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<p>Title: Factor Analysis of Repeat Purchasing on Music Concert</p>			
<p>Abstract</p> <p>The purpose of the present study was to identify the factors that contribute to repeated concert ticket purchase. According to the results of the model developed in this research, the closer concert attendees feel to the artist, both physically and psychologically, the more prone they are to buying the artist merchandise e.g. T-shirts, caps, towels, etc. It was also found that concert attendees feel forced to buy concert merchandise as to fit in with the rest of the crowd during the concert; not having similar items or merchandise makes them feel ashamed when they compare themselves to other concert attendees. It was also found that some concert attendees dislike the fact of buying merchandise or performing certain actions during the concert e.g singing, dancing, shouting back at certain points in songs, etc. This specific group of people are more likely to stop going to future concerts. More detail regarding different groups of concert attendees and their motivations to attend or stop attending concerts can be found in subsequent pages of this document.</p> <p>The music industry of recent times has been affected by shifting consumer behaviour in a new and revolutionary digital age. Artists can no longer sell records or CDs as their primary source of income. The purpose of this study is to increase concert attendance, and therefore revenue, by extracting the consumer thought processes regarding concert attendance, primarily focusing on reasons for attendance and the concert environment, through interviews and case studies. Then through the development of probability models the following findings were discovered: 1) By comparison of policies of artists with a repeating fan base, and with less repeating fan base regarding concert attendees, 2) By applying Bayesian Network to determine primary factors for increasing concert sales from repeat customers. Finally strategies are proposed for repeating concert fan customers to organize successful concerts.</p>			
<p>Key Words Concert Music Business, Consumer Behavior, Brand Royalty, Bayesian</p>			