



11/12/2024

REPORT

Front Row Frenzy: The Chaos of Concert Tickets



AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

Qualified: I often buy live event tickets online and am familiar with the mainstream platforms

Unqualified: I occasionally buy live event tickets online but don't use a specific platform. , I've never purchased live event tickets online.



AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

OBJECTIVE

Examine the underlying factors influencing consumer decisions and behaviors in purchasing concert tickets, including attitudes towards ticketing platforms, price sensitivity, and perceived value. Investigate the effects of dynamic pricing, secondary market practices, and digital ticketing innovations on trust, loyalty, and the emotional significance of live event experiences, with a focus on high-demand and legacy act concerts.

BURNING QUESTION

What specific factors most strongly influence the decision-making process of consumers when faced with high-demand concert ticket pricing and availability?



AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

CHAT GUIDE

1. How often do you attend live music events?
2. What genres of music do you typically enjoy at live events?
3. Describe your last experience purchasing concert tickets online.?
4. What has been your most frustrating or challenging experience when purchasing tickets?
5. What factors are most important to you when choosing a ticketing platform?
6. Have you ever used a secondary market to buy or sell tickets?
Probe on why
7. What would make you choose an official ticketing platform over a reseller?
8. What's the most you've paid for a concert ticket?
Probe on why they felt it worth it
9. How does ticket price influence your decision to attend a concert?
10. How do you feel about dynamic pricing for high-demand concert tickets?
11. What feelings arise when you find hidden fees at checkout?
12. What is your understanding of the term 'Ticket Wars'
Probe on if they have participated in any, such as Oasis or Taylor Swift
13. How do you perceive the value of a live event compared to its ticket cost?
14. What's your opinion on the resale of tickets at higher prices than face value?
15. Would you still buy a ticket if prices increase due to high demand?
16. Have digital ticketing innovations made you more or less likely to buy tickets?
17. On a scale of 1-10, how does price affect your trust in a ticketing platform?
18. Do loyalty programs or benefits influence your choice of ticketing platform?
19. What would improve your ticket purchasing experience for live events?



AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

AI SUMMARY

The decision-making process of consumers when faced with high-demand concert ticket pricing and availability is influenced by several key factors. Trust in the ticketing platform is paramount, with many consumers expressing a preference for official platforms like Ticketmaster due to past experiences with scams and the guarantee of genuine tickets. The emotional significance of the event, particularly if it involves a favorite artist or is a special treat for a loved one, often outweighs price sensitivity, with some consumers willing to pay high prices for these experiences. However, there is a clear frustration with hidden fees at checkout, which can deter future purchases from certain companies. The convenience and security of digital ticketing are appreciated, but there is a mixed response to dynamic pricing, with some consumers accepting higher prices for high-demand events and others finding it exploitative. Loyalty programs are not a major influence for most, but some do see them as a potential incentive. Overall, while consumers are willing to pay more for high-demand events, especially for favorite artists or special occasions, they value transparency, fair pricing, and the assurance of a legitimate and hassle-free purchasing experience.





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

KEY INSIGHTS

Trust and Authenticity in Ticketing Platforms

- Consumers prioritize purchasing from official ticketing platforms like Ticketmaster due to concerns about being scammed on secondary markets.
- Trust is a significant factor, with users seeking assurance of authenticity and a smooth refund process.
- The emotional significance of attending live events, such as treating a loved one or fulfilling a personal desire, often outweighs the fear of overpaying, leading consumers to choose official platforms despite potentially higher costs.

Quotes:

"Trust plays a big factor.. 10 out of 10 if i have faith in the platform selling"

Age 53, Male

"Reviews and consistency. Something i can trust"

Age 53, Male

"It was a once in the lifetime opportunity. To make special memories with family abd friends. And its a special treat aswell."

