



Social Media Impact on Motivation, Behavior, and Intention to Attend Music Event

Survey in form of Quantitative Questionnaire among French Generation Z

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Abstract

This research explored the influence of social media on the motivation, behavior, and intention of Generation Z in France to attend music events. Social networks play a key role in promoting these events and shaping consumer engagement.

A cross-sectional design was adopted, employing a mono-method quantitative survey grounded in deductive reasoning and realism. This approach ensured a systematic examination of the impact of social media on the motivations and behaviors of Generation Z regarding music event attendance.

The analysis indicated that Hedonic Motivation (coefficient = 0.328, significant value = 0.012) and Browsing Behavior (coefficient = 0.237, significant value = 0.028) were statistically significant predictors of the intention to attend music events, positively contributing to the model. In contrast, Utilitarian Motivation (significant value = 0.220) and Participation Behavior (significant value = 0.742) did not demonstrate statistical significance, suggesting a negligible impact on the intention to attend events in this context.

While important factors affecting Generation Z's intention to attend music events were identified, the use of a single method limited the depth of insights; thus, incorporating qualitative approaches could enhance understanding of their motivations and behaviors.

Keywords/tags (subjects):

Social media, Generation Z, music events, hedonic motivation, browsing behavior, quantitative research, SPSS analysis, French youth, event attendance, stakeholder recommendations.

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1 Introduction

1.1 Background, motivation, and purpose

In our studies, it is very important to understand the effect and the influence of social networks on users. Commerce is a vast and very important environment. It uses different tools to develop itself. Indeed, social networks are primordial for most of the population. Here, festivals are topical and timeless events. Thus, the business of music events is expanding greatly thanks to social networks. The business studies themselves study the behavior of consumers and users. In this way, social networks are necessary and will be a proof of the motivation of people. Musical events are known to everyone. Everyone can testify to a musical event they have done in their life. Whether it is a small concert on the corner or a big festival, everyone participates. The reasons are different for everyone, but the operation is the same. What motivates people to participate in this kind of event? Who has the most influence on the decision to participate, friends, family, or the network? As this type of event is very popular and topical, it is very interesting to analyze the route to attend the events. In recent years, social media has become an increasingly important aspect of modern life, particularly for younger generations.

According to a study by the Pew Research Center in the United States, 89% of adults aged 18 to 29 use social media. This includes the so-called "most popular" platforms, such as Facebook, Instagram, Twitter, Snapchat and Tiktok (Perrin, 2021). Social media is a centerpiece of Gen Z. This generation is defined by people born between the mid-1990s and the early 2010s. These platforms offer them music content directly, which can influence their motivation, behavior, and intention to attend music events.

The objective of this thesis is to study the impact of social media on the motivation, behavior and intention of Generation Z to attend music events in France. Thus, a survey approach using a quantitative questionnaire will be implemented. It will address different dimensions such as: social media use (frequency, type of platform), motivations generated, music content consumption habits, commitment to this content and intention to attend music events.

By examining the relationship between social media use and motivation, behavior, and intention to attend music events among Generation Z in France, this thesis will contribute to our understanding

of the impact of social media on young people's cultural consumption behaviors and social interactions. Previous research has shown that social media has a significant influence on youth engagement (Fauconnier & Rallet, 2020; Noy, 2019).

It is legitimate to adopt a quantitative questionnaire survey method, as it allows to systematically and empirically study the influence of social networks on motivation, behavior and intention to attend music events among Generation Z in France. In previous research, this approach has been used to investigate the influence of social networks on music consumption and behaviour among young people (Hennig-Thurau et al., 2015; e.g., Cho & Cheon, 2021).

In summary, this thesis will contribute to existing studies on social networks, music consumption and Generation Z, and will have concrete consequences for the music industry and managers. The results of this study will reveal the correlation between social media use and Gen Z's motivation, behavior, and intention to attend music events in France, which could inform strategies to engage with this population group and effectively promote music events.

1.2 Research objectives, questions and approach

Research Objectives:

1. To investigate the impact of motivation on intention to attend music events among French Generation Z.
2. To explore the role of behavior in social media of French Generation Z in their intention to attend music events, including ticket purchasing, event sharing, and attendance with friends.
3. To provide insights and recommendations for event organizers, marketers, and other stakeholders on leveraging social media for promoting music events among French Generation Z.

Research Questions:

1. What is the impact of hedonic motivation of members of Generation Z in France on their intention to attend music events promoted in social media?
2. What is the impact of utilitarian motivation of members of Generation Z in France on their intention to attend music events promoted in social media?
3. How does the browsing behavior in social media affect intention of members of Generation Z in France to attend music events?
4. How does the participation behavior in social media affect intention of members of Generation Z in France to attend music events?

Research Approach:

The research will adopt a quantitative approach using a structured questionnaire survey to collect data from a sample of French Generation Z individuals. The survey will be designed to measure social media usage, motivation, behavior, and intention to attend music events among the target population. The questionnaire will include both closed-ended and Likert-scale items to obtain quantitative data that can be analyzed using statistical techniques.

Data analysis will involve descriptive statistics, correlation analysis, regression analysis, and potentially mediation/moderation analysis to explore the relationships and effects of social media on motivation, behavior, and intention to attend music events.

The findings of the research will contribute to the existing literature on social media impact on music event attendance, particularly among French Generation Z. The results may have implications for event organizers, marketers, and other stakeholders in developing effective strategies for promoting music events among this target demographic. Limitations of the study, such as sample size, sampling technique, and potential biases, will be acknowledged, and recommendations for future research will be provided.

Keywords:

Social media, Generation Z, music events, hedonic motivation, browsing behavior, quantitative research, SPSS analysis, French youth, event attendance, stakeholder recommendations.

1.3 Thesis structure

This thesis consists of 6 chapters. First, it is important to highlight the importance of social media and their impact on motivations, behavior, and intention to attend a musical event. Thus, the introduction will be on background, characterization, approach, and structure. The second chapter defines the key concepts of the thesis. The literature review makes it possible to explain and talk about the different theories. To continue, the third chapter is a more precise vision of the subject with different approaches and methods. Thus, the fourth chapter will be the results of our research. Then it will be the discussion about the topic. To finish chapter 6 will conclude the thesis.

1.4 Hypothesis

Research Hypotheses:

Hypothesis 1: Hedonic Motivation

- Hedonic motivation has a positive impact on the intention to attend an event.

Social media users are more likely to be motivated by enjoyable and pleasurable experiences when considering attending a music event, thereby strengthening their intention to participate.

Hypothesis 2: Utilitarian Motivation

- Utilitarian motivation has a positive impact on the intention to attend an event.

Social media users are more inclined to be motivated by practical and utilitarian benefits associated with participating in a music event (such as event information, tickets, etc.), which enhances their intention to participate.

Hypothesis 3: Browsing Behavior

- Browsing behavior has a positive impact on the intention to attend an event.

Users' browsing behavior on social media, including time spent exploring content related to music events, is positively correlated with their intention to participate in these events.

Hypothesis 4: Participation Behavior

- Participation behavior has a positive impact on the intention to attend an event.

Active social media users, who actively contribute to discussions, share content related to music events, and engage in online communities, are more likely to develop a strong intention to participate in a music event.

2 Literature review

2.1 Social media

What is social networking? A secondary world, where people are connected to each other through their phones. Social networks are a direct access to society. They allow us to open up to the world. According to Thomas D. Mayfield (2008), social networks have changed the way information moves around the world.

The effects of social media on Generation Z's motivation, behavior, and intention to attend music events. It may include exploring.

The social media use involves understanding the frequency, duration, and purpose of Generation Z's social media usage, including their engagement with various social media platforms, such as Facebook, Instagram, Twitter, Snapchat, and TikTok.

2.2 Hedonic motivation

Motivation is a purely personal character. When we talk about hedonic motivation it consists of enthusiasm, feeling and spontaneous expression. Thus, hedonic people focus on their interest in doing things. They are up to date and informed about current and actual information. (Y Chen, W Si

(Clara) Lei, 2023, Behavioral study of social media followers of a music event: a case study of a Chinese music festival).

