

The Impact of Music Festival Influence on City Reputation: A Case Study of Xiamen City, China

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Abstract

Music festival is not only an important marketing tool to improve the city image, but also a significant way to improve city reputation. This study will take the music festival in Xiamen, China as case to explore impact of the music festival influence on the city reputation. The study is using the questionnaire survey of the participants of the music festival before questionnaires were processed by a structural equations model. The results show that music festival influence positively impact on city reputation, music festival influence positively impact on city image, city image positively impact on the city reputation and city image plays a part of the mediating role in the process of music festival influence on city reputation. The study not only discusses the mechanism of music festival influence and city reputation but also provides management strategies based on the above research results.

Keywords: Music festival influence; City image; City reputation; Xiamen.

Introduction

The city is a container of culture, a collection of various customs and traditional cultures, and a carrier of music culture (Wu, 2019). Music is an important symbol of a place's unique style, which we call "Sound identity card". (Tsai, 2011). Xiamen is the "Music City", the whole city is full of artistic atmosphere (Song, 2018). According to the "Report on China's Sub-provincial City Image Communication Influence" on July 31, 2020, during the first half of this year, Xiamen ranked first with 95.0% in the reputation of China's sub-provincial cities (Lu, 2020).

Global competition makes local governments consider their own development policies with a more positive attitude (Li, 2014). The music festival is not only beneficial to the improvement of the living environment of local residents, but also can leave a good impression of the city to the tourists from outside (Cheng, 2016). From the perspective of consumer psychology, we need to study the correlation between music festival influence and the reputation of the host city (Fang, 2006). Therefore, the study takes Xiamen music Festival as a case study, hoping to solve whether the influence of music festival has an impact on the city's reputation, how the influence of music festival affects the city's

reputation, and what we should pay attention to, etc.

Literature Reviews and Hypotheses

The Effect of Music Festival Influence on City Image

Music festival influence is the reflection of the communication results generated by the attraction of the music festival (Zhao, 2019). Music festivals can help to enhance the visual city image and improve the hardware facilities and cultural atmosphere of a city (Cheng, 2016). The influence of music festival is not limited to festival activities, but also highlights the culture and city image (Zhao, 2019). Music festivals play a very important role in shaping the city image (Liu & Chen, 2017). Therefore, the first hypothesis as follows:

H1: Music festival influence positively impact on city image.

The Effect of City Image Influence on City Reputation

The city image refer to the total impression of the public on city (Gu, 2017). In contrast, the city's reputation is the definition of the city's moral level, and the city's reputation is the judgment of its moral value (Zhang & Li, 2006). A good city image can improve the reputation of the local city, attract a wider range of tourist resources, and expand the economic strength and social influence (Zhuang, 2018). In addition, a high-quality city image can bring about the group communication of the festival participants, thereby enhancing the reputation of the host city (Xu, 2010). Thus, the second hypothesis is proposed:

H2: City image positively impact on city reputation.

The Effect of Music Festival Influence on City Reputation

The music festival can not only strengthen the awareness of urban tourism development, but also stimulate the construction of infrastructure and enhance city reputation (Cheng, 2016). The purpose of the music festival is to improve the city image, enhance the visibility and reputation of the host place, promote economic contacts and cultural exchanges with the outside world, so as to obtain good comprehensive benefits (Zhang, 2013). In sum of the above, this study proposed research hypothesis 3:

H3: City image positively impact on city reputation.

The Mediating Role of City Image in the Effect of Music Festival Influence on City Reputation

In many studies, the mediating role of city image has attracted the attention of scholars (Alirezi et al., 2020). For example, Li Hui (2011) proposed that festivals and events have a positive impact on city image, and city image has a mediating effect between festivals and cities. We can find that the city image also plays a bridge role between the music festival and the city reputation. These findings of the literature review give rise to the last research hypotheses.

H4: City image plays a mediating role in the music festival influence on city

reputation.

