DIFFERENCE BETWEEN THAI AND AMERICAN ELECTRO DANCE MUSIC CONSUMER BEHAVIOR

PERMPOON DHIRASASNA

A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY 2015

COPYRIGHT OF MAHIDOL UNIVERSITY

DIFFERENCE BETWEEN THAI AND AMERICAN ELECTRO DANCE MUSIC CONSUMER BEHAVIOR

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
August 29, 2015

……
Mr. Permpoon Dhirasasna
Candidate

……
Assoc. Prof. Roy Kouwenberg,
Ph.D., CFA
Advisor

……
Assit. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

……
Assoc. Prof. AnnopTanlamai,
Ph.D.
Dean
College of Management
Mahidol University

……
Assoc. Prof. Sooksan Kantabutra,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

To complete this research, I would like to thank Assoc. Prof. Roy Kouwenberg for supporting and guiding me until my research was completely done. Thanks to all of the respondents also, without all of you, this research cannot be finished. I would like to thank all of my friends and colleagues who always give me advise and support me all the time. Lastly, I would like to thank my family who are always by my side and always take good care of me.

Permpoon Dhirasasna

DIFFERENCE BETWEEN THAI AND AMERICAN ELECTRO DANCE MUSIC CONSUMER BEHAVIOR

PERMPOON DHIRASASNA 5649299

M.M. (MARKETING AND MANAGEMENT)

THESIS ADVISORY COMMITTEE: ASSOC. PROF. ROY KOUWENBERG, Ph.D., CFA., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., PROF. SOOKSAN KANTABUTRA, Ph.D., ASSIT.

ABSTRACT

This study is about the differences between Thai and American electro house music fan behavior and to explore Thai electro house music fan behavior. Everybody in this world have his or her own hobby. Many people in this world love to listen to the music. Nowadays, EDM music is one of the most popular types of music that people enjoy and more people start to listen to this kind of music and it has started to change people's behavior. In the past, there was only small group of people who really liked this kind of music, but at this day, that group of people has expanded and still expanding. You can find people who like and listening this kind of music everywhere. Even the radio stations also start to play this kind of music.

KEY WORDS: EDM / Consumer Behavior

36 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	**ii**
ABSTRACT	**iii**
LIST OF TABLES	**v**
LIST OF FIGURES	**vii**
CHAPTER I INTRODUCTION	**1**
1.1 Preamble	1
1.2 Research Objective	2
1.3 Expected Outcome	2
CHAPTER II LITERATURE REVIEWS	**3**
2.1 Rise Of The Electro Dance Music	3
2.2 Electro House Music Consumer Behavior	6
CHAPETR III RESEARCH METHODOLOG	**9**
3.1 Research Method	9
3.2 Data Analysis	9
3.2.1 Demographic Data	10
3.2.2 Behaviour& EDM Activity	14
CHAPTER IV CONCLUSION	**29**
CHAPTER V RECOMMENDATION	**31**
REFERENCES	**32**

LIST OF TABLES

Table		Page
3.1	Demographic Data; Gender	10
3.2	Demographic Data; Age	11
3.3	Demographic Data; Degree	12
3.4	Demographic Data; Income	13
3.5	Behavior & EDM Activity; How do you like EDM?	14
3.6	Behavior & EDM Activity; How frequent do you listen EDM?	15
3.7	Behavior & EDM Activity; Do you like EDM & How frequent do you listen EDM?	15
3.8	Behavior & EDM Activity; Have you ever attended to EDM music festival?	16
3.9	Behavior & EDM Activity; Do you like EDM & Have you ever attended to EDM music festival	17
3.10	Behavior & EDM Activity; Do you like EDM & How much is the acceptable or reasonable price for EDM music festival ticket (regular ticket)	19
3.11	Behavior & EDM Activity; Do you like EDM & How much is the acceptable or reasonable price for EDM music festival ticket (V.I.P ticket)	20
3.12	Behavior & EDM Activity; Do you like EDM & How much do you spend for your drink when you attend to EDM music festival	21
3.13	Behavior & EDM Activity; If you have a chance to attend to EDM music Festival in foreign country, will you join	22
3.14	Behavior & EDM Activity; Are you willing to share your personal live to your friends and others	22
3.15	Behavior & EDM Activity; How often do you post, share or tweet	23

LIST OF TABLES (cont.)