2.3 Utilitarian motivation

The feeling acquired when doing something out of motivation can be positive and/or negative. As Y Chen points out, utilitarian consumers are based on objective research with specific expectations. Before making a purchase decision they will research what they are buying. (W Si (Clara) Lei, 2023).

2.4 Browsing behavior

Browsing behavior is, as its name suggests, behavior that aims to push the user to "consume social media content" (Lei, 2023, p. 6). Thus, browsing behavior includes all the consumer's actions in the field of the Internet. Specifically, all interactions in the World Wide Web. (M.Khosrow-Pour, Ed).

2.5 Participation Behavior

The behavior concept involves the actual behaviors and actions of Generation Z related to attending music events, such as purchasing tickets, sharing event information on social media, attending events with friends, and posting about events on social media.

Participation Behavior, or more precisely, consumer involvement in the online community. In-deed, a consumer is said to be a participant when he or she takes part in an activity, a do-it yourself, or a community. Here, the consumer's participation is done by his presence in the online community. In simple terms, consumer participation is "the interaction of two or more systems that mutually influence each other. (American Psychological Association. (N.d.)).

2.6 Motivation

Motivation is the feeling that you want to do something. You are pushed by this feeling. Motivation is the ability to initiate, direct and maintain goal-directed behavior (Ryan & Deci, 2020). It is the driving force behind our actions and behavior, and it involves a complex inter-play of personal, social, and environmental factors (Gagné & Deci, 2005). Motivation can be internal, i.e. people are motivated

by their own desires and interests, or external, i.e. they are motivated by external rewards or demands. (Deci, Koestner and Ryan, 1999).

2.7 Intention to Attends Music Events

This concept pertains to Generation Z's cognitive and affective inclination or readiness to attend music events. It may involve measuring their intentions, plans, and expectations related to attending music events, including their likelihood to attend, preferences for event types, and factors that influence their decision-making. It is a key determinant of actual attendance behavior and is influenced by various factors such as social influence, personal taste, and previous attendance experiences (Kim & Park, 2019; Wang, Chen, & Chen, 2018).

2.8 Generation Z

This concept refers to the specific demographic group of individuals born between the mid-1990s and mid-2000s (Seemiller & Grace, 2016). Social media have been an integral part of their lives since childhood. Understanding the characteristics, preferences and behaviors of Generation Z is crucial to analyzing the influence of social networks on their motivation, behavior and desire to attend music events.

2.9 Quantitative Questionnaire Survey

Quantitative questionnaire survey involves the research method employed in the study, which utilizes a quantitative approach to collect data through a structured questionnaire. It may involve designing and administering a questionnaire to a sample of French Generation Z individuals to collect data on their social media use, motivation, behavior, and intention to attend music events, and analyzing the data using statistical techniques. Questions in a quantitative questionnaire survey are often closed-ended, i.e. participants select from pre-established response options, although some open-ended questions may also be included (Fowler Jr, 2014).

2.10 Identified Research Gap

Some authors allow exploring the research gap and the research.

- Schivinski et al. (2015). The influence of social media communication on consumer's attitudes and behavioral intentions concerning brand-sponsored events.

The article uses a survey-based research methodology. The authors collected information from 500 Polish consumers who had attended brand-sponsored events in the previous year. According to the study's findings, it seems that communication on social networks has a positive impact on consumers' attitudes towards brand-sponsored events, positively influencing their desire to attend future events.

- Vuillier and Boulay (2019). The role of social media in the music festival experience.

In this article, a qualitative research method is employed to analyze the role of social networks in the music festival experience. Data for the study were collected through semi-structured interviews with participants at three music festivals in France. The main concepts addressed in this study are social networks, the music festival experience, social interaction, festival discovery, participant satisfaction and engagement.

- Sun et al. (2021). How social media influencer's event endorsement changes attitudes of followers: The moderating effect of followers' gender.

This article examines how social network influencers influence event endorsement and how their followers engage with events. In this study, we can observe how social network influencers can implement supportive strategies to influence their followers' attitudes towards events. Various frameworks and a questionnaire are also used to obtain results. Regarding the framework, there are different models of SMI endorsement marketing, such as the Path of SMI endorsement marketing and the Path Multigroup of SMI endorsement marketing. This study used quantitative analysis with a questionnaire.

- Zhang and Benyoucef (2016). Consumer behavior in social commerce: A literature review.

The article examines the elements that impact consumer actions in the field of social commerce. They identify key concepts such as trust, perceived usefulness, social impact and purchase intention. According to the study, trust and perceived usefulness are key elements influencing purchase decisions in the field of social commerce. According to the authors, it would be preferable for online retailers to place great importance on establishing a bond of trust with their customers and designing platforms perceived as beneficial to increase sales and improve the consumer experience.

2.11 Theoretical Framework

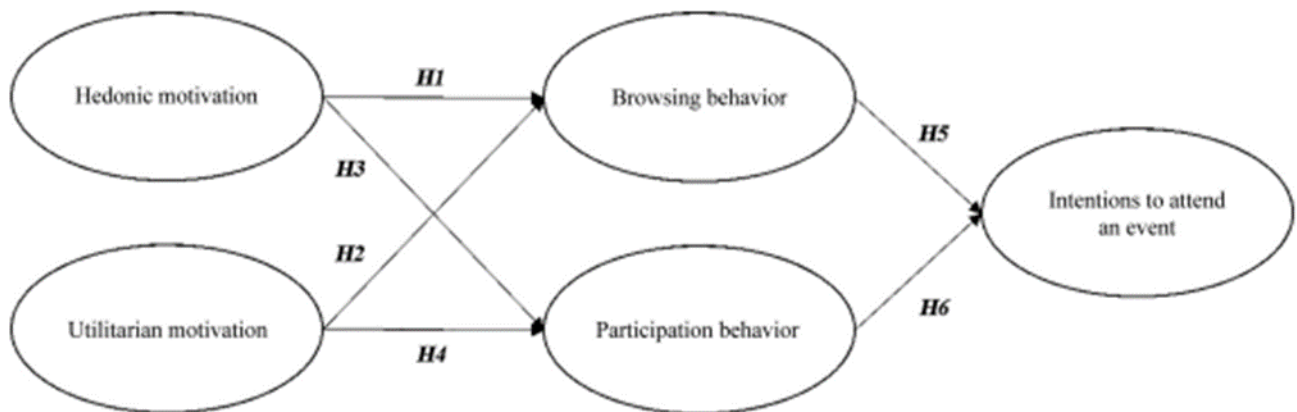


Figure 1: Browsing and participation behavior, Jiang et al., 2013.

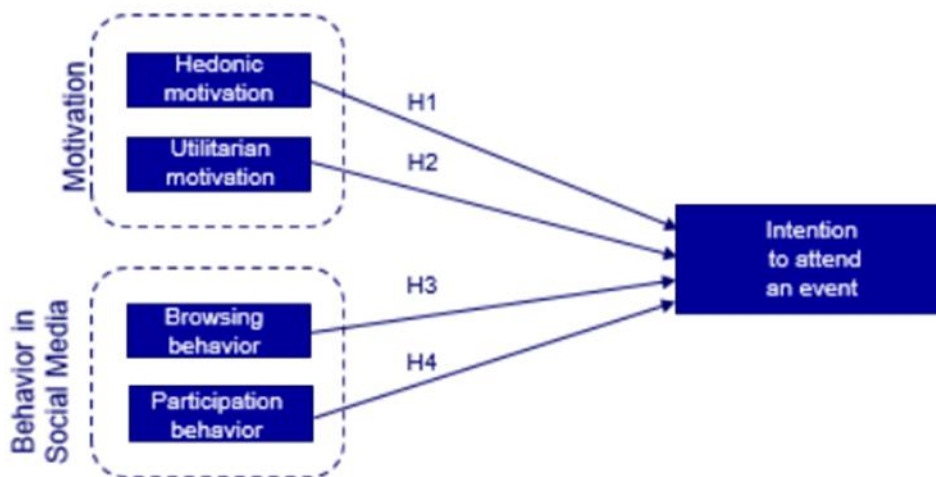
The theoretical framework of browsing and participation behavior, as proposed by Jiang et al. (2013), could be relevant about the social media impact on motivation, behavior, and intention to attend music events among French Generation Z. This framework focuses on two types of behavior: browsing behavior, which refers to passive engagement with social media content, and participation behavior, which involves active engagement with social media content, such as liking, commenting, and sharing.