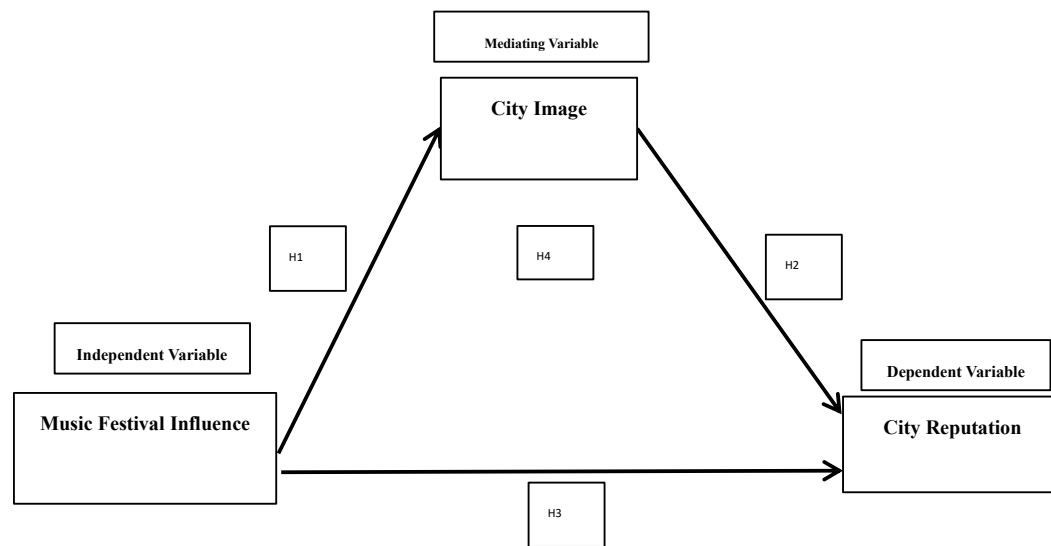


Figure 1. Conceptual Model

Source: Designed by Author

Methodology

Scale and Questionnaire

This study formulated a conceptual model (see Fig 1.) based on above literature review and hypotheses. The scales and questionnaires were based on the above literature review and hypotheses. The initial scales of the study was adapted from Tsai (2011); Gu (2017); Li (2011); Zhuang (2018); Huang (2019); Fang (2006).

To test the research model in figure 1, we developed a survey instrument (with items on a seven-point Likert scale ranging from strongly disagree to strongly agree) by identifying and adapting appropriate measures from the existing literature, where psychometric properties have already been established (Shirish & Shalini, 2018). The questionnaire includes four parts: Personal profile, music festival influence, city image and city reputation.

Data Analysis Procedures and Tool

There are three steps for data analysis procedures. Firstly, the study used IBM SPSS Statistics 25.0 software to conduct exploratory factor analysis on the pilot data and form the final scale. Secondly, the study used IBM SPSS Statistics 25.0 software and AMOS Statistics 24.0 software to conduct descriptive statistical analysis on the formal survey data, confirmatory factor analysis, reliability and validity analysis to test the scale. Thirdly, the hypotheses of the formal survey data were verified by the structural equation model (SEM) with AMOS Statistics 24.0 software.

Pilot Study

The Pilot study questionnaire sample collection was conducted on 2020. A total of 150 questionnaires were distributed in this pilot survey, and 100 valid test papers were retrieved. Through exploratory factor analysis, the study successfully extracted three factors which are music festival influence, city image and city reputation and the study named the above factors as "MFIN", "CI" and "CREP".

Results

Formal Survey Demographic Profile of the Respondents

The formal survey questionnaire sample collection was conducted on 2021 and a total of 400 valid questionnaires were collected. In the sample, there were 210 males in this survey, accounting for 52.50%, and 190 females, accounting for 47.50%. In terms of age, the number of people attending Xiamen music Festival is mainly between 18 and 54 years old, accounting for 93.5%. Among them, respondents aged 25-34 account for 34.50% at most, followed by those aged 35-44 accounting for 24.50%, 45-54 accounting for 20.50%, over 55 accounting for 5.75%, and under 18 accounting for 0.50%.