Age 40, Female

"Because official ticketing websites are accredited by concert venues and are regulated by law "

Age 21, Male





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

KEY INSIGHTS

Price Sensitivity and Value Perception

- Price sensitivity varies among consumers, with some willing to pay high prices for favorite artists or special occasions, while others set strict limits based on personal budgets or perceived fairness.
- Hidden fees at checkout can significantly impact consumer trust and future purchasing decisions, with many expressing frustration and a preference for transparent pricing.

Quotes:

"The most I've paid for a ticket is £100 each just for the basic tickets but me and the boyfriend really wanted to see neyo "

Age 32, Female

"I would not be happy with any hidden fees/costs..i believe the venue should be upfront with all costs"

Age 53, Male

"It puts me off in a way because if the company is allowed hidden fees then what else are they hiding "

Age 32, Female

"Frustration, a lot of the time the fees are masked as processing fees, but they are definitely way more expensive than the price of the processing. I have on occasion decided against a gig when the hidden fees make the price up to 30% more"

Age 39, Male





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

KEY INSIGHTS

Impact of Dynamic Pricing and Secondary Markets

- Dynamic pricing for high-demand tickets is met with mixed reactions; some consumers accept it as a reflection of scarcity and value, while others view it as exploitative and a deterrent to purchase.
- Secondary market practices, such as reselling tickets at higher prices, are generally viewed negatively, with calls for regulation and a preference for platforms that restrict resale to face value or less.

Quotes:

"I feel like high demand tickets should be a higher price as they are scarce "

Age 28, Male

"I'm rather happy with my current purchases. But any extras would always be welcome"

Age 53, Male

"I think this is disgusting and that resale tickets should be resold at face value "

Age 27, Male

"I think out of principal no, however I understand why people do because it's a special experience for them. I just couldn't justify it, it seems morally wrong"

Age 39, Male





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

KEY INSIGHTS

Digital Innovations and Loyalty Programs

- Digital ticketing innovations are appreciated for convenience and security, making consumers more likely to purchase tickets online, although some nostalgia exists for traditional purchasing methods.
- Loyalty programs are not a primary factor for all consumers, but those who value them are influenced by benefits such as discounts or exclusive access, suggesting an opportunity for platforms to enhance loyalty incentives.

Quotes:

"Digital ticketing innovations have made it easier, your ticket is more secure than a physical one and the buying process is a lot easier"

Age 39, Male

"To be honest I just miss the good old days where you could physically stand in a queue for hours or just speak to someone on the telephone. Much simpler times. So to answer, probably less likely."

Age 41, Male

"Loyalty programs influence my choice to a point. I am much more likely to use a ticketing platform with regular and exclusive loyalty benefits than I am a basic benefits type platform"

Age 27, Male

"Yes. Loyalty points would influence me over those who don't provide them. But it would depend on what the points are for"

