption behavior by using values and this attempt is required to be performed in the field of performing art as well.

However, a concept of consumption value that may be applied broadly in direct experiment of consumer behavior has been introduced as it is hard to explain and forecast concrete consumer behavior relevant to consumption by such general value for its abstract features.

As consumption value has a concrete nature that may be directly applied to consumption life of consumers, breaking away from an aspect of abstract value (Kim, Dong-Won, 1994), it has been applied to a study on purchasing behavior of consumers as a special guideline for consumption (Sheth, Newman, Gross, 1991; Zeithmal, 1988, Nam, Seung-Gyu, 1995; Lee, Chang-Su, 1997; Seong, Young-Jun, 1998). However, in case of a study on consumption value in the field of performing art, a study being specialized as a concept of performance viewing value was not satisfactorily performed and a study on identifying a relation with decision-making process or satisfaction at the time of watching performance by measuring consumption value of consumers or consumption value of viewing performing art has not been performed sufficiently in reality. In particular,

notwithstanding the fact that consumption behavior comes to the fore for invigoration creative ballet performance, a study on explaining this trend has also not been performed sufficiently and conceptual definition or clarification for watching value of existing ballet performance or its empirical study is not satisfactory as well as a whole (Mun, Hee-Gang, Chu, Ho-Jeong, 2008).

Langgeard & Eiglier (1983) emphasized that features of art organization is coincided with that of service organization. In other words, as features of intangibility, direct contact and consumer participation in art consumption is almost coincided with that of service commodity, in case of art consumption as was represented by all the service marketing, interaction between art organization and consumers has a considerable significance as well. This means that as features of performing art has certain coincidence with that of service commodity, it provides a logical ground that approach of performing art market in a perspective of marketability is allowed.

According to Wolf (1981), in a perspective of sociology of art, artists are originally meaningless and accommodation of works by the audiences is important for constructing the meaning of the works as it has a multiple nature. In other words, it means that art production that is unable to be accommodated would be meaningless and consumption consummate production.

Kotler (1988) defined a concept of market segmentation as 'a process of dividing total market into consumer groups whose reaction to marketing mix is different' and Bagozzi (1986) defined significance of market segmentation as follows;

First, understand consumers and their needs more accurately,

Second, present a method of satisfying such needs to the maximum,

Third, being able to promptly respond to abrupt change of market conditions by forecasting it,

Fourth, present a method of being able to distribute resources reasonably for the different markets,

Fifth, by achieving above objectives, market segmentation becomes a useful tool for accomplishing marketing goal.

Owing to usefulness of this market segmentation, a method of effective and efficient market segmentation has been performed consistently so far (Churchill, 1972) and diversified topics from a study on objective and speculative customer features to that on concrete variables such as buying frequency or attachment to

trademark have been reviewed (Frank, 1972). Segmentation criteria that has been used most conventionally among these is considered to be demographic and socioeconomic variables but due to gradually increased diversity of consumer needs, as it becomes difficult to explain behavioral pattern of consumers based on such variables only, life style (Plummer, 1974) or values (Rokeach, 1969) is emerged as a useful criteria.

As importance of consumers, i.e., audiences, is recognized even in performing art, marketing technique of performance market is also required to be changed by matching with consumer's needs and demand in the same way as other commodity market. Therefore, under the recognition that satisfaction for the audiences is important, a marketing strategy based on such recognition is now required to be developed and managed in the performing art market as well.

Consequently, the objective of this study is to explore a marketing strategy that may be flexibly adapted to decision-making process of audiences who are diversified rapidly as a strategic approach of invigoration Korean creative ballet and expanding its population by exploring type of consumption value of creative ballet audiences and verifying its satisfaction.

II. Hypothesis of Study

Hypothesis established for investigating above research problems elaborated in this study is as follows.

Hypothesis:

1. Consumption value of the audiences of Korean creative ballet performance would exert an influence over satisfaction for literary value of the works.
2. Consumption value of the audiences of Korean creative ballet performance would exert an influence over satisfaction for accessibility of the works.
3. Consumption value of the audiences of Korean creative ballet performance would exert an influence over satisfaction for economic efficiency of the works.