Reliability Analysis

Reliability analysis is to test the degree of conformity between various items and the consistency of the scale (Dong, 2013). As shown in table 1, Cronbach's Alpha of all variables are more than 0.7 and Corrected Item-Total of each question were more than 0.4 which indicated that the variables had good reliability.

Table 1 Reliability Analysis Results

Variables	Questions	Corrected Correlation	Item-Total Alpha	Cronbach's Alpha	Number of questions
MFIN	MFIN1	0.616		0.752	3
	MFIN2	0.549			
	MFIN3	0.580			
CI	CI1	0.794		0.924	5
	CI2	0.823			
	CI3	0.785			
	CI4	0.801			
	CI5	0.809			
CREP	CREP1	0.561		0.800	3
	CREP2	0.714			
	CREP3	0.664			

Source – Respondent's Interview

Validity Analysis

Validity analysis is the degree of measurement of the nature and correlation of the measured concepts (Li, 2011). To validate our instrument, convergent validity and discriminant validity were tested (Hair et al. 2005).

- Analysis of Model Fit Summary

It could be seen from the above table 2 that the CMIN / DF was 1.836, less than 3. The RMSEA was 0.046 and less than 0.05, the CFI was 0.985; the IFI was 0.985; TLI 0.980; all more than 0.9 (Wu, 2010). It means that the measurement model had satisfactory fit and it was allowed to analysis for next section.

Table 2 Model Fit Summary

CMIN/DF	RMSEA	CFI	IFI	TLI
1.836	0.046	0.985	0.985	0.980

Source – Respondent's Interview

- Convergent Validity Analysis

The content of convergent validity verification includes: 1. Estimate of measurement item: 2. AVE value, 3. CR value (Li, 2014). The recommended threshold of estimate is 0.5 (Li, 2014). It can be seen from the table3 that each variable corresponds to the load of each estimates is more than 0.6. The suggested CR threshold for reliable

measurement is 0.70 (Fornell & Larcker, 1981; Hair et al., 2005), the CR values ranged from 0.755 to 0.924 which is more than 0.7 in the study. For the AVEs, 0.50 is the recommended threshold (Fornell & Larcker, 1981; Hair et al., 2005). Table 3 shows that all AVE values ranged from 0.507 to 0.710 which is more than 0.50. It was showed that above all demonstrates convergent validity.

Table 3 Results of Standardized Estimates, AVE and CR

Model Path			E		
			stimate	VE	R
CI5	<---	CI	0.850		
CI4	<---	CI	0.841		
CI3	<---	CI	0.818	0.710	0.924
CI2	<---	CI	0.870		
CI1	<---	CI	0.832		
CREP3	<---	CREP	0.776		
CREP2	<---	CREP	0.861	0.588	0.809
CREP1	<---	CREP	0.649		
MFIN3	<---	MFIN	0.699		
MFIN2	<---	MFIN	0.666	0.507	0.755
MFIN1	<---	MFIN	0.768		

Source – Respondent's Interview

- Discriminant Validity

We verified the discriminant validity by testing the square root of the AVE, the above method suggested by Fornell and Larcker (1981) (Shirish & Shalini, 2018). It was generally believed that if the values of the square root of the AVE were all greater than latent variable correlations and the square root of latent variable correlations were significant, the discriminant validity was supported. (Shirish & Shalini, 2018). There were all significant for the latent variable correlations and latent variable correlations were all less than the square root of the AVE values which was shown in table 4. Thus, it meant discriminant validity was supported in the study.