This framework could be useful because it allows you to explore how different types of social media engagement impact attendance at music events. For example, by investigate whether passive browsing behavior on social media (e.g., scrolling through music event posts without actively engaging with them) is associated with lower attendance rates compared to active participation behavior (e.g., liking, sharing, and commenting on music event posts).

Furthermore, the study of browsing and participation behaviors can contribute to a better understanding of the reasons behind action on social networks towards music events. For example, individuals who engage in passive browsing behavior on social media may be motivated by the desire for entertainment or relaxation, while those who engage in active participation behavior may be motivated by the desire for social interaction or a sense of belonging.

Overall, the browsing and participation behavior framework could provide a useful lens through which to examine the social media impact on motivation, behavior, and intention to attend music events among French Generation Z.

The research framework was simplified to create linear regression model, which allows to answer research questions. In this model independent variable Hedonic motivation, and Utilitarian motivation create the group called Motivation and in the same manner independent variables, Browsing behavior and Participation behavior create the group called Behavior in Social Media. This for independent variables have direct effect Intention to attend an event which is the dependent variable in the model.



$$\text{Attend}_i = \beta_0 + \beta_1 \text{Hedonic}_i + \beta_2 \text{Utilitarian}_i + \beta_3 \text{Browsing}_i + \beta_4 \text{Participation}_i + \epsilon_i$$

Figure 2: Motivation and behavior in social media to attend an event.

All variables that appear in the model are constructs formed by lower order variables measured as items in the questionnaire (see point 3.4.2). Constructs were calculated as averages of the appropriate items.

This theoretical framework represents the influence of motivations and behaviors in social networks to participate in a musical event. It will be a great help in understanding how social networks work and the impact on the intention to participate in a festival.

3 Research methods and implementation

3.1 Research context

This thesis is part of our double diploma. Indeed, as we are exchange students at Jamk University, we must write a thesis. Thus, we have chosen to talk about this topical subject because it is directly aimed at us.

3.2 Research design

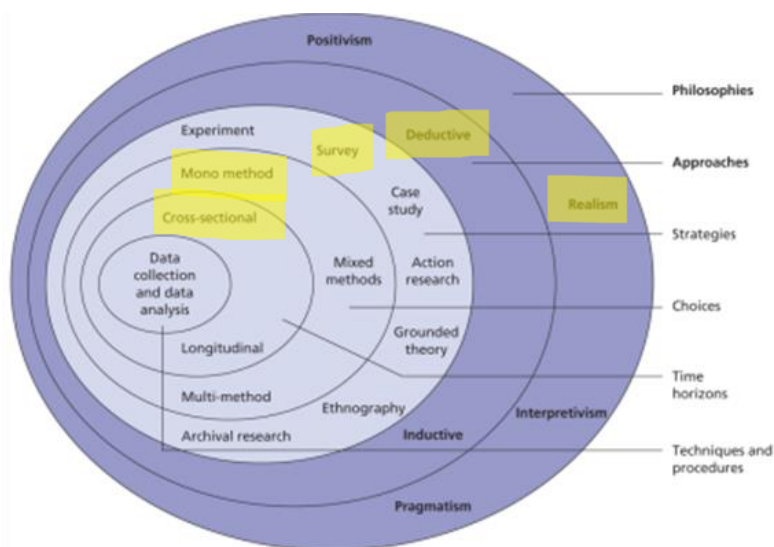


Figure 3. The Research Onion, Saunders, Lewis and Thornhill, 2009.

3.2.1 Research purpose

An explanatory research design is perfectly suited to studying the impact of social networks on Generation Z's involvement in music events. An explanatory design aims to better understand cause-

and-effect relationships, which helps explain the elements that influence the behavior and motivation of French Generation Z.

According to Creswell and Clark (2017), an explanatory design is recommended to identify causal relationships. The qualitative and quantitative approach directly enhances an explanatory design. According to Hair et al. (2019), explanatory designs are also valued in marketing research, as they help to understand and clarify the links between dependent and independent variables.

Many authors, such as Alan Bryman (2012) and Andrew Sayer (2000), address the crucial role of realism in research. According to Bryman, social research must be evidence-based, while Sayer argues that realism provides a solid foundation for the analysis of social behavior. Using the explanatory research method, this thesis will analyze and investigate how the use of social networks impacts the field under discussion.

Overall, the use of realism as a research philosophy and a quantitative questionnaire as a method of investigation can ensure data reliability and reflect the reality of the social world among French Generation Z. This can help to accurately represent the influence of social media on young people's behavior regarding music events.

3.2.2 Research approach

The deductive reasoning method is beneficial for this investigation. Rational deduction starts with established theories about social networks and their impact on behavior, then evaluates them using a data collection method. In this study, information will be gathered using a quantitative questionnaire of French Generation Z, which will enable the study to verify or refute the hypotheses put forward.

According to Creswell (2014), deductive reasoning evaluates general theories in particular situations. In addition, dedication ensures that the research process is systematic and based on existing literature. Thanks to this method, this thesis will highlight a certain degree of reliability and validity, playing a role in the ongoing discussion on the effect of social network-related event participation motivation.

Deductive reasoning can be used on the basis of established theories and concepts, such as the role of social networks in increasing motivation, behavior and intention to attend music events. We could then test these theories by carrying out a quantitative survey of French Generation Z. This would serve to validate or invalidate the findings. This will serve to validate or disprove the hypothesis and enrich the existing literature on the subject.

In addition, the use of deductive reasoning in research allows us to confirm and verify the results obtained. As for the application of this reasoning, it is highly likely that the use of established theories and concepts in qualitative research will ensure that the study is not conducted in a vacuum, and that the conclusions are in line with other findings in the field.

In conclusion, the use of deductive reasoning in the research method has advantages, as it facilitates the establishment of an adequate conceptual framework, the carrying out of tests and the maintenance of the validity and reliability of the research results.

3.2.3 Research strategy/method/s

A quantitative study, focusing on Generation Z in France, is a suitable approach for analyzing the influence of social networks on their motivation, behavior and participation in events. Through this survey, digital data will be collected from a representative sample, enabling statistical analysis of the links between social media use and the elements under study.

By focusing on the French Generation Z, we will be able to explore the singular points of view of this population group. Studying their reactions will highlight the impact of social networks on their engagement with music events.

In other words, a well-organized quantitative survey is a sound strategy for collecting data on the attitudes of this population, enabling us to draw conclusions about their social networking practices.

3.2.4 Methodological choice

Using a mono-method research design, which adopts a single data collection method, has many benefits, such as consistency and control of external variables. According to Babbie (2016), focusing on a single method reduces the risk of making mistakes that might result from using different approaches.

Using a single design method can also lead to more reliable results, as it reduces variations that could skew results. According to Gorard (2013), this approach ensures that differences in results are due to the variables studied, rather than the methodologies applied.

The use of a single research method avoids the errors and biases caused by the use of multiple research methods (Neuman, 2014). Thanks to this method, it is possible to maintain consistency and minimize the possible biases that can result from combining different methods. According to writers such as Babbie (2016) and Neuman (2014), the use of a single method can increase the reliability of results by simplifying data collection and analysis.

Overall, single-method research can offer a feasible, consistent and reliable approach to investigating the influence of social networks on motivation, behavior and intention to attend music events among French Generation Z.

Overall, a mono-method research design can provide a feasible, consistent, and reliable approach to studying the social media impact on motivation, behavior, and intention to attend music events among French Generation Z.

3.2.5 Time horizon

Choosing a cross-sectional research design for this thesis is a wise choice, as it allows data to be collected at a given point in time, making it suitable for the project's time constraints. This method will enable us to understand the current attitudes and behaviors of French Generation Z related to social networks and event participation.

Bryman (2016), explains that cross-sectional designs offer ease when time is tight, and are beneficial for spotting patterns and links between variables. Also, this method can help formulate hypotheses for future studies (Creswell, 2014).

