

Evaluating Audience Attitudes Towards Chinese National Orchestra Concerts

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Abstract: This study aims to assess audience attitudes towards Chinese National Orchestra concerts. Quantitative research methodology was adopted, and the sample was determined using convenience sampling, with 514 Chinese National Orchestra concert consumers in China selected as the study sample through an online questionnaire. The questionnaire consisted of five questions and was scored on a 5-point Likert scale with a reliability of 0.918. Descriptive analysis was used to analyse the data. The results confirmed that the overall attitude of the audience towards national orchestra concerts was moderate. A pleasant experience is the most prominent manifestation of positive audience attitudes. This therefore provides valuable input for managers to develop and implement strategies to encourage consumers to purchase tickets to go to National Orchestra concerts.

Keywords: Chinese National Orchestra Concerts; Audience; Attitudes.

1. Introduction

In recent years, the Chinese cultural scene has witnessed a renaissance in traditional arts, particularly in music. Chinese national orchestras, which combine traditional instruments with modern orchestral arrangements, have been an important part of this cultural renaissance (Li, 2024). These ensembles provide a unique listening experience that blends ancient traditions with modern elements, attracting beneficial growth both domestically and internationally. Chinese national orchestras still face challenges in attracting sustained and large audiences (Fang, 2023). Understanding the factors that influence consumers' willingness to purchase tickets is crucial to the sustainability and management of these orchestras.

Attitude refers to people's perception of something. In this study, it refers to the group of consumers who simply have a favourable attitude towards going to the theatre for a national orchestra concert. Previous research has shown a strong relationship between attitude and intention in the context of digital platforms and the purchase of organic, green and luxury products (Ramírez-Castillo et al., 2021). Similarly, in the context of artistic products, attitudes have been shown to play a key role in explaining the purchase of such products (Vergara, Acevedo & González, 2019). Regarding consumers' attitudes towards concerts, Hariramani et al. (2024) mention that this has a positive effect on consumers' intention to purchase tickets.

There are few current studies on cultural and artistic audiences (Zhao, 2022), and even fewer studies on audience attitudes towards Chinese National Orchestra concerts. Audience attitudes directly affect their viewing experience and intention to purchase tickets again (Cheng, 2024), but there is a lack of systematic research to assess audience-specific attitudes towards Chinese National Orchestra concerts. This deficiency not only limits the comprehensive understanding of this field by academics, but also makes orchestra managers lack a scientific basis when formulating strategies to attract audiences. Therefore, an in-depth

assessment of audience attitudes is necessary to fill this research gap.

The main objective of this study is to investigate audience attitudes towards concerts, with particular reference to Chinese National Orchestra concerts. This involves analyzing audience attitudes towards Chinese National Orchestra concerts as a whole, including their preferences and emotional responses. Through this objective, this study will provide a comprehensive understanding of audience attitudes towards Chinese National Orchestra concerts and provide data support for further research and practical applications.

This study is of great significance both academically and practically. From an academic point of view, this study will fill the gaps in the research on concert audience attitudes of Chinese national orchestras, expand the theoretical framework for the study of concert audience behaviour, and enrich the literature in the field of cultural music psychology. From a practical point of view, the results of this study will provide valuable references for orchestra managers, helping them to better understand audience needs and preferences and to develop more effective marketing and audience maintenance strategies. Understanding audience attitudes will not only help to improve concert audience satisfaction and loyalty, but also promote the dissemination and inheritance of folk music and the sustainable development of cultural endeavour.

To sum up, this study aims to provide valuable insights for the academic and practical circles by assessing the audience's attitude towards Chinese national Orchestra concerts, and contribute to the prosperity and development of Chinese national music.

2. Research Question

This following question was formulated for this study:

Q1: What is the attitude of Chinese national orchestras of audience?

2.1. Research Method

This study used quantitative research method to investigate the attitude of concertgoers of Chinese National Orchestra. The 5-point Likert scale used in this study was divided into two parts: demographic information and descriptive analysis including five observation items. The method of non-probability sampling is adopted to facilitate the study. Because convenient sampling method has the advantages of convenience and simplicity, saving time and money, convenient sampling is used in this study. A total of 514 survey data were collected from the audience of Chinese National Orchestra concerts. SPSS was used to analyze the data and the results were presented in the next section.

2.2. Results and Discussion

Demographic information

In terms of the gender composition of the respondents, male accounted for 47.9 per cent and female 52.1 per cent, a relatively balanced gender distribution. Among the valid questionnaires, about 41.2% of the audience members were aged 31-40, and 33.3% were aged 41-50, which indicates that the audience members between 31-50 years old are more concerned about the concerts of China National Orchestra.