Table 4 Results of latent variable Correlations and The Square Root of the AVE

	MF IN	CI	CRE P
MFIN	(0.507)		
CI	0.306***	(0.710)	
CREP	0.378***	0.389***	(0.588)
AVE SQRT	0.712	0.842	0.711

(*** means $p < 0.001$, ** $p < 0.01$, * means $p < 0.05$, ns means $p > 0.05$; The diagonal with bracket is AVE)

Source – Respondent's Interview

Research hypotheses test

- Analysis of Structural Model

In the study, the impact of music festivals influence on city reputation in structural model shown in table 5 and figure. 2. First, the standardized estimates of music festival influence to city image was 0.306. Secondly, the standardized estimates from city image to city reputation was 0.302. Thirdly, the standardized estimates of music festival influence to city image was 0.285. Based on the analysis results in table 5, it could be seen that all the paths of the P value less than 0.001, and all the path estimation coefficients were significant in the model. Hypotheses H1, H2 and H3 were all supported.

Table 5 Results of Structural Model Analysis

Model Path	Hypotheses	Unstandardized Estimates	Standardized Estimates	S.E.	C.R.	P	Results
I --- FIN	H1	0.432	0.306	0.087	4.954	***	Significant
REP --- I	H2	0.169	0.302	0.034	4.974	**	Significant
REP --- FIN	H3	0.225	0.285	0.054	4.211	***	Significant

(*** means $p < 0.001$, ** $p < 0.01$, * means $p < 0.05$, ns means $p > 0.05$)

Source – Respondent's Interview

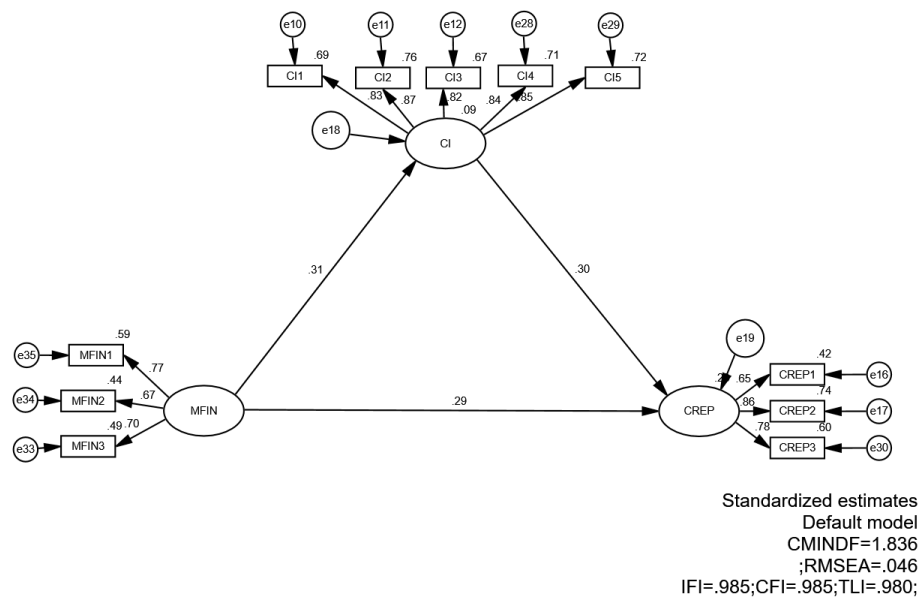


Figure 2. Final Structural Model

Source: Designed by Author

- Analysis of the Mediating Effect

In recent years, many scholars have used Bootstrap method to test the mediating effect (Liu, 2017). The study used AMOS24.0 software to analyze the data for mediating effect by 5000 iterative calculations of 95% confidence intervals. As it could be seen from table 6, in the path of the impact of music festival influence on city reputation, the indirect effect value was significantly positive. The bias-corrected 95%CI to derive 95% confidence intervals were [0.049, 0.153], and the Percentntile 95%CI to derive 95% confidence intervals were [0.044, 0.145], the confidence intervals were not include 0. Therefore, the mediating effect hypothesis that the H4 result was supported.