Finally, a cross-sectional design may offer greater practical and financial advantages than a longitudinal design, making it an appropriate option (Neuman, 2014).

3.3 Data collection

Our data will be collected via a questionnaire. It is true that we think this is more appropriate. Indeed, as our subject is based on social networks, it seems interesting to collect our information through them, via the questionnaire. The data will therefore be quantitative. Nevertheless, it is important to have information from other studies and therefore our data will also be qualitative. In addition, the content of the questionnaire can be found in the appendices.

3.4 Data analysis

3.4.1 Demographic and Profiling Questionnaire

Table 1. Demographic and Profiling questions.

<p>Quelle est votre tranche d'âge ?</p> <p>What is your age group?</p>	11-26 <u>ans /</u> years old (Gen Z)	27-42 <u>ans /</u> years old (Millennials)	43-58 <u>ans /</u> years old (Gen X)	59-68 <u>ans /</u> years old (Boomers II)	<u>Plus de</u> 68 <u>ans /</u> over 68 years old	-	-
<p>Quelle est votre nationalité ?</p> <p><u>What is your nationality?</u></p> <p>(We wrote the most chosen ones)</p>	France	United States	Trinidad and Tobago	French Southern and Antarctic Lands	Portugal	Switzerland	Singapore
<p>Quel est votre sexe ?</p> <p><u>What is your gender?</u></p>	Femme / Female	Homme / Male	<u>Non binaire</u> / <u>Non-Binary</u>	<u>Préfère ne pas divulger</u> / Prefer not to disclose	-	-	-
<p>Quel est votre statut ?</p> <p>What is your status?</p>	<u>Etudiant /</u> Student	<u>Salarié /</u> Employed	<u>Chômeurs /</u> Unemployed	Prendre soin de son foyer et de sa famille / <u>Taking care of home and family</u>	<u>Retraité /</u> <u>Retired</u>	<u>Autres /</u> <u>Others</u>	-

À quelle fréquence consultez-vous les réseaux sociaux ? How often do you visit social networks?	Jamais / Never	Une fois toutes les deux semaines / Once every few weeks	Plusieurs fois par mois / Several times a month	Plusieurs fois par semaine / Several times a week	Quotidien / Daily	Plusieurs fois par jour / Several times a day	-
Combien de temps passez-vous en moyenne chaque jour sur les médias sociaux ? How long do you spend on social media every day on average?	Jamais / Never	Moins d'une heure / Less than 1 hour	Entre 1 à 2 heures / 1 - 2 hours	Entre 2 à 3 heures / 2 - 3 hours	Plus de trois heures / More than 3 hours	-	-
Avez-vous déjà participé à un festival ? Have you ever visited a festival?	Oui / Yes	Non / No	-	-	-	-	-

Quelles plateformes de médias sociaux suivez-vous pour connaître les annonces de festivals ? Which social media platforms do you follow to know the announcements of festivals?	Instagram	Facebook	Snapchat	Twitter	Youtube	TikTok	Autres / Others
Depuis combien de temps suivez-vous des festivals sur les réseaux sociaux ?	Jamais / Never	Moins d'un mois / Less than one month	Entre 1 et 6 mois / 1 - 6 months	Entre 6 à 12 mois / 6 - 12 months	Plus d'un an / Over one year	-	-

3.4.2 Mixed methods bipolar survey questionnaire

Table 2. Mixed methods questions.

HEDONIC MOTIVATION QUESTIONS :					
<p>XQ1. L'utilisation des réseaux sociaux est un véritable plaisir</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>Using social <u>medias</u> is truly a joy.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complétem ent d'accord / <u>Completely</u> <u>agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complétem ent pas d'accord / <u>Completely</u> <u>disagree</u></p>
<p>XQ2. J'aime passer du temps sur les réseaux sociaux des festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>Paramètres</p> <p>I enjoy spending time on festivals' social networks accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complétem ent d'accord / <u>Completely</u> <u>agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complétem ent pas d'accord / <u>Completely</u> <u>disagree</u></p>
<p>XQ3. J'attends avec impatience les annonces de festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I am looking forward to <u>festivals announces</u>.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complétem ent d'accord / <u>Completely</u> <u>agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complétem ent pas d'accord / <u>Completely</u> <u>disagree</u></p>

<p>XQ4. Lorsque j'utilise les réseaux sociaux, je suis enthousiaste à l'idée de découvrir des contenus sur les festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>When using social media, I feel excited to explore content about festivals.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ5. J'aime utiliser les réseaux sociaux des festivals pour eux-mêmes, et pas seulement pour les informations que j'y trouve sur l'événement.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I enjoy using the official social media accounts of festivals for <u>its</u> own sake, not just for the event information I find.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>UTILITARIAN MOTIVATIONS <u>QUESTIONS:</u></p>					
<p>XQ6. Lorsque j'utilise le compte officiel des festivals sur les médias sociaux, je sais exactement ce que je cherche</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>When I use the official social media account of festivals, I know exactly what I am looking for.</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>

(Please indicate the degree to which you agree with the above statement)					
<p>XQ7. Les comptes officiels des festivals sur les réseaux sociaux fournissent des informations utiles sur l'achat de billets.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>The festivals' official social media accounts provide helpful information about ticket purchases.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ8. Les compte officiels des festivals sur les réseaux sociaux fournissent des informations utiles sur le festival (ex: le transport, l'entrée, les détails des spectacles, etc.)</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>The festivals' official social media accounts provide helpful information about festivals' details (e.g. transportation, entry, performance details, etc.).</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ9. L'utilisation des réseaux sociaux est le moyen le plus rapide d'obtenir des informations sur les festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>

<p>Using social media is the fastest way to get information about festivals.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>					
<p>XQ10. J'estime que l'utilisation des réseaux sociaux est utile parce que je peux y trouver ce que je cherche</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I feel using social networks is useful because I can find what I am looking for.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>PARTICIPATION BEHAVIORS QUESTIONS :</p>					
<p>XQ11. Je partage souvent un message "j'aime" sur les comptes officiels des festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I often share a "like" post on the festivals' official social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ12. Je partage souvent les publications des comptes officiels des festivals sur les réseaux sociaux.</p>	<p>Complètement d'accord /</p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord</p>	<p>Complètement pas d'accord /</p>

<p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I often share the post on the festivals' official social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p><u>Completely agree</u></p>			<p>/</p> <p><u>Disagree</u></p>	<p><u>Completely disagree</u></p>
<p>XQ13. J'écris activement des commentaires sous les publications des festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I actively write comments under the festivals' posts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ14. J'interagis généralement avec les autres sur les comptes officiels des festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I usually interact with others through the festivals' official social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>

<p>BROWSING BEHAVIORS QUESTIONS :</p> <p>XQ15. J'aime parcourir les comptes officiels des festivals sur les réseaux sociaux et m'informer des dernières nouvelles.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I like to browse the festivals' official social media accounts and find out about the latest news.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / <u>Neutral</u></p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ16. Je lis généralement les publications des festivals sur leur réseaux sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I usually read festivals' posts on their social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / <u>Neutral</u></p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ17. Je regarde généralement les vidéos des festivals sur leurs réseaux sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I usually watch <u>festivals'</u> videos on their social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / <u>Neutral</u></p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>

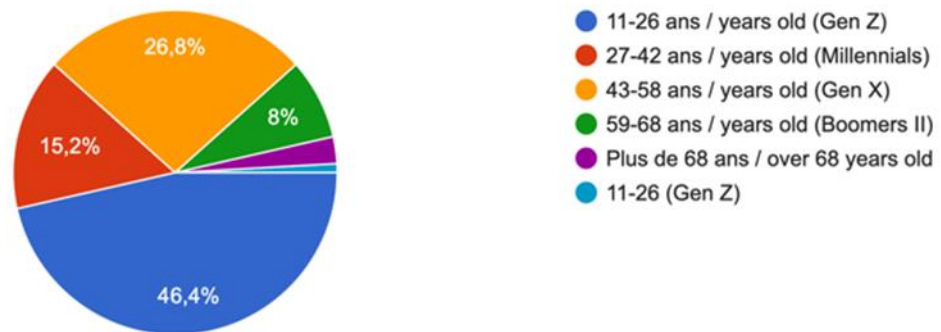
<p>XQ18. Je chercherais des informations spécifiques (<u>ex</u>: des réductions sur les billets, des informations sur les contacts, etc.)</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I would browse for specific information (e.g. ticket discounts, contact information, etc.)</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>XQ19. Outre les festivals, j'aime aussi parcourir différents contenus (par exemple, l'actualité des artistes, les nouveaux titres musicaux, etc.)</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>In addition to festivals, I also like browsing different content (e.g. artist's news, new music titles, etc.)</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>INTENTION TO GO TO THE EVENT/PURCHASE INTENTION QUESTIONS:</p> <p>AQ20. J'ai l'intention de participer à un événement dans un avenir proche</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>