Age 53, Male



AUDIENCE

Demographics

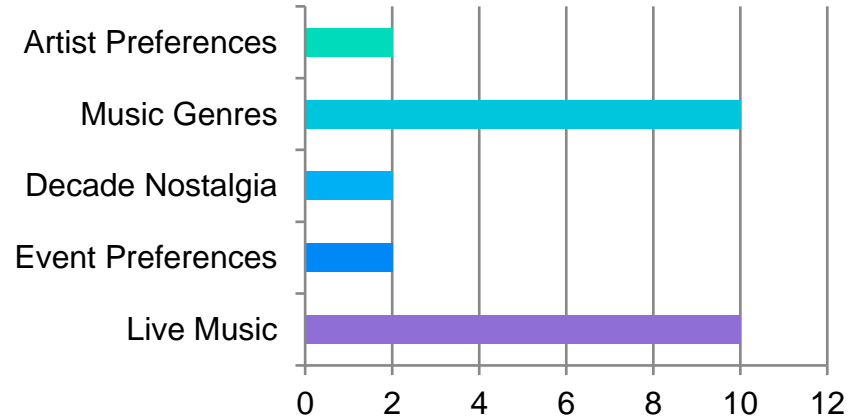
United Kingdom, Age 18 to 60

Custom Screening

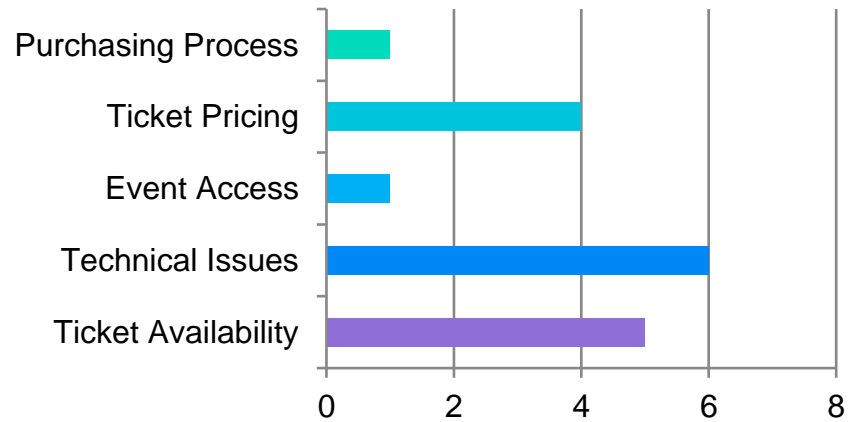
Which of the following best describes your experience with online ticket purchases?

TOPICS

What genres of music do you typically enjoy at live events?



What has been your most frustrating or challenging experience when purchasing tickets?



AUDIENCE

Demographics

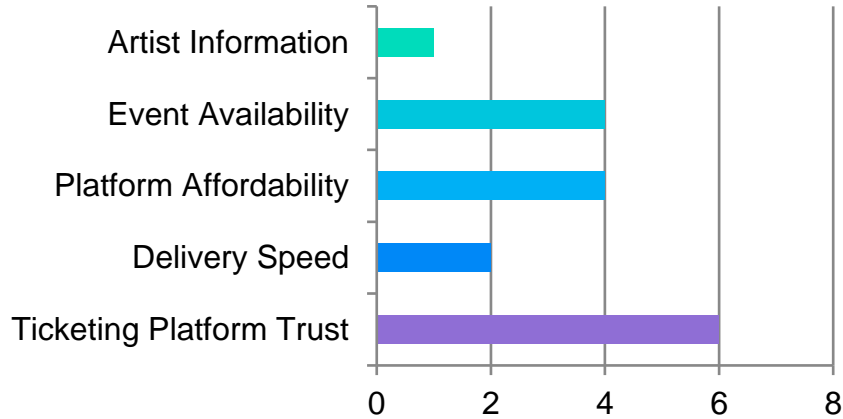
United Kingdom, Age 18 to 60

Custom Screening

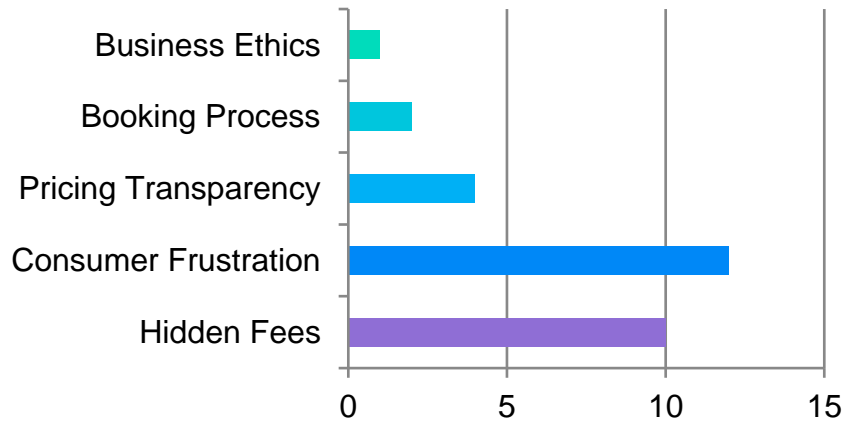
Which of the following best describes your experience with online ticket purchases?

