

The perception of the influence of music festivals have on society: the example of the VK festival, St. Petersburg

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Introduction:

- Today, events are an important part of all cultures as never before.
- Assuming on the fact that people have a lot of free time, the number of public events, celebrations and entertainment have increased.
- There is no specific definition of events, since different authors use different terminology.
- Music festivals are also a powerful object for attracting financial resources to the place where the festival is held.
- In the process of preparing and conducting music festivals, the cultural life of the country rises, the level of leisure activities increases, familiarity and rapprochement with cultural values takes place.

Anticipated findings:

- The anticipates findings of this dissertation is that by finding out how the festival affects society. it will be possible to improve the organization and eliminate the negative factors that will develop the cultural needs of the festival participants and lead to the development of the cultural life of the country.
- The relevance of this topic lies in the fact that, based on research, it can be argued that knowing what people expect from events .

The aim:

- To determine and assess the major characteristics affecting consumers to attend the Vk fest in St. Petersburg.

Objectives:

- Objective 1: explore secondary research
- Objective 2: to determine the buyer decision process and purchase decision behavior consumers have to going to events.
- Objective 3: to provide recommendation to event marketing management based on the major influence consumers have towards attending Music Festivals

Rational:

- Events conduce to the spiritual development of society, the disclosure of creative side.
- The research question for this dissertation is the following:
Do festivals have influence on society, do these events unite people and what influence do the festivals have on the economic situation of the country (city), on the example of the VK Fest, St. Petersburg?

Methodology:

- The first step is that the author will intend to explore the main characteristics of a music festival, compare the opinions of various authors and draw a conclusion. The next step will be an assessment of the state and prospects of the festivals in Russia, St. Petersburg, on the example of the VK Fest.
- As a result primary data will be a mix between qualitative and quantitative data.

References:

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