<p>I intend to attend an event <u>in the near future</u>.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>					
<p>AQ21. J'ai l'intention de rechercher des méthodes d'achat de billets sur les médias sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I intend to search for ticket purchase methods on social media.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>AQ22. Il est probable que j'achète un billet par l'intermédiaire des médias sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>It is likely that I will buy a ticket through social media.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>AQ23. Je recommanderai les médias sociaux pour découvrir des festivals</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I will recommend social media to discover festivals.</p>	<p>Complètement d'accord / <u>Completely agree</u></p>	<p>D'accord / <u>Agree</u></p>	<p>Neutre / Neutral</p>	<p>Pas d'accord / <u>Disagree</u></p>	<p>Complètement pas d'accord / <u>Completely disagree</u></p>
<p>(Please indicate the degree to which you agree with the above statement)</p>					

3.4.3 Survey demographic collected data

1. Quelle est votre tranche d'âge ? What is your age group?

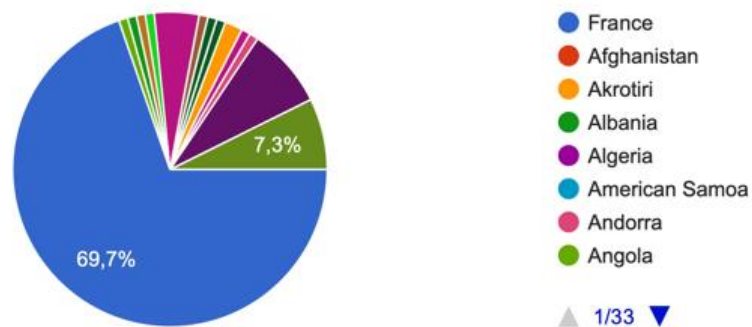
112 réponses



The majority is “Generation Z (11-26 years old)” with 46.4%. The other very high percentage is 26.8% and is “Generation X, i.e. 43–58-year-olds”. As far as the most minimal is concerned, it is the “over-68 generation”.

2. Quelle est votre nationalité ? What is your nationality?

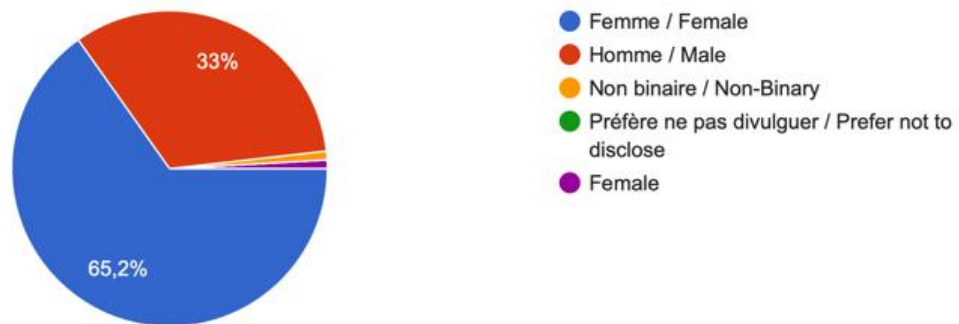
109 réponses



The majority nationality is “France”, with 69.7%, the second is “Trinidad and Tobago” with 8.3%, and the third is the “United States” with 7.3%.

3. Quel est votre sexe ? What is your gender?

112 réponses



Regarding gender, the majority are “women” at 65.2% and 33% are “men”. The minority are “non-binary” with 0.9%.

4. Quel est votre statut ? What is your status?

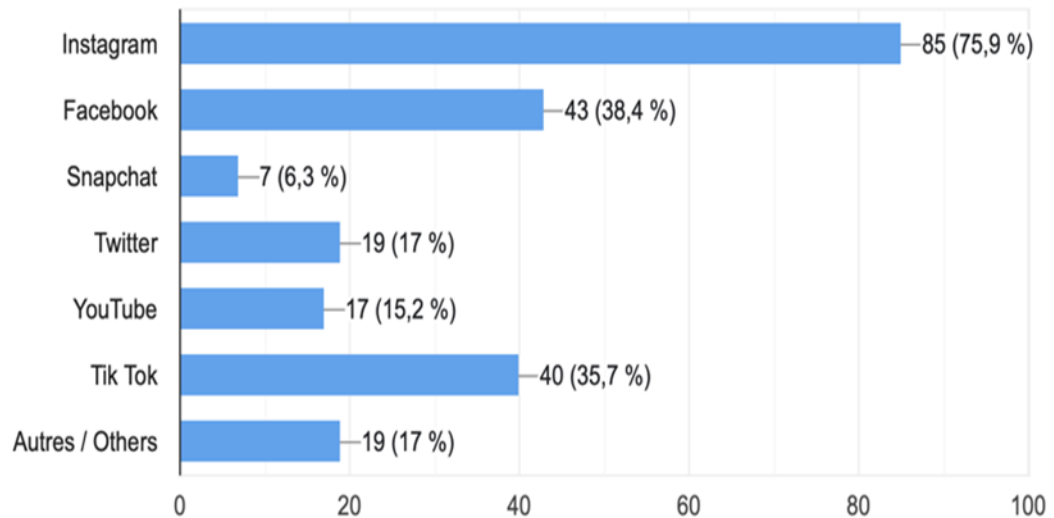
111 réponses



In terms of status, “students” predominate with 42.3%, as well as “employees” with 36.9%. Minority status is those “who take care of their homes and families” with 1.8%.

5. Quelles plateformes de médias sociaux suivez-vous pour connaître les annonces de festivals ? Which social media platforms do you follow to know the announcements of festivals?

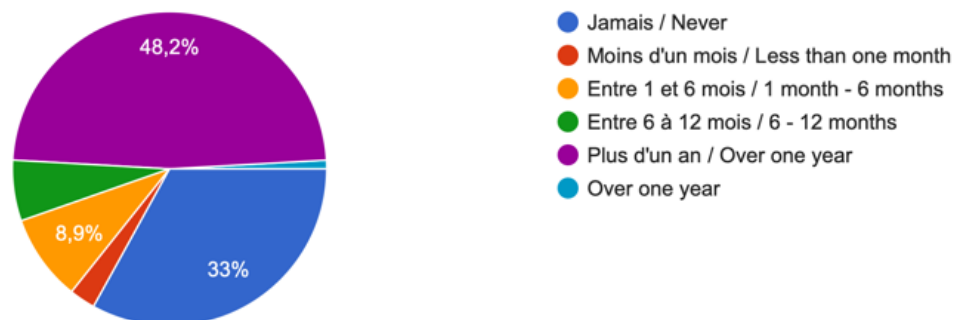
112 réponses



Regarding the platforms that the participants in our questionnaire follow to find out about festival announcements are mostly with “Instagram” with 75.9%, and “Facebook” with 38.4%. The least followed platform is “Snapchat” with 6.3%.

6. Depuis combien de temps suivez-vous des festivals sur les réseaux sociaux ? How long have you been following festivals on social networks?