II. Study Method

In this study, in order to explore satisfaction of the audiences of creative ballet performance, study target, questionnaire, survey procedure and method of data processing were used as follows.

1. Study Target (subject)

Survey target was sampled by using systematic stratified cluster random sampling after setting audiences of creative ballet performance as population aiming at activating Korean creative ballet.

Total 400 copies of questionnaire was circulated to survey targets and 273 copies among recovered 285 copies excluding 12 copies of which response was insincere was used for analyzing the result of this study. Demographic features of survey targets being used for analyzing the result is as shown on <Table 1>.

2. Questionnaire (Survey Tool)

Question items of questionnaire being used for this study was prepared based on 5 categories of consumption value developed by Sheth et al. (1991) for evaluating general consumption value including functional value, social value, emotional value, conditional value and rarity value and these items were reorganized to be matched with the objective of this study based on the question items for consumption value verified through (1)-(5) and following preceding studies [(6)-(9)];

- (1) A study on consumer value for developing new products of wellbeing trend by Gang, Min-Hee (2005)
- (2) A study on wellbeing-oriented consumption value and consumption behavior of wellbeing food relevant to dietary life by Jeon, (3)Mi-Gyeong, Jeon, Hyang-Ran (2007)
- (4) A study on an effect of emotional consumption value of consumers (5)for art marketing on purchase intention by Lim, Jin-Hee (2008)
- (6) A study on an effect of sports consumption value type on living satisfaction by Park, Sang-Ju (2003)

- (7) A study on consumer value, buying motive and purchasing behavior by Shim, Yeon-Jeong (2003)
- (8) A study on an effect of party event consumption value on consumption features by Jin, So-Yeon (2008)
- (9) A study on an effect of consumer's behavioral tendency and viewing value on satisfaction in performance art by Suh, Ae-Seung (2003)

1) Composition of questionnaire

One of functional value, social value, emotional value, conditional value and rarity value in consumption value was used selectively as a concept of being differentiated from general value and forecasting consumer value. Among these, functionality in functional value represents performance and quality of products and it has become an important factor traditionally together with price at the time of purchase. Functional consumption value satisfies consumer needs by providing functional benefits relevant to product to the consumers. In more detail, as consumers basically aim at better commodity and service in their consumption, they used to either purchase goods in group by using price comparison site or survey after-purchase comments of community site in order to purchase goods with better condition.

Social value represents a wishing degree of consumer who wishes to be shown as socially desirable existence based on a consumption value (needs) that is

<Table 1> Demographic features of survey targets

	Item	Frequency(%)*	Total
Gender	Male	56(20.5)	273
	Female	217(79.5)	
Marital status	Unmarried	149(57.1)	261
	Married	112(42.9)	
Occupation	Student	87(32.0)	272
	Office work/Skilled labor/service job	47(17.3)	
	Specialized job/private business	36(13.2)	
	Artist	34(12.5)	
	Housewife	50(18.4)	
	Others	18(6.6)	

* Frequency and relative ratio are represented under the condition that missing item of each variable is excluded.

<Table 2> Question item per each factor of questionnaire

Composition Index	Contents of composition	No. of item
Preference to cultural art	General traits(3), Preference depending on ballet genre(6) Importance in selecting ballet performance(9)	18
Experience of ballet performance	General traits(6), Re-watching intention(1), Intention of recommendation(1)	8
Satisfaction	Literary merit(5), Accessibility(4), Economic efficiency(3)	12
Consumption value	Functional value(4), Emotional value(4) Social value(4)	12
Individual traits	Gender, Marital status,, Age,, Education level, Learning experience for art, Occupation, Monthly average income level	7
Total		57

required to be acknowledged socially and it is considered to represent a desire of being acknowledged socially.