TOPICS

What factors are most important to you when choosing a ticketing platform?



What feelings arise when you find hidden fees at checkout?



AUDIENCE

Demographics

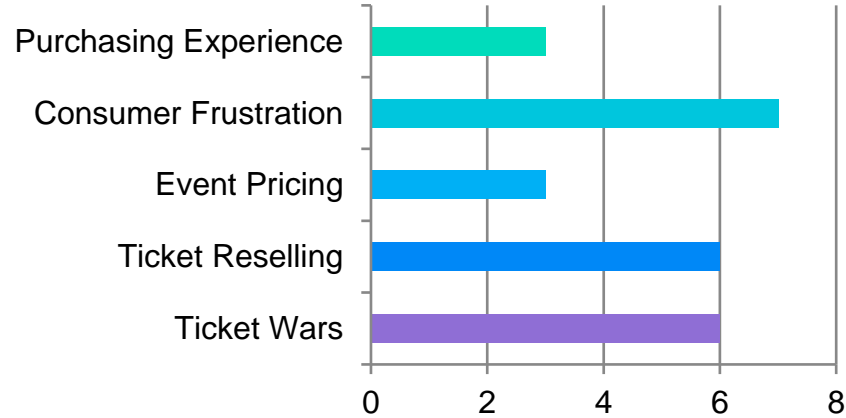
United Kingdom, Age 18 to 60

Custom Screening

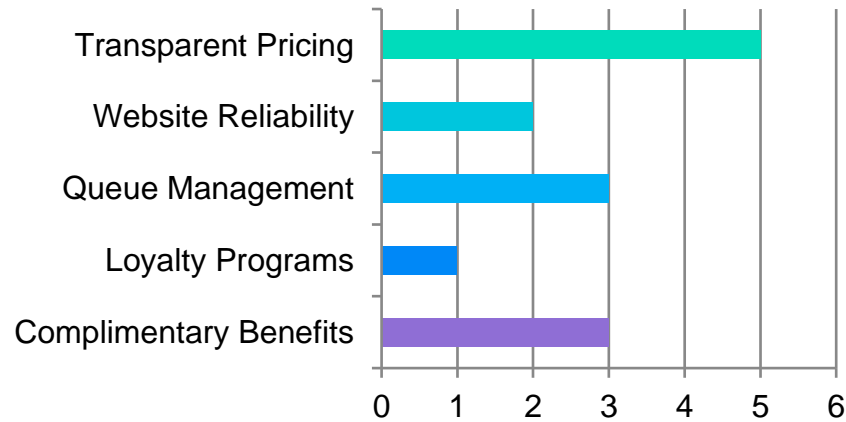
Which of the following best describes your experience with online ticket purchases?

TOPICS

What is your understanding of the term 'Ticket Wars'?



What would improve your ticket purchasing experience for live events?



PERSONAS

AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?



The Cautious Concertgoer

Description:

- A 32-year-old full-time employed female with children, who attends live music events once a year due to time and financial constraints.
- Prefers mainstream and nostalgic 90s/2000s music and values ease of purchase and reliability in ticketing platforms, having been scammed in the past.
- Willing to pay a premium for special occasions or to see inspirational artists, but generally avoids secondary markets and is price-sensitive.

Insights:

- Past negative experiences with ticket scams have led to a strong preference for reputable and verified ticketing platforms like Ticketmaster.
- Emotional significance and personal connections to the artist can override price sensitivity, indicating a willingness to pay more for meaningful experiences.
- Hidden fees and dynamic pricing are viewed negatively, suggesting that transparency and fixed pricing could enhance trust and satisfaction.