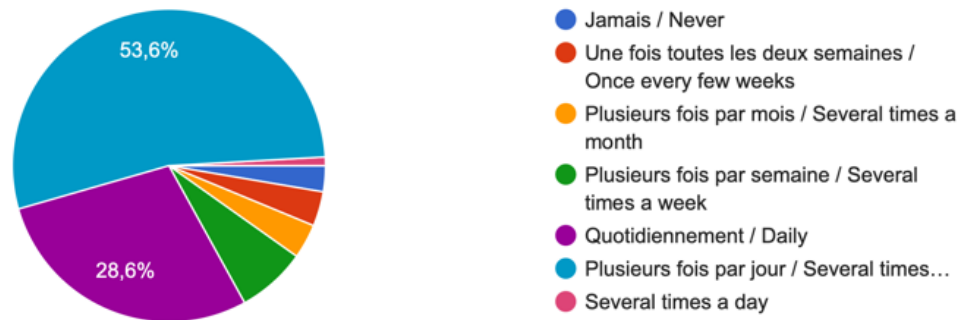
112 réponses



Regarding how long participants have been following festivals on social networks, the majority for “more than a year” (48.2%) and the minority for “less than a month” (2.7%).

7. À quelle fréquence consultez-vous les réseaux sociaux ? How often do you visit social networks?

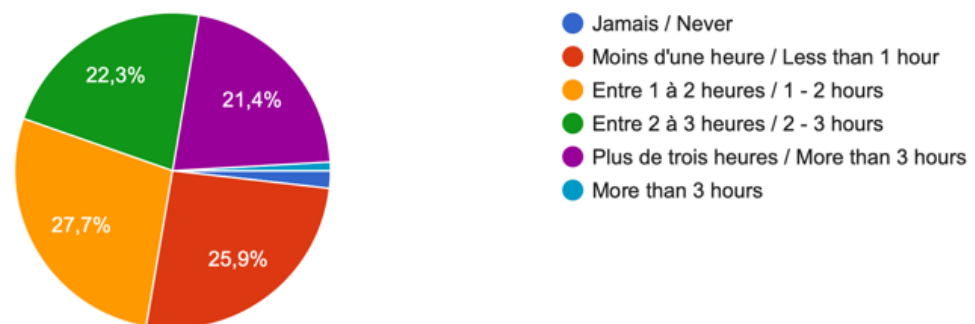
112 réponses



The majority frequency of consultation of participants on social networks is "several times a day" with 53.6% and the second is daily (28.6%). The minority frequency is « never » with 2.7%.

8. Combien de temps passez-vous en moyenne chaque jour sur les médias sociaux ? How long do you spend on social media every day on average?

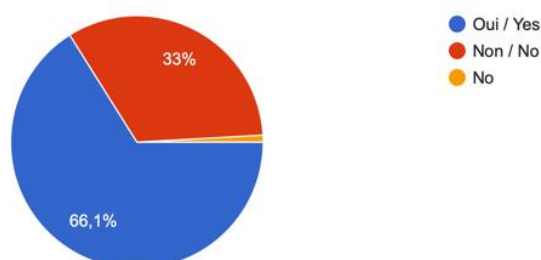
112 réponses



The majority time spent on social media on average is "between 1 to 2 hours each day" (27.7%) and the minority time on average is "never" at 1.8%.

9. Avez-vous déjà participé à un festival ? Have you ever visited a festival?

112 réponses



The majority is "yes" with 66.1% having already participated in a festival and 33% "no".

3.5 Ethical considerations

Due care has been taken to address privacy and confidentiality regarding the information provided by the respondent of this questionnaire. Only aggregated figures are published in this thesis with no individual records that could be attributed to this survey participants. Extra care has been taken to cross references all the original sources referred to in this publication.

4 Research Results

In this section, we delve into the analysis of the results and attempt to uncover the nuances of the influence of social media on motivations, behaviors, and intentions to attend musical events. The hypotheses put forth have been meticulously evaluated using SPSS software, and the results have been recorded in the following table.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.404	.381	.60918

a. Predictors: (Constant), Browsing Behavior, Participation Behavior, Utilitarian motivation, Hedonic motivation

The overall model significantly explains 40.4% of the variability of the intention to participate in a musical event. This ability to explain a substantial part of the variance indicates that our predictors are relevant for understanding the motivations and behaviors of individuals in this context.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.619	4	6.655	17.932	<.001 ^b
	Residual	39.337	106	.371		
	Total	65.956	110			

a. Dependent Variable: Intention to attend an event

b. Predictors: (Constant), Browsing Behavior, Participation Behavior, Utilitarian motivation, Hedonic motivation

The ANOVA table reveals crucial information about the overall performance of our model. The sum of regression squares, at 26.619, indicates the variance explained by our predictors, while the sum of residual squares (39.337) represents the unexplained variance. The high F-statistic (17.932) with a p-value lower than 0.001 confirms the statistical relevance of our model.

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.892	.337		2.644	.009
	Hedonic motivation	.328	.129	.314	2.550	.012
	Utilitarian motivation	.140	.113	.128	1.233	.220
	Participation Behavior	.029	.087	.033	.330	.742
	Browsing Behavior	.237	.106	.257	2.223	.028

a. Dependent Variable: Intention to attend an event

Regression coefficients provide a detailed overview of the contribution of each predictor to our model.

Constant: The intercept is significant at the 0.009 level, suggesting a value of 0.892 of dependent variable when all predictors are zero.

Hedonic Motivation: With a coefficient of 0.328 and a sig. value of 0.012, hedonic motivation emerges as a significant predictor, indicating that one unit increase in hedonic motivation is associated with a 0.328 increase in the intention to attend music event. Therefore, research hypothesis 1 is confirmed.

Utilitarian Motivation: This predictor is not significant (significance level 0.220). We cannot confirm the role of utilitarian motivation as a factor that determines intention to attend music event. Therefore research hypothesis 2 is not confirmed.

Participation Behavior: This predictor is not significant (significance level 0.742). We cannot confirm the role of participation behavior as a factor that determines intention to attend music event. Therefore, research hypothesis 3 is not confirmed.

Browsing Behavior: The coefficient is 0.237 with the significance level of 0.028, showing that browsing behavior is considered a significant predictor. One unit increase in browsing behavior is associated with a 0.237 unit increase in the intention to attend music event. Therefore, re-search hypothesis 4 is confirmed.

In conclusion, our analyses highlight two major variables: Hedonic Motivation and Browsing Behavior. These factors appear to play a significant role in increasing the intention to participate in musical events. On the other hand, variables Utilitarian Motivation and Participation Behavior do not show statistical significance in predicting the intention to attend music event.

5 Discussion

5.1 Limitations, reliability and validity

It is important to be aware of the limitations of this study. The results are based on self-reported information and may be affected by possible oversights. A mixed method, combining both quantitative and qualitative data, could offer a more comprehensive view. In addition, a more detailed study of participant subgroups could shed light on further subtleties.

5.2 Answering the research questions

This section provides a concise summary of the findings, highlighting the influence of social media on the motivations, behaviors, and intentions of Generation Z members in France to participate in musical events. Through meticulous analysis and the use of SPSS software, hypotheses related to hedonic motivation, utilitarian motivation, participation behavior, and browsing behavior were assessed.

Examining specific predictors, hedonic motivation stands out as a significant influence (coefficient: 0.328, sig. value: 0.012), confirming Research Hypothesis 1. Thus, hedonic motivation has an impact

on members of Generation Z in France on their intention to attend music events promoted in social media. In contrast, utilitarian motivation and participation behavior do not show statistical significance (sig. values: 0.220 and 0.742, respectively), rejecting Research Hypotheses 2 and 3. This means that the motivation to buy or find a utilitarian reason, as well as browsing through social networks, does not affect the intention of members of Generation Z in France to attend music events.

Browsing behavior, with a coefficient of 0.237 and a significance value of 0.028, emerges as a significant predictor, validating Research Hypothesis 4. This suggests that an increase in browsing behavior is associated with a corresponding rise in the intention to participate in musical events.

In conclusion, our analyses highlight two crucial variables – hedonic motivation and browsing behavior – as influential factors in shaping the intention to participate in musical events among members of Generation Z in France. However, utilitarian motivation and participation behavior do not demonstrate statistical significance in predicting this intention. These results contribute to a nuanced understanding of the interaction between social media, motivations, and behaviors in the context of musical event participation among Generation Z in France.