Table		Page
3.16	Behavior & EDM Activity; How often do you post, share or tweet about EDM	23
3.17	Behavior & EDM Activity; Do you try to seek or find new music from new DJ. and Producer	24
3.18	Behavior & EDM Activity; Do you like EDM & Have you ever join nightclub when it has a world class DJ. as a special guest	25
3.19	Behavior & EDM Activity;Which night club that you think is the most appropriate to have a world class DJ. event	26
3.20	Behavior & EDM Activity;Have you ever attended to EDM music festival & Have you ever join nightclub when it has a world class DJ. as a special guest	27

LIST OF FIGURES

Table		Page
2.1	Electro music industry revenue by sector	5

CHAPTER I
INTRODUCTION

1.1 Preamble

This study is about the differences between Thai electro house music fan behavior and American electro house music fan behavior, to explore Thai electro house music fan behavior.

Everybody in this world have his or her own hobby. Many people in this world love to listen to the music. Nowadays, EDM music is one of the most popular types of music that people enjoy and more people start to listen to this kind of music and it has started to change people's behavior. In the past, there was only small group of people who really liked this kind of music, but at this day, that group of people has expanded and still expanding. You can find people who like and listening this kind of music everywhere. Even the radio stations also start to play this kind of music.

"EDM is the music of the millennial generation, while baby bloomers had rock n roll, and Gen X'ers had hip hop and punk to work out their longing for rebellion and personal freedom" (Thierry Godard, Mar 27 2015), so that is the reason why people at this generation start to consume more EDM music. Some people purchase a CD of DJ or producer that they like or they purchase songs from website, such as soundcloud or beatport. So that cause the rise of EDM music festivals nowadays which it can generate economic growth in that area. For example, EDC (Electric Daisy Carnival), an electronic dance music festival hosted by the company Insomniac Events, 2012 made a huge profit. Over the three days of the festival, they made $207.048 million at Las Vegas metro area. While 115,000 visitors came from other parts of the world and spent millions during three s in surrounding area and it made $334.246 for the local economy.

The author find that it is very interesting how EDM music can become so trendy and successful this far in this day, so that it motivated the author to conduct this thematic paper research.

1.2 Research Objective

1. To find out the difference between Thai EDM consumer behavior compared to American EDM fan consumer behavior.
2. To explore Thai EDM fan consumer behavior

1.3 Expected Outcome

1. To learn how Thai EDM fan consumer behavior and foreigner EDM fan consumer behavior are different
2. To verify Thai EDM fan behavior

CHAPTER II
LITERATURE REVIEWS

2.1 Rise of the Electro Dance Music

Not everyone in the world knows and listens to EDM music but, at this moment, no one can deny that it is the time of EDM music rapidly growing popularity.

EDM music origined in the night club scene of Chicago in 1980, starting from disco music, techno music, house music and trance music. In the early 1990ies, the trend changed. People started to listen to electro, industrial, freestyle, house and techno which made disco became less popular. In the late 2000's, electronic music was referred to as a dance music while its became a mainstream music genre that American people listened to. In 2011, Spinning Magazine reported that American dance music had come to the peak point and Spinning Magazine called the mainstream of this group of customers as the “new rave generation”

EDM music is now at the center of the spotlight. Music fans behavior are changed from Hip-Hop and Popular music to EDM. Pop Music is one of the criteria that makes EDM becomes trendy in this moment. For a last few years, there were many artists that combined pop music with electro beat and those song were well known for the crown and this influenced people to used to electro beat which made people started to listen to EDM music. David Guetta, one of the most famous producer, become very successes in merging pop music with electro beat together and he also collaborate with other stars such as NickiMinaj, Akon, Kid Cudi, and Fergie.