The Enthusiastic Music Buff

Description:

- A 28-year-old full-time employed male with children, who attends live music events 2-3 times per month and has a passion for drum and bass, EDM, and house music.
- Values quick ticket delivery and has used secondary markets like Facebook Marketplace for convenience and local availability.
- Price is a consideration but is willing to pay high prices for high-demand events, believing it correlates with safety and exclusivity.

Insights:

- Frequent attendance at live events indicates a high level of engagement with the music scene and a willingness to invest in live experiences.
- Secondary market usage suggests a need for immediacy and convenience, potentially indicating a gap in the primary market's ability to meet last-minute demand.
- Belief in the correlation between ticket price and event quality suggests that perceived value extends beyond the performance itself to include the overall event atmosphere.



The Family-Oriented Festivalgoer

Description:

- A 53-year-old full-time employed male, married, who attends live music events at least 3 times a year, enjoying a diverse range of music including folk, country, and rock.
- Prioritizes trustworthiness and reviews in ticketing platforms and prefers to pay face value through official apps for peace of mind.
- Values the experience and memories created at live events, willing to pay more for big-name artists and special occasions.

Insights:

- Trust and authenticity are paramount in the decision-making process, with a strong preference for official ticketing channels to avoid overpaying or encountering fraud.
- The emotional significance of live events and the desire to create lasting memories with family and friends can justify higher ticket costs.
- Loyalty programs and benefits are appealing and could influence platform choice, suggesting opportunities for ticketing platforms to foster long-term customer relationships.



AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

SAVED SEARCHES

What are the highest prices the respondents paid for tickets?

****Summary of the Highest Prices Paid by Respondents for Concert Tickets:****

The respondents reported a range of prices they have paid for concert tickets, reflecting their willingness to invest in live music experiences that hold personal significance. The highest prices paid by the participants are as follows:

- ****£650**** for the Creamfields festival, paid by a participant attracted by the lineup of prominent EDM and house artists. The attendee believed the higher price contributed to a safer and more enjoyable environment.
- ****£600**** for a concert ticket to see a favorite performer (artist not specified). The participant expressed a strong commitment to attending concerts of beloved bands and indicated a willingness to pay high prices for such experiences.
- ****Approximately £300**** for the Glastonbury Festival. Despite the challenges in obtaining tickets and the cost, the respondent felt the unique and extensive lineup of music and arts events justified the expense.
- ****£250**** for a summer festival that included camping, highlighting the value placed on diverse artists and the overall festival ambiance.
- ****Approximately £250**** for an Ed Sheeran concert, purchased as a gift. The attendee valued the opportunity to create special memories with family and friends.

Other notable amounts include:

- ****£200**** for both a Taylor Swift concert and a gig by The Wombats, driven by personal or familial connections to the artists.
- ****£175 (€175)**** for an AC/DC concert abroad, reflecting dedication to the band.





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

SAVED SEARCHES

- **£100** for a Ne-Yo concert, purchased as a special experience for a significant other.

- **£50** for a MIKA concert, with the participant noting they would have been willing to pay more due to the value of the experience.

Overall Price Range:

- The highest price paid was **£650**, and the lowest was **£50**.

- A common price range among respondents for high-profile concerts and festivals was between **£200** and **£300**.

Key Factors Influencing High Ticket Purchases:

1. **Artist Loyalty and Personal Connection:**

- Strong emotional ties to the artists motivated participants to pay premium prices.

- Attendees prioritized experiences involving their favorite performers, sometimes regardless of cost.

2. **Unique Experiences and Festivals:**

- Festivals commanded higher prices due to the variety of artists and extended entertainment offerings.

- The added value of multi-day events and the creation of lasting memories justified the expense.

3. **Perceived Value and Quality:**

- Some participants associated higher ticket prices with better quality events, including enhanced safety and a more enjoyable atmosphere.

Implications:

- **For Consumers:**

- Understanding personal motivations can help in making informed decisions about spending on live events.

- Evaluating the value derived from an event can justify higher expenditures.