Table 1. Respondents' Demographics

Variable	Type	Amount	Percentage
Gender	Male	246	47.9
	Female	268	52.1
Age	20 years old and below	14	2.7
	21-30	90	17.5
	31-40	212	41.2
	41-50	171	33.3
	51 years old and above	27	5.3

Table 2 shows the mean scores and standard deviation of the 5 question items of the audience attitude scale. From the 5 Likert scale, it can be known that the mean score between 1.00-2.59 is low, the mean score between 2.6-3.39 is medium, and the mean score between 3.40-5.0 is high. In these five questions about the audience's attitude towards the Chinese National Orchestra, the mean scores of all the questions are between 2.6-3.39, so it can be seen that the audience's attitude towards the Chinese National Orchestra in general is at a medium level. This suggests that although the audience holds some interest in and recognition of the Chinese National Orchestra, the overall attitude is not particularly positive or enthusiastic. This result suggests that orchestra managers need to further enhance audience interest and satisfaction with ethnic orchestras in order to improve their overall attitude level.

In terms of mean comparison, the highest scores appear in question 5, where the audience thought that going to the theatre to listen to a concert by the National Orchestra is an enjoyable experience. This indicates that the audience holds a high opinion of the live concert experience. This is in agreement with Yi's (2024) study. He argues that in popularizing and promoting national orchestra music, the audience's most direct and favourite form is the live experience, so it is important to make the audience have a more beautiful live experience by continuously improving the performance level. In addition, the standard deviation shows

that there is some variation in the audience's scores on each item, reflecting the diversity and consistency of audience attitudes towards Chinese national orchestra concerts.

Table 2. Descriptive analysis

Item code	Item	No.	Mean	Standard Deviation(s)
Q1	I think there are a lot of choices in the musical repertoire of the national orchestra.	514	3.330	0.923
Q2	I'll take it upon myself to find out in advance what the national orchestra is going to play.	514	3.320	0.924
Q3	I think that listening to a concert by national orchestra at the theater is a good idea.	514	3.340	0.946
Q4	I think that listening to a concert by national orchestra at the theater is funny.	514	2.830	1.159
Q5	Listening to a concert by national orchestra at the theater is a pleasant experience.	514	3.350	0.933

3. Implications and Conclusion

The results of the study revealed a moderate level of audience attitude towards the Chinese National Orchestra concerts. Therefore, the following suggestions are made in this study for improving audience attitudes towards ethnic orchestras.

First, although audience members have a more positive attitude towards repertoire selection, there is still room for improvement. Orchestra planners should continue to enrich the performance repertoire of the national orchestra, including classic works and newly composed pieces, in order to meet the needs of audiences at different levels. Secondly, in order to enhance the audience's interest in knowing the performance repertoire in advance, the marketing staff of ethnic orchestras can step up publicity by releasing detailed information about the performances in advance using various channels such as social media, official websites and emails.

In addition, organize some preview events or online seminars to introduce the upcoming repertoire and the stories behind it to increase audience participation and anticipation. Orchestra managers can then further reinforce this positive audience attitude by creating a favourable live atmosphere and providing a high-quality performance experience.

Providing quality services, such as convenient ticketing channels, comfortable seats and good audio-visual effects, as well as live interactive sessions, enhances the overall experience of the audience.

The results of the study show that Chinese National Orchestra audiences scored low on the item of "listening to a concert by national orchestra at the theater is funny", which suggests that orchestra planners need to innovate in the form and content of their performances. More interactive and multimedia elements can be added to make the performance more vivid and interesting. In addition, renowned artists or cross-border co-operation can be invited to bring new artistic experiences to attract more young audiences and diversified audience groups. Finally, the audience's enjoyable experience of listening to concerts in the theatre needs to be maintained and further enhanced. Ensure the high quality and consistency of each performance, pay attention to audience feedback, and continuously improve performance quality and services. By suggesting improvements to these specific issues, the national orchestra can better meet audience expectations and improve their overall attitude and intention to purchase tickets for Chinese nationalities orchestra concerts.

4. Research Limitations and Future Prospects

There are some limitations to this study that have implications for further research. The study focused only on consumers living in China and examined audience attitudes towards Chinese National Orchestra concerts. If the study is extended to other countries and explores the attitudes of foreign audiences towards Chinese national orchestras, different insights and findings may be derived. This would not only help enrich the existing theoretical foundation, but also provide important theoretical support for Chinese national music to go global.

In addition, other aspects of Chinese National Orchestra

concert audiences, such as subjective norms and perceived behavioral control of the audience, can be further investigated.

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