“Run The World (Girls)” a song by Beyonce also use a electro beat from “Pon De Floor” a song by Major Lazer, composed by Diplo. Another example is “Good Feeling”, by Flo-Rida, which bring EDM song “Level”, by Avicii, to compose to this song. Because of mixing dance music with pop music, this makes people who listen to pop music start to listen to dance music at the same time and this is why that pop fan feels familiar and comfort with EDM music. As time go by, EDM music is getting more new listener by using pop music as a host and pop fans are open and

accept to EDM music also. Another way to prove that EDM is trendy is money that DJs earn for each year from their music that people purchase and money that they gain from attend to Music Festival. Because of market still has high demand for EDM music so that it is a quite normal thing that people will pay for his or her favorites song or attend to Music Festival which their favorite artist or the famous one attended and this make many artists, DJs or producers have high performance fee. Then the organizers have to pay a lot to make all of these DJs and producers join their event so that will encourage people to pay for tickets and join the event. You can check this by the earning of top DJs such as Tiesto, Swedish House Mafia, Skrillex, Deadmau5 or Avicii who is at no.10 that earn $7 million. EDM industry make about 4 billion per year so this is proved that EDM has grown very fast in a last few years and it is still keep growing up (According to International Music Summer (IMS) Consumer Report 2012). For 2014 top ten DJs and producers that have highest paid are Calvin Harris ($66 million), David Guetta ($30 million), Avicii ($28 million), Tiesto ($28 million), Steve Aoki ($23 million), Afrojack ($22 million), Zedd ($21 million), Kaskade ($17 million), Skrillex ($16.5 million) and Deadmau5 ($16 million). “According to a recent report issued by the International Music Summit (via Billboard), that *staggering* amount is how much the entire global EDM industry is valued at. That includes revenue generated from festivals ($1.03 billion); worldwide club dates ($2.4 billion); streaming/video services ($600 million); Soundcloud streams ($140 million); and the sale of DJ software and hardware ($360 million)” by http://consequenceofsound.net/2014/06/the-edm-industry-is-worth-how-much/(BY CHRIS COPLANON JUNE 24, 2014, 11:30PM).

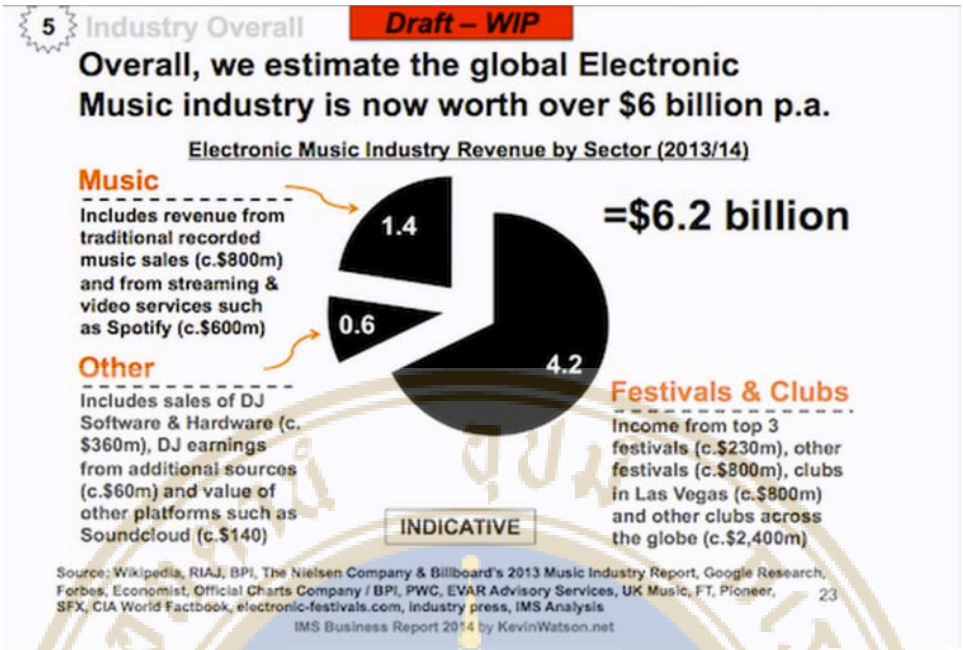


Figure 2.1 Electro Music Industry Revenue by Sector

The last thing that will show EDM is in trend and still keep growing are the Music Festivals and the growing number of people whojointhese events. People joiningthetop twenty global festivals expanded from 1.9 million in 2009 to over 3.4 million in 2013. (add source)

Coachella, the first ranking music festivals in North America, brought in 405,000 people over the course of two-weekends. Ultra Music Festival, in Miami, made more than 165,000 attendees and made $79 million in net tax revenue so that makes music festival expand rapidly in a last few years. With a high demand, many music festival tickets are booked since announced and many festivals ticket are sold out. For example, in December 2012, Swedish House Mafia one last tour at Madison Square Garden in New York sells out in just nine minutes. Coachella, in 2013, was sold out in 20 minutes and it revenue was $47.3 million. Nowadays many Thai people also interested in Music Festival and many of them join the event already. Numbers of Thai people who join music festival seem to grow up according to number of sold ticket from I Am Hardwell/Together Festival 2015 and Road to Ultra Thailand 2014. In 2014, the first time show of Ultra Music Festival in Thailand got attention from Thai crown and it tickets, totally 20,000, were sold out before the date of the show. I Am Hardwell/Together Festival, the previous music festival in Bangkok, which is the first music festival in Thailand that takes 2 days for the show. Harwell, NO.1 DJs 2013

and 2014, joined this event and that made Thai people really excited and willing to join this event. At the end, this event can sell over 95% of all tickets, which are 20,000 tickets, According to1.Thierry Godard, The economics of Electro Dance Music Festival JUN 22, 2015 https://smartasset.com/insights/the-economics-of-electronic-dance-music-festivals, 2https://www.facebook.com/Ultrathailand?fref=ts..

2.2 Electro Dance MusicConsumer Behavior

The writer would like to know Electro Dance Music consumer behavior so that we will know why EDM music has becomes so successful with many fans and followers at this day and the writer also need to know if EDM consumer has the same behavior compared to other music genre fans. The writer also needs to know how different behaviors of EDM fans and other music genre fans so that we can analyze why EDM becomes so successful.

The first criteria is EDM music fan is different from others music fan. EDM music fan is tried to seek for new artist and they open their mind to listen to others artists more than other music fans, as other music fan seem to have specific artist that they like. EDM fan isn't so artist centric, compared with others music fan, they believe that EDM is a lifestyle and artist is not the first criteria that influenced them become a part it, while others music fan support more to the specific artist that they like. So that we can see that EDM music fan is less fandom and try to search for new music and artist so that they can enjoy it, even they have their own favorite artists, comparing to other music fan.

Secondly, EDM fan are highly active social media users. From a studied (add citation), it is shown that, normally, general people averaged tweet 1.85 times a day, while EDM fan tweet 11 times a day, so you can see that EDM fan tweet about 6 times more than averaged general people. For others music fan, they also tweet more than averaged of general people. Anyway, EDM fan is still tweeted more than others music fan somehow and EDM fan also talks about music that they listen more than other music fan 4 times. Every 1 of 3 posts from EDM music fan, it will consisted of them talking about EDM music and this is about 52% more than others music fan

does. One of the main reasons is EDM fan is less fandom than other music fan, so that they try to look for new music and artist all the time. EDM fan also like to talk and share EDM subculture topics, such as DJ podcast and DJ mix, and they use these things as a tool to communicate with other people. Because of high traffic of EDM music conversation, it makes a strongly engagement of this group in present social.

Next factor is EDM music fan talk and share their idea about concert more than other music fan. EDM music fan talk to other people about the concert more than 30% compared to other music fan. By this behavior, it help concert organizer to promote and gain more awareness by using mouth to mouth, which it is useful. According to second criteria of EDM music fan behavior, high usages of social media in EDM music is fan also a big place for people to comment, share their idea and leave their review, so that other usages can visit can gain awareness from all of it.

By high level of communication, mouth-to-mouth and social media, can gain awareness to a lot of new people and can make them interested and this is why there are many EDM music festival nowadays.

Next factor, according to the study of Eventbrite Academy, American EDM fan average spending for their drink per night is 26 dollar, while overall American EDM fan average spending per night is 81 dollars. 81 dollar that they have spend contained 34 dollars for tickets, 11 dollars for transportation, 10 dollars for late night snacks and 26 dollars for drink. This data was collected and analyzed from more than 10,000 events in San Francisco, New York, Los Angeles, Atlanta, Austin, Chicago.

The last factor is EDM fan is willing to share his or her personal live to other people. These people feel free to share their event even it is the most personal thing of their life, such as sex live and relationship with their family or friends. They also love to talk about their hobby and things that they do, apart of consuming EDM things. They talk frequent about TV Show, sport and another things of non-music entertainment and these entire things make them have more topics to talk to each other that lead to a strong relation in a group of EDM fan. According to The EDM Audience Analysis by Eventbrite and Mashwork (https://www.beatswitch.com/wordpress/wp-content/uploads/2014/06/ Eventbrite_EDM_Social_Media_Listening_Project.pdf)

In conclusion, according the literature review, the author can analyzed the characteristics and behaviors in this list

1. American EDM fan isn’t artist centric and they are willing to seek for new artist
2. American EDM fan is a highly active social media user.
3. American EDM fan love to talk and share their idea about concert
4. American EDM fan average spending for their drink is 28 dollars
5. American EDM Fan is willing to share their personal life to other people

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Method

In order to gain information to conduct this thematic paper, the author believes that quantitative research is appropriate. A target number of 50 questionnaires will be used to collect and analyze the data.

Quantitative is needed in order to collect all of the information that the author needs for the research. The author needs this method to measure a numeric answer so that this will help the author measurement the data easily. So the questionnaire will contain Value scale, Rating Scale, Ranking Scale and Multiple choice questions depended on what information that the author need to collect. The author strongly believe, with a good designed question, quantitative research will provide useful data to the author which can find a good support form each question.

The questionnaire will be divided into two parts. The first part will investigate the demographic of the respondents such as gender, age, career, income and degree and the second part will be screening questions. After the author collect the questionnaire, the author will use SPSS to create descriptive statistics and correlations between relevant variables.

3.2 Data Analysis

The questionnaire was distributed into three groups of respondents. First group is DJs or EDM music Producer that have around 15 respondents in this group. Second group is a group of Thai people who are EDM fan and they really enjoy listening to EDM music. Mainly, respondents from second group are fan of Facebook page that talking about EDM music such as, EDM Thailand or BKK EDM. Numbers of these group respondents are around 25 people. Last group, is a group of ordinal Thai people who listen to every kind of songs. Some of them have attended to Music

Festival and some of them haven't.

3.2.1 Demographic Data

Demographic data contains 4 data, which are gender, age, degree and income.

From the table below, it shows that most of the respondents of this questionnaire are men, which are 37 out of 50 or 74%. Women that responded the questionnaire are 11 people out of 50 people, who is 22% and the others 2 left respondents are gay.

Table 3.1 Demographic Data; Gender

Statistics

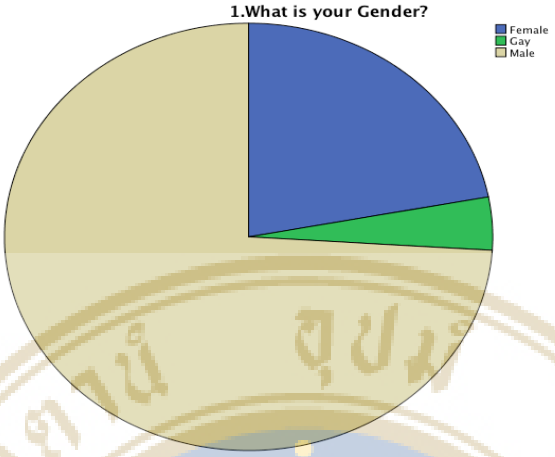
1. What is your Gender?

N	Valid	50
	Missing	0

1. What is your Gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	11	22.0	22.0	22.0
	Gay	2	4.0	4.0	26.0
	Male	37	74.0	74.0	100.0
	Total	50	100.0	100.0	

Table 3.1 Demographic Data; Gender (Cont.)



From the table below, it shows that most of the simples are 21-25 years