In emotional value, “consumption emotion means a series of emotional reaction or feeling being felt during product use or experience of consumption and it is explained to include emotional experience and expression of extraordinary type or emotional type such as pleasure/unpleasantness” (Westbrook & Oliver 1991), Levy (1981).

Contents of questionnaire are as shown below <Table 2>.

As shown on <Table 2>, when observing contents comprising questionnaire, it is composed of total 57 items including 18 items for preference to cultural art [general traits(3), preference depending on ballet genre(6), importance in selecting ballet performance(9)], 8 items for experience of ballet performance [general traits(6), re-watching intention(1), intention of recommendation(1)], 12 items for satisfaction [literary merit(5), accessibility(4), economic efficiency(3)], 12 items for consumption value [functional value(4), emotional value(4), social value(4)] and 7 items for individual traits [gender, marital status, age, education level, learning experience for art, occupation and monthly average income level].

2) Reliability of Questionnaire

In order to verify validity of questionnaire, analysis of factor was performed by

principal component analysis and varimax rotation that is one of orthogonal rotation techniques was used for factor rotation. And determination of number of factor was made based on eigenvalue 1.0 and in case that factor loading of relevant variable is below 0.5 or factor loading of other variable is over 0.5, such variable was excluded from analysis. In order to verify reliability of measured variables, Cronbach's Alpha value was used that may analyze internal consistency.

As shown on <Table 3>, 3 factors of which eigenvalue was over 1.0 were deduced from total 13 items and 1 attribute that impedes internal consistency among items within these factors was excluded. Cumulative variance ratio of deduced factors was represented to be 69.4%.

3 attribute categories factorized for valuation attributes of satisfaction of above creative ballet performance were defined as a concept of satisfaction for artistic value, satisfaction for accessibility and satisfaction for economic efficiency, respectively and as a result of identifying validity of verification for those categories, its reliability was represented to be considerably high as .840, .841 and .833, respectively.

When observing combination pattern of attributes, it is as follows.

In factor 1, it was composed of items relevant to overall quality level of performance works. Attributes belonged to this factor were composed of items including 'Easy access to performance information was good', 'Transport to concert hall was convenient', 'Obtaining admission ticket was convenient', 'A genre called ballet was attractive' and 'Lighting, audio system and stage setting were good' and overall variance ratio has the highest explanatory power as 25.222%. Therefore, this factor was defined as "Artistic value was satisfactory".

In factor 2, it was composed of items relevant to information until being encountered with performance and transport-related items. Attributes belonged to this factor were composed of items including 'Easy access to performance information was good', 'Transport to concert hall was convenient', 'Obtaining admission ticket was convenient' and 'Parking and convenience facilities of concert hall were good' and overall variance ratio has an explanatory power of 24.997%. Therefore, this factor was defined as "Accessibility was satisfactory".

In factor 3, this factor is composed of items considering economic aspects relevant to performance watching. Attributes belonged to this factor were composed of items including 'Discount benefit was attractive', 'Admission fee was reasonable' and 'Parking and convenience facilities of concert hall were good'

<Table 3> Validity and Reliability of Satisfaction in Creative Ballet Performance

Factor	Item	Factor loading		Eigenvalue variation	Explanatory variation	Cumulative value	Reliability
Satisfaction for artistic value	Ability and stage manner of performer was good.	.849	.116	.069	25.222	25.222	.840
	Performance progress was interesting and exciting.	.833	.243	.102			
	Artistic value and creativity were good.	.681	-.145	.469			
	A genre called ballet was attractive.	.667	-.160	.381			
Satisfaction for accessibility	Lighting, audio system and stage setting were good.	.581	.338	.321			
	Easy access to performance information was good.	.074	.862	.019			
	Transport to concert hall was convenient.	.002	.777	.235			
	Obtaining admission ticket was convenient.	.299	.763	.095			
Satisfaction for economic efficiency	Parking and convenience facility of concert hall were good.	-.045	.751	.312	3.000	24.997	.841
	Discount benefit was attractive.	.198	.201	.857			
	Admission fee was reasonable.	.262	.295	.778			
	Performance music was impressive.	.402	.382	.561			
KMO=0.843, =1696.003(.000)							

* After varimax rotation, 3 factors over eigenvalue 1.0 were deduced and cumulative variance ratio of deduced factors was 69.4%.

and overall variance ratio has an explanatory power of 19.160%. Therefore, this factor was defined as “Economic efficiency was satisfactory”.