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

SAVED SEARCHES

- **For the Live Music Industry:**

- Recognizing that attendees are willing to pay premium prices for meaningful experiences can inform pricing strategies.
- Enhancing the overall value proposition through unique offerings can justify higher ticket costs.

Conclusion:

The highest prices paid by respondents for concert tickets were primarily influenced by personal connections to the artists, the unique nature of the events, and the perceived value of the experience. While ticket prices varied significantly among participants, those with strong emotional ties to specific performers or festivals showed a greater willingness to invest in costly tickets to attain fulfilling and memorable live music experiences.

What artists were mentioned the most?

Summary of Analysis: Most Mentioned Artists in Participant Transcripts

The analysis of participant transcripts from interviews about live music event attendance and ticket purchasing experiences reveals which artists are most frequently mentioned and offers insights into attendees' musical preferences.

Most Mentioned Artists:

1. **Taylor Swift** – **Mentioned by 3 participants**

- **Key Points:**

- Participants attended her concerts and deemed the experiences worth the money despite challenges like stressful ticket purchasing processes.
- Taylor Swift's concerts are associated with high demand, leading to long queues and website issues during ticket sales.





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

SAVED SEARCHES

2. **Ed Sheeran** – **Mentioned by 2 participants**

- **Key Points:**
- Valued for his music across different age groups.
- Ticket purchasing experiences for his concerts were generally straightforward.

3. **Oasis** – **Mentioned by 2 participants**

- **Key Points:**
- Despite being inactive, Oasis remains a favorite, with fans willing to pay higher prices to see them.
- Purchasing tickets for Oasis concerts involved long queues due to high demand.

Artists Mentioned by One Participant Each:

- **Ne-Yo**
- **Chase and Status**
- **AC/DC**
- **Rihanna**
- **The Wombats**
- **MIKA**
- **Guns N' Roses**
- **Bon Jovi**
- **Emeli Sandé**
- **Dua Lipa**





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

SAVED SEARCHES

Festivals Mentioned:

- **Creamfields Festival** (EDM and house artists)
- **Glastonbury Festival** (Diverse lineup)

Insights and Patterns:

- **Diverse Musical Tastes:** The participants enjoy a wide range of genres, including pop, rock, R&B, drum and bass, and indie music.
- **Generational Preferences:**
 - Older participants leaned towards classic rock and legacy acts (e.g., AC/DC, Guns N' Roses, Bon Jovi).
 - Younger participants preferred contemporary artists (e.g., Taylor Swift, Dua Lipa, The Wombats).
- **Willingness to Pay Premium Prices:**
 - Participants are ready to invest significant amounts for favorite artists or festivals, valuing the unique live experiences.
 - High costs are often justified by the quality of the performance and the creation of lasting memories.





AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following best describes your experience with online ticket purchases?

SAVED SEARCHES

- **Ticket Purchasing Challenges:**

- High demand for popular artists leads to stressful purchasing experiences, including long queues and website crashes.
- There is a desire for improved reliability and transparency in ticketing platforms.

Conclusion:

Taylor Swift is the most mentioned artist among the participants, highlighting her significant popularity and the high demand for her live performances. Ed Sheeran and Oasis also have strong appeal, indicating enduring fan bases across different generations.

The analysis underscores the participants' diverse musical interests and their willingness to overcome ticket purchasing challenges to attend live events. Addressing these challenges could enhance the overall experience for concert-goers, suggesting that ticketing platforms have opportunities to improve customer satisfaction by:

- Enhancing website performance during high-demand sales.
- Providing transparent pricing without hidden fees.
- Implementing loyalty programs for frequent buyers.
- Ensuring secure transactions to build trust with customers.

This summary reflects the importance of popular artists in influencing live music attendance and emphasizes the value attendees place on memorable live experiences.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

chat@boltinsight.com

ESOMAR
[member](#)



www.boltchatai.com

linkedin.com/company/boltinsight