5.3 Dialogue between key results and knowledge base

The results of this study make an important contribution to understanding the influence of social media on motivation, behavior, and intention to attend music events. The in-depth analysis of the data highlights interesting trends and opens new avenues for researchers in this field.

Hedonic motivation has been shown to be a key factor in the intention to attend music events. The strong correlation between this motivation and intention to get involved suggests that people are primarily motivated by the quest for pleasurable experiences. That's why it's essential to create engaging and captivating musical experiences to attract and retain audiences.

It's also important to take into account browsing behavior on social networks. There is a growing willingness to participate in the exploration of content related to music events on these platforms. This observation underlines the importance of implementing specific marketing and promotional strategies on social networks to optimize audience engagement.

Nevertheless, our model did not reveal statistical significance for certain variables such as utilitarian motivation and participation behavior. These results call into question the relevance of these variables in the specific context of music events. These aspects could be further explored in future research to better understand their potential in other contexts or for specific audiences.

1. Research result: Hedonic motivation significantly predicts intention to participate among Generation Z individuals in France.
 - Agreement: We agree with the findings of Mason (2020), who also found that hedonic experiences play a key role in young people's behavior at cultural events, highlighting the importance of offering pleasurable experiences to stimulate participation.
 - Contradiction: According to Li and Leung (2021), utilitarian motivations are claimed to be more predominant than hedonic motivations in explaining young people's participation in music events, calling into question the emphasis placed on hedonic motivation in our study.
 - Novelty: Our research brings a new perspective by highlighting the crucial importance of hedonic motivation in the attendance intentions of Generation Z, an aspect that has yet to be fully explored in existing studies.
2. Research result: Utilitarian motivation and participation behavior do not have a significant impact on event intentions among French Generation Z.
 - Agreement: Donnelly and McCarthy (2018) also observed limited results on youth participation behavior. This agrees with our results and reinforces the idea that utilitarian motivations are not the main factors influencing this group.
 - Contradiction: On the other hand, Rogers and Ward (2021) found that utilitarian motivations, such as socialization and networking opportunities, played an important role in young people's participation in music events. This calls our results into question and highlights possible variations depending on context or sample.
 - Novelty: Our study challenges some common assumptions. It highlights the limited influence of utilitarian motivations on Generation Z's event intentions. It also provides a better understanding of their decision-making process in the context of music events.

3. Research finding: Tailored, immersive experiences linked to hedonic motivations are recommended for engaging Generation Z in music events.
 - Agreement: Kirk and Larsson (2019) also advocate immersive experiences to improve youth engagement at cultural events, aligning with our recommendations and supporting the notion of tailored experiences as effective strategies for attracting and retaining audiences.
 - Contradiction: However, Mason (2020) argue that personalized experiences don't always match young people's preferences, presenting a different perspective that questions the effectiveness of personalized approaches, suggesting potential disparities in audience preferences.
 - Novelty: Our study highlights the effectiveness of personalized experiences in addressing the hedonic motivations of Generation Z, offering practical insights for event organizers and marketers based on empirical evidence little explored in existing literature.

5.4 Compliance with research ethics guidelines

Due care has been taken to address privacy and confidentiality regarding the information provided by the respondent of this questionnaire. Only aggregated figures are published in this thesis with no individual records that could be attributed to this survey participants. Extra care has been taken to cross references all the original sources referred to in this publication.

6 Conclusions

6.1 Key Findings

This thesis constitutes an in-depth investigation into the dynamic interaction between social networks and the motivations, behaviors and intentions of French Generation Z regarding their participation in music events. The study examined how hedonic motivation, utilitarian motivation, browsing behavior and participation behavior influence their willingness to participate in music events broadcast on social networks.

- **Hedonic motivation:** The research revealed that hedonic mobility plays a crucial role in the impact of French Generation Z's willingness to participate in music events. The desire to live immersive experiences proved to be a strong point, especially when they are exhibited and promoted on social networks.

- **Utilitarian motivation:** Utilitarian motivation has a questioning impact. Contrary to popular belief, the practical information disseminated on social networks does not significantly influence young people's decisions. This observation raises doubts about the real value of useful elements in the decision-making process.
- **Participation behavior:** Similarly, engagement behavior in social network communities did not show any significant influence on the intention to take part in this type of event. This includes initiatives such as actively participating in virtual communities, disseminating content associated with music events or taking part in debates on these platforms. This finding rejects the hypothesis that active participation in digital social networks significantly influences the decision to take part in events.
- **Browsing Behavior:** In contrast, browsing behavior on social media platforms emerged as a noteworthy predictor. The study unveiled a strong correlation between active engagement with content associated with music events on social media and an increased intent among French Generation Z to participate. This illuminates the crucial role.

6.2 Managerial implications

This study aims to improve the performance of event organizers, marketers, and stakeholders in promoting music events while capturing the attention of Gen Z in France via social media.

Hedonic motivations play a crucial role in attracting this generation. It would therefore be preferable for event planners to focus on creating immersive and entertaining experiences that meet Gen Z's expectations for fun and memorable moments. The solution is to offer a complete and unforgettable experience.

Social media is a fundamental tool. Not only are organizers able to generate interest, they are also able to maintain lasting engagement by developing their content on social networks. Varied, interactive content is essential to generate enthusiasm and attention throughout the event.

Furthermore, the browsing behavior adopted by Generation Z highlights the need to develop and deliver content appropriate to the various social networking platforms. It is essential to offer formats that match their preferences, exploiting in particular the visual design of platforms such as Instagram and TikTok, while encouraging users to participate actively through collaborative content creation.

In conclusion, it would be pertinent for experts to favor tactics that incorporate the hedonic motivations and browsing behaviors of Generation Z. Not only will this help them optimize their promotional efforts, it will also help establish a lasting relationship with this audience. This will increase the likelihood of success and engagement in these events.

6.3 Recommendations for future research

This study highlights important factors in the relationship between social media, travel and the habits of French Generation Z when it comes to attending music events. It also opens up promising new avenues of study. A better understanding of the utilitarian factors that impact their decision-making, as well as their participation behaviors, could enhance our understanding of this young generation.

To further explore these aspects, future research would benefit from a combined method, combining quantitative surveys with more detailed qualitative research. This would provide a more subtle view, incorporating the nuances of young participants' movements and behaviors.

Studying particular sub-groups within this generation could also present interesting research approaches. As each group within Generation Z has different expectations and behaviours, an analysis of this kind would enable us to identify more precisely the internal diversities in terms of motivation and involvement. The study of this diversity could shed light on specific trends and consolidate our knowledge of the preferences and behaviors displayed by various sections of this audience.

In addition, the use of current analysis methods such as machine learning algorithms or time series research could offer new insights into how motivations and behaviors change over time. These advanced methods would enable a better understanding of the transformations taking place within Generation Z, particularly in its relationship with social networks and its participation in music events.

In conclusion, in order to respond to this complex generation and its expectations in terms of musical events, future research should combine classic techniques with innovative analysis tools. This will highlight the multiple characteristics of their desires and behavior, while providing a more precise view of how they interact with social networks.

6.4 Reflections on Thesis Contributions

This thesis describes an important advance in understanding the link between social networks and the decision-making process of French Generation Z. It offers essential insights that impact not only event management, but also marketing strategies and promotional campaigns on social networks through a detailed analysis of motivations and behavior.

Examining the relationship between the use of social networks and the choices made by France's Generation Z goes beyond determining what motivates this generation to take part in events. This link highlights the important role of hedonic motivations and browsing habits in this generation's desire to take part in musical events.

In conclusion, the results provide a solid basis for future studies. It's a tool that aims to transform event management and media engagement in a constantly evolving context.

6.5 Ethics and Limitations

In order to understand the development and scope of the results, it is essential to identify the constraints specific to this research. Despite the importance of the information provided by individual data, they may also contain drawbacks linked to subjective perceptions. The use of a mixed-method approach could be a promising way of increasing comprehensiveness. Incorporating qualitative techniques into quantitative studies could offer more comprehensive results by identifying the nuances of motivations and behaviors. Furthermore, a more in-depth study of participant groups within the French Generation Z could offer vital details on the different perspectives and factors influencing their attitudes towards music events.

