

The Perceived Value of Virtual Music Festivals Amid Covid-19

KAYLA SAMARTIN
University of North Carolina Wilmington
Martina Gallarza
University of Valencia
BERTA TUBILLEJAS-ANDRÉS
UNIVERSIDAD DE VALENCIA

Cite as:

SAMARTIN KAYLA, Gallarza Martina, TUBILLEJAS-ANDRÉS BERTA (2021), The Perceived Value of Virtual Music Festivals Amid Covid-19. *Proceedings of the European Marketing Academy*, 50th, (94322)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



The Perceived Value of Virtual Music Festivals Amid Covid-19

Abstract

Virtual Music Festivals (VMFs) can play an important role in the new post-pandemic era as an emerging alternative to traditional festivals. Guided by the theory of intra and inter-variable perspective on perceived value, this study aims to investigate the value dimensions of VMFs in a multidimensional way (intra-variable), as well as effects on loyalty (inter-variable). A combined qualitative-quantitative approach was followed: focus group with festivals' attendees for determining positive and negative dimensions and survey questionnaires (n=246). Results through PLS-SEM confirm a value structure of VMF's perceived value as a third-order model. Findings demonstrated that the Virtual Music Festival experience coheres with the perceived value as a trade-off between benefits and costs. Furthermore, the perception of value intensifies the loyalty behavior in VMFs. This study enriches festivals consumption literature and provides new insights for a better understanding of festivals' attendees decision-making processes amid Covid-19.

Keywords: *festival; value; PLS*

Track: Tourism Marketing