3. Survey Method

Survey method for achieving the objective of this study is as follows.

Survey of this study was performed by targeting the audiences of creative ballet performance being staged in Seoul and Gyeonggi area. Before starting the survey, purpose and method of survey were explained to all the selected targets sufficiently. Survey schedule was promised by clarifying necessity and purpose of this study together with self introduction through interview with and telephone call to 1 week planner and leader and on the very day of survey, the researcher of this study and assistant surveying personnel who received education for questionnaire had explained the targets about necessity of this study and questionnaire filling out method for their easy understanding at the site and then questionnaire was circulated to them under the cooperation of the leader so that they may fill out such questionnaire by self-administration method. Completed questionnaire was immediately recovered.

4. Data Processing

Total 285 copies of data in which result of response for questionnaire was written was recovered by this researcher and assistant surveying personnel and among these, 273 copies of data excluding 12 copies of which response contents was considered to be insincere or unreliable was processed by computer according to the purpose of data analysis by utilizing SPSS/WIN 17.0.

Statistical techniques used for data analysis of this study included reliability analysis, factor analysis, frequency analysis, cluster analysis, cross tabulation, t-test and F-test and multiple regression analysis. Significance level of each hypothesis was set at $\alpha < .05$.

III. Result of Study

In order to classify similar characteristics into a few homogenous groups based

on features of consumption value of consumers, cluster analysis was performed by using score of consumption value factor. In a process of analysis, cluster pattern that is considered to be most appropriate was defined by evaluating number of cluster and component frequency. Consequently, 3 clusters were deduced by performing k-mean cluster analysis and its characteristic was defined by defining these into segmented market. Therefore, segmented market 1 was named a group pursuing social value. Segmented market 2 showed the highest score for functional value among the types of consumer value and therefore, segmented market 2 was named a group pursuing functional value. In addition, as segmented market 3 showed the highest score for emotional value among the types of consumption value, it was named a group pursuing emotional value.

1. Perception of Features depending on Segmented Market

1) Verification of difference for satisfaction depending on each segmented market

The result of one-way ANOVA performed for exploring difference of perception for satisfaction of creative ballet performance depending on each segmented market of consumption value is as shown on <Table 4>.

As shown on <Table 4>, as a result of analyzing difference of perception depending on each segmented market in satisfaction for artistic value, satisfaction for accessibility and satisfaction for economic efficiency of performance satisfaction factor, it was revealed that difference of perception depending on

<Table 4> Verification of Difference for Satisfaction depending on each Segmented Market

Segmented market Factor	Group pursuing social value (n=139)	Group pursuing functional value (n=63)	Group pursuing emotional value (n=71)	F-ratio
Satisfaction for artistic value	3.68(.72)a	3.52(.53)	3.39(.57)	4.95***
Satisfaction for accessibility	3.26(.62)	3.35(.79)	3.19(.71)	.90
Satisfaction for economic efficiency	3.56(.76)	3.36(.66)	3.31(.61)	3.86**

* p<.10, **p<.05, ***p<.01, a: average (standard deviation)

segmented market was represented in satisfaction for artistic value ($p < .01$) and satisfaction for economic efficiency ($p < .05$). As a result of analysis, while a group pursuing social value showed relatively high satisfaction for artistic value and economic efficiency, a group pursuing emotional value was represented to show relatively low satisfaction.

2. An effect of consumption value on satisfaction

The result of multiple regression analysis performed for exploring an effect of consumption value of creative ballet performance on consumer satisfaction is as shown on below <Table 5>.

According to above <Table 5>, factor of consumption value shows a high explanatory power ($R^2 = .328$) for satisfaction for artistic value. Function value and social value among those consumption values were represented to have very high significant positive(+) influential relationship on the significant level of 1% and emotional value was represented to show a positive(+) influential relationship on the significant level of 5%. In other words, the more functional value was represented highly, an effect on satisfaction for artistic value was represented most

<Table 5> Regression analysis for satisfaction depending on consumption value of creative ballet performance watching

Dependent variable	Independent variable	Regression coefficient	beta	t-값	R ²	F	Prob>F
Satisfaction for artistic value	Functional value	.381	.420	7.438***	.328	43.738	.000***
	Emotional value	.097	.106	2.025**			
	Social value	.155	.231	4.151***			
	(constant)	1.446		6.585			
Satisfaction for accessibility	Functional value	.159	.166	2.585***	.134	13.811	.000***
	Emotional value	.276	.288	4.834***			
	Social value	.026	.036	.575			
	(constant)	1.666	6.335				
Satisfaction for economic efficiency	functional value	.345	.348	6.044***	.298	38.123	.000***
	Emotional value	.197	.199	3.715***			
	Social value	.174	.237	4.174***			
	(constant)	1.044		4.270			

*** $p < .01$

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highly ($r=381$) and followed by this factor, social value ($r=.155$) and emotional value($r=.097$) were represented to exert an effect on satisfaction for artistic value.

As a result of analysis in order to explore what kind of influential relationship consumption value has with satisfaction for accessibility, factor of consumption value shows a high explanatory power ($R^2=.134$) against satisfaction for accessibility. Functional value and emotional value among those factors of consumption value were represented to have a very high significant positive(+) influential relationship with satisfaction for accessibility on the significant level of 1%. In other words, the more emotional value was represented highly, an effect on satisfaction for accessibility was represented most highly ($r=276$) and next to this factor, functional value ($r=.159$) was represented to exert an influence on satisfaction for accessibility.

In addition, as a result of analysis in order to explore what kind of influential relationship consumption value has with satisfaction for economic efficiency, factor of consumption value shows high explanatory power ($R^2=.298$) against satisfaction for economic efficiency. All the factors of this consumption value were represented to have a very high significant positive (+) influential relationship on the significant level of 1%. A factor that exerts the highest influence on satisfaction for economic efficiency was represented to be in the order of functional value ($r=.345$), emotional value ($r=.197$) and social value ($r=.174$).

1) Difference of Perception for Satisfaction of Creative Ballet Performance depending on Demographic Features

The result of difference of perception for satisfaction of creative ballet performance depending on demographic features is as shown on below <Table 6>.

According to <Table 6>, significant difference was represented among groups in items of gender, marital status and occupation.

First, as result of analyzing difference of perception of consumer satisfaction depending on gender, it was revealed that satisfaction for artistic value showed a difference among significant groups on the significant level of 5% and satisfaction for economic efficiency on the significant level of 10%, respectively. In other words, this implies that regarding artistic value and economic efficiency, female was represented to show relatively higher satisfaction than that of male.

Second, as a result of analyzing difference of perception for consumer satisfaction depending on marital status, satisfaction for artistic value and

<Table 6> Difference of Perception for Satisfaction of Creative Ballet Performance depending on Demographic Features

Division(person)		Satisfaction for artistic value	Satisfaction for accessibility	Satisfaction for economic efficiency
Gender	Male(56)	3.40(.50)	3.16(.53)	3.31(.50)
	Female(217)	3.61(.68)	3.29(.72)	3.49(.75)
	t-Value	-2.18**	-1.22	-1.66*
Marital Status	Unmarried(149)	3.46(.56)	3.18(.62)	3.30(.58)
	Married(112)	3.72(.74)	3.34(.76)	3.64(.81)
	t-Value	-3.19***	-1.85*	-3.99***
Occupation	Students(87)	3.45(.58)	3.22(.59)	3.32(.59)
	Office work/Skilled labor/ Service job(47)	3.74(.62)	3.28(.65)	3.55(.74)
	Specialized job/private business(36)	3.74(.70)	3.47(.72)	3.68(.79)
	Artist(34)	3.56(.52)	2.95(.51)	3.22(.51)
	Housewife(50)	3.56(.78)	3.39(.88)	3.59(.87)
	Others(18)	3.29(.57)	3.11(.54)	3.33(.49)
	F-Value	2.49**	2.77**	2.88**
	M.R.T.	-	-	-

* p<.10, ** p<.05, *** p<.01, a: average (standard deviation)

M.R.T.: multi range test (follow-up verification), In this study, Scheffe test was applied.

satisfaction for economic efficiency were represented to show significant inter-group difference on the significant level of 1% and satisfaction for accessibility on the significant level of 10%, respectively. In other words, married group was represented to show relatively higher satisfaction for all the satisfaction factors than that of unmarried group.

In addition, as a result of analyzing difference of satisfaction of consumer satisfaction depending on occupation, all the satisfaction factors were represented to show significant inter-group difference on the significant level of 5%. In other words, while office work/skilled labor/service job and specialized job/private business showed highest satisfaction for artistic value, students were represented show the lowest satisfaction. In addition, regarding accessibility and economic

efficiency, while specialized job/private business/housewife group showed the highest satisfaction, artist job was represented to show the lowest satisfaction.

IV. Discussion

In order to clarify the result of consumer satisfaction by obtaining the eventual consumer satisfaction, it is required to know which feature exerts a significant influence on consumer satisfaction. As a result of research on consumer satisfaction in terms of price in a study of Alba et al.(1997), its main factor was proved. Kim, Cheol-Min and Cho, Gwang-Haeng(2004) suggested quality of service, product value and interactivity as determinants of consumer satisfaction. In addition, in a study relevant to service quality of department store, Jeon, Tae-Yu, Park, No-Hyeon(2007) proved that service quality of store exerts an direct influence on consumer satisfaction and Lee, Eun-Jin, Hong, Byeong-Suk(2006) asserted that service quality is a factor that exerts a significant influence on customer satisfaction through a study on service quality of internet shopping mall. Hwang, Gyeong-Sun, Hwang, Seon-Jin(2007) also asserted through their study that consumer satisfaction is influenced by service quality directly and indirectly. As such, re-watching intention was influenced by satisfaction of ballet consumers after creative ballet performance and resultant behavior of recommending to others was also represented.

When classifying a concept of this study into customer delivered value and consumer shopping value, these two values were represented to eventually exert an influence on purchasing result. In other words, customer delivered value was represented to exert an influence on consumer satisfaction (Kotler, 2000; Park, Myeong-Ho et al, 1996) and consumer shopping value was proved to be a factor of exerting an influence on purchasing result including purchasing amount, impulse buying, consumer impulse, consumer satisfaction and relationship (Kim, Yong-Man, Kim, Dong-Hyeon, 2001; Lim, Chae-Wun, Pyeon, Hae-Su, 2000; Babin et al., 1994; Beatty & Ferrell, 1998). It is considered that through clarification of consumption value that raises specific purchasing result by analyzing a relation between consumption value and purchasing result of consumers based on the result of this study, effectiveness of Korean creative ballet

performance could be enhanced.

Eventually, consumption value will form a positive influential relation with purchasing result and a concept of satisfaction relevant to performance watching was defined by classifying it into satisfaction for artistic value, satisfaction for accessibility and satisfaction for economic efficiency.

This analysis was performed on the premise that a significant influential relationship would exist between satisfaction of creative ballet performance watching and resultant behavior depending on consumption value of consumers. As was the result of factor analysis of the previous chapter, satisfaction factor was classified into artistic value, accessibility and economic efficiency.

As a result of analyzing an effect of consumption value on watching satisfaction, all the types of consumption value was represented to show a significant influential relationship with satisfaction for artistic value and satisfaction for economic efficiency and satisfaction for accessibility was represented to show a significant influential relationship with function value and emotional value.

V. Conclusion

The objective of this study is to identify consumption value of consumers watching Korean creative ballet performance and to survey, analyze watching features and consumption behavioral features of Korean creative ballet performance through market segmentation and to identify and clarify its relationship. In more concrete terms, this study was performed in order to verify an effect of features depending segmented market, consumption behavior and consumption value of audiences on watching satisfaction after segmenting market depending on the type of consumption value by surveying, classifying the type of watching consumption value of Korean creative ballet audiences by targeting 273 audiences of creative ballet performance and following conclusion was obtained through such study procedure and data analysis.

First, consumption value of creative ballet performance audiences exerts an influence on satisfaction for artistic value.

Second, consumption value of creative ballet performance audiences exerts an

influence on satisfaction for accessibility.

Third, consumption value of creative ballet performance audiences exerts an influence on satisfaction for economic efficiency.

When summarizing above results, a significant difference depending on age, occupation and income level was represented and difference of satisfaction was represented by various factors. Considering this result, diversified effort of dancers, organizations and choreographers is required to be extended so that concern over performance would be enhanced and other service facilities of concert hall would be provided conveniently by creating performance of highly artistic value and providing reasonably discounted tickets.

As a way of utilizing such efforts, dancers (relevant performance planners) are required to devote themselves to develop new works in order to identify what kind of value performance audiences desire in a position of consumers, invigorate creative ballet and expand its population and they are also required to do their best in securing and maintaining audiences as a marketing strategy definitely required in a capitalist nation.

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창작발레관람의 소비가치에 따른 만족도에 관한 연구

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본 연구에서는 한국의 창작발레의 활성화와 저변확대를 위해 관람자들의 소비가치를 중심으로 세분시장의 한국 창작발레 관람특성과 소비행동특성을 파악하였다. 이에 이론적 개념들 간의 관계를 측정하여 소비가치가 만족도에 미치는 관계를 분석하였다.

한국 창작발레 활성화를 위한 목적은 첫째, 다양하게, 확고한 신념의 도전을 통해, 즉 대중적인 주제와 소재를 가지고 관객에게 작품을 선택할 수 있는 범위를 확대시켜 대중이 쉽게 발레 창작 공연을 보고 즐길 수 있는 기회를 마련하고, 발레가 재밌는 예술이라는 것을 대중에게 인지시키면서 창작발레가 성장함과 동시에 아직 대중화에 부족한 무용계에 원동력이 되도록 한다.

첫째, 한국 창작 발레의 소비가치는 문화가치의 영향을 미친다.

둘째, 한국 창작 발레 공연과 관련하여 소비자들의 소비가치를 통한 세분시장의 특성 및 소비행동을 알아보고 만족도에 영향을 미친다.

셋째, 한국 창작 발레 공연과 관련하여 이론적 개념들 간의 관계를 파악한다. 즉, 관람객의 소비가치가 만족도에 미치는 영향을 파악하고 접근성의 영향을 미치는지 알아보하고자 한다.

넷째, 한국창작발레 관람객의 인구통계적 특성에 따라 소비자 만족도를 파악하고자 한다.

다섯째, 이러한 연구 결과를 토대로 국내 창작발레의 소비가치를 통한 공연상품으로의 개발가능성을 확인하고 한국창작발레의 활성화와 저변확대를 위한 전략적 방안을 마련하는데 그 목적이 있다.

창작발레는 다양한 형태의 공연을 통해 빠르게 변화하고 있는 대중들의 욕구를 채워주며, 공연 수입증대를 통해 단체재정과 안정성, 작품의 완성도를 높여주는 중요한 역할을 한다. 이제는 전공인들 만이 관람하는 공연이 아닌 관객층 확보와 확대의 방법으로 작품의 질적 향상과 대중적인 소재개발에 힘써야한다.

주제어: Creative Ballet(창작 발레), Consumption Value(소비가치), Consumption Behavior(소비행동), Creative Ballet viewing(창작 발레 관람), Satisfaction(만족도)