Throughout this research, rigorous adherence to sound research ethics was essential. To preserve the confidentiality and privacy of participants, strict arrangements were put in place. In the context of this thesis, the use of aggregated data ensured that personal responses remained anonymous, while contributing to the overall information. This ethical approach implies a commitment to preserving the safety of the research process and ensuring respect for participants' personal information, thereby consolidating the credibility and trustworthiness of the study results.

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Appendices

Appendix 1. Introduction of the questionnaire



Social Media Impact on Motivation, Behavior, and Intention to Attend Music Event

Cher(e) répondant(e),

Nous sommes des étudiantes en double diplôme à l'Université des sciences appliquées, JAMK en Finlande et à Kedge Business School en France.

Ce questionnaire fait partie de notre processus de thèse et nous serions très reconnaissantes de nous aider en répondant aux questions ci-dessous.

Il est basé sur les réseaux sociaux et leur influence sur le désir d'assister à un événement musical. Vous trouverez ci-dessous plusieurs questions concernant votre motivation et votre comportement à l'égard d'un événement musical.

Nous voulons savoir si les réseaux sociaux ont un impact sur l'intention des gens à participer à des événements musicaux.

Toutes les informations collectées dans le cadre de cette enquête seront présentées et publiées uniquement sous forme de chiffres agrégés. Aucun enregistrement individuel ne sera inclus dans notre thèse. L'enquête est anonyme.

Il s'agit de garantir la vie privée et la confidentialité de tous les participants.

Cela ne vous prendra que quelques minutes et nous aidera à mettre en place notre étude.

Nous vous remercions d'avance pour votre aide et votre contribution.

Par Fontaneau Jenna et Drunat Adèle.

English below:

Dear Respondent,

We are double degree students at JAMK University of applied sciences in Finland and Kedge Business School in France.

This questionnaire is part of our thesis process and we would greatly appreciate if you could help us by answering the questions below.

It is based on social networks and their influence on the desire to attend a musical event. Below you will find several questions about your motivation and behavior towards attending a music event. We want to find out if social networks have an impact on people intention to participate in music events.

All the information collected in this survey will be presented and published only as aggregated figures. No individual record will be included in our thesis. The survey is anonymous.

This is to assure privacy and confidentiality of all the survey respondents.

It will only take you a few minutes and will help us to set up our study.

Thank you very much in advance for your help and your contribution.

By Fontaneau Jenna and Drunat Adèle.

Appendix 2. Data analysis

Demographic and Profiling Questionnaire

<p>Quelle est votre tranche d'âge ?</p> <p>What is your age group?</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>	<p>Depuis combien de temps suivez-vous des festivals sur les réseaux sociaux ?</p> <p>How long have you been following festivals on social networks?</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>Quelle est votre nationalité ?</p> <p><u>What is your nationality?</u></p> <p>(We wrote the most chosen ones)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>	<p>À quelle fréquence consultez-vous les réseaux sociaux ?</p> <p>How often do you visit social networks?</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>Quel est votre sexe ?</p> <p><u>What is your gender?</u></p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>	<p>Combien de temps passez-vous en moyenne chaque jour sur les médias sociaux ?</p> <p>How long do you spend on social media every day on average?</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>Quel est votre statut ?</p> <p>What is your status?</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>	<p>Avez-vous déjà participé à un festival ?</p> <p>Have you ever visited a festival?</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>Quelles plateformes de médias sociaux suivez-vous pour connaître les annonces de festivals ?</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>		

Mixed methods bipolar survey questionnaire

<p>HEDONIC MOTIVATION QUESTIONS :</p> <p>XQ1. L'utilisation des réseaux sociaux est un véritable plaisir</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>Using social <u>medias</u> is truly a joy.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ2. J'aime passer du temps sur les réseaux sociaux des festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I enjoy spending time on festivals' social networks accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ3. J'attends avec impatience les annonces de festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I am looking forward to <u>festivals</u> <u>announces</u>.</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>(Please indicate the degree to which you agree with the above statement)</p>	
<p>XQ4. Lorsque j'utilise les réseaux sociaux, je suis enthousiaste à l'idée de découvrir des contenus sur les festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>When using social media, I feel excited to explore content about festivals.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ5. J'aime utiliser les réseaux sociaux des festivals pour eux-mêmes, et pas seulement pour les informations que j'y trouve sur l'événement.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I enjoy using the official social media accounts of festivals for <u>its</u> own sake, not just for the event information I find.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>UTILITARIAN MOTIVATIONS QUESTIONS:</p> <p>XQ6. Lorsque j'utilise le compte officiel des festivals sur les médias sociaux, je sais exactement ce que je cherche</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>When I use the official social media account of festivals, I know exactly what I am looking for.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	
<p>XQ7. Les comptes officiels des festivals sur les réseaux sociaux fournissent des informations utiles sur l'achat de billets.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>The festivals' official social media accounts provide helpful information about ticket purchases.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ8. <u>Les compte officiels</u> des festivals sur les réseaux sociaux fournissent des informations utiles sur le festival (ex: le transport, l'entrée, les détails des spectacles, etc.)</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>The festivals' official social media accounts provide helpful information about festivals' details (e.g. transportation, entry, performance details, etc.).</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>(Please indicate the degree to which you agree with the above statement)</p>	
<p>XQ9. L'utilisation des réseaux sociaux est le moyen le plus rapide d'obtenir des informations sur les festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>Using social media is the fastest way to get information about festivals.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ10. J'estime que l'utilisation des réseaux sociaux est utile parce que je peux y trouver ce que je cherche</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I feel using social networks is useful because I can find what I am looking for.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>PARTICIPATION BEHAVIORS QUESTIONS :</p> <p>XQ11. Je partage souvent un message "j'aime" sur les comptes officiels des festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>I often share a "like" post on the festivals' official social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	
<p>XQ12. Je partage souvent les publications des comptes officiels des festivals sur les réseaux sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I often share the post on the festivals' official social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ13. J'écris activement des commentaires sous les publications des festivals.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I actively write comments under the festivals' posts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ14. J'interagis généralement avec les autres sur les comptes officiels des festivals.</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I usually interact with others through the festivals' official social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	
<p>BROWSING BEHAVIORS QUESTIONS :</p> <p>XQ15. J'aime parcourir les comptes officiels des festivals sur les réseaux sociaux et m'informer des dernières nouvelles.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I like to browse the festivals' official social media accounts and find out about the latest news.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ16. Je lis généralement les publications des festivals sur leur réseaux sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I usually read festivals' posts on their social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>XQ17. Je regarde généralement les vidéos des festivals sur leurs réseaux sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I usually watch <u>festivals'</u> videos on their social media accounts.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ18. Je chercherais des informations spécifiques (ex: des réductions sur les billets, des informations sur les contacts, etc.)</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I would browse for specific information (e.g. ticket discounts, contact information, etc.)</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>XQ19. Outre les festivals, j'aime aussi parcourir différents contenus (par exemple, l'actualité des artistes, les nouveaux titres musicaux, etc.)</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>In addition to festivals, I also like browsing different content (e.g. artist's news, new music titles, etc.)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>(Please indicate the degree to which you agree with the above statement)</p>	
<p>INTENTION TO GO TO THE EVENT/PURCHASE INTENTION QUESTIONS:</p> <p>AQ20. J'ai l'intention de participer à un événement dans un avenir proche</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I intend to attend an event <u>in the near future</u>.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>AQ21. J'ai l'intention de rechercher des méthodes d'achat de billets sur les médias sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I intend to search for ticket purchase methods on social media.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>
<p>AQ22. Il est probable que j'achète un billet par l'intermédiaire des médias sociaux.</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>

<p>It is likely that I will buy a ticket through social media.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	
<p>AQ23. Je recommanderai les médias sociaux pour découvrir des festivals</p> <p>(Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation ci-dessus)</p> <p>I will recommend social media to discover festivals.</p> <p>(Please indicate the degree to which you agree with the above statement)</p>	<p>Chen, Y., & Lei, W. S. (Clara) (2023). Behavioral study of social media followers of a music event: a case study of a Chinese music festival. <i>Journal of Consumer Behavior</i>, 15(2), 45-62.</p>