Table 6 Results of Mediating Effect

Hypothesis	Model Path	Effects	Effects Values	5000 iterative calculations to derive Product of 95% confidence intervals							
				Bias-corrected		Percentile		95%CI		95%CI	
				Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper
H4	MFIN → CRE P	Indirect Effects	0.092	.026	.538	.049	.153	**	.044	.145	**
		Direct Effects	0.285	.061	.672	.162	.403	**	.165	.405	**
		Total Effects	0.378	.059	.407	.254	.486	**	.257	.489	**

(*** means $p < 0.001$, ** $p < 0.01$, * means $p < 0.05$, ns means $p > 0.05$)

Source – Respondent's Interview

Table 7 Results of Hypotheses

Hypothesis	Content	Results
H1	Music festival influence positively impact on city image.	Supported
H2	City image positively impact on city reputation.	Supported
H3	City image positively impact on city reputation.	Supported
H4	City image plays a mediating role in the music festival influence on city reputation	Supported

Source - Designed by Author

Conclusions and Discussions

The study takes the Xiamen music Festival as case to explore whether the impact of the music festival influence on city reputation and how the music festival influence impacts on city reputation. To achieve this research objective, four hypotheses were proposed and empirically tested. In summary, According to the tourists' evaluation of the music festival influence, city image and city reputation, we found that music festival influence indeed have a positive impact on the host city's reputation and city image plays a mediating role in the music festival influence on city reputation. As shown in table 7, all the hypotheses in the study have been supported. Based on the research results, the study makes conclusions and offers management strategies as below.

First of all This study found that music festival influence has a positive impact on

the city image. The standardized estimates of music festival influence impacts on the city image is 0.306, which is the maximum coefficient among the three paths. This result shows that the Xiamen music Festival has considerable effect. It confirms that music festival influence can indeed improve the city image. Based on the research results, the music festival manager should continue to expand the influence of the festival. As far as the study is concerned, music festival should combine with the unique cultural history of the host place, show the city style and pay attention to improve the quality of the music festival, such as service quality and facility quality, performance quality, etc.

Secondly, the study found that the city image has a positive impact on the city reputation, and its standardized estimates is 0.302. At the same time, music festival influence can have a positive impact on the city reputation through the partial mediating effect of city image. As a matter of fact the above results are attributed to Xiamen's own unique city artistic atmosphere. Xiamen has a large number of music landmarks, such as the piano museum, organ museum, Kulangsu Concert Hall, Kulangsu music island theme sculptures, etc. (Liao, 2019). These constructions not only enriched the connotation of Xiamen's urban culture and successfully shaped the city's image, but also improved Xiamen's reputation at home and abroad (Liao, 2019). Not only that, the Xiamen music festival further demonstrated Xiamen's unique city artistic temperament to the outside world and raised the city's reputation. According to the research results, the city manager of Xiamen should continue to shape the image of Xiamen's music art, continue to show the city's appearance through the music festival, and strive to build the brand of Xiamen's music city, so as to further improve city reputation.

Finally, this study found that although the influence of music festival has a positive impact on the city reputation, the standardized estimates of the impact of music festival influence on the city reputation is 0.285, indicating that the degree of Xiamen music festival influence impacts on the city reputation still has room for improvement. According to the research results, which indicates that that city reputation is different from city image. City reputation reflects the inner moral quality of a city (Zhang & Li, 2006). It needs more time and practice to enhance city reputation by hosting music festival. As a matter of fact, however, the Xiamen music Festival was held late, and the festival has not yet formed a certain scale, the influence of the music festival still needs to be improved (Lu & Shi, 2010). The study implies that the city manager should focus on integrating the Xiamen music Festival industry, focusing on building the brand of Xiamen music Festival, shaping a music festival with a long-term mechanism and far-reaching influence. Secondly, the organizers of Xiamen music Festival should strengthen the publicity and advertising of Xiamen music Festival, realize the online and offline double marketing strategy, further improve the popularity of Xiamen music Festival, highlight the local cultural characteristics

of Xiamen city and strengthen the relevance between the music festival content and the city culture of Xiamen. Finally, the artists of the music festival should have emotional interaction with the audience (Gu, 2017). The performers of the music festival should guide the audience to understand the history of Xiamen's city culture and show the charm of Xiamen.

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