

ABSTRACT

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Money, Money, Money: An Exploration on the Impact of Rising Ticket Prices on Consumer Perceptions (Under the direction of Dr. Claudia Kubowicz Malhotra)

Concerts are a key focal point of the music industry. They connect artists and fans to create value for both. Ticket prices for concerts, however, have increased to a point that has caught the attention of mainstream media. To analyze the impact of ticket pricing trends on consumers' interest in concerts and sentiment towards the artists themselves, this study surveys 213 students to explore their interactions with ticket markets and their perceptions of their favorite musicians. Results from this study show that while consumers are often upset by prices that exceed their predetermined thresholds, their opinions of their favorite musicians do not negatively change as a result. Notably, respondents often considered themselves price sensitive, yet often purchased tickets above their self-imposed price threshold. The disconnect between consumers' price evaluations, sentiment towards artists, and actual purchasing behavior has significant implications for price setters in the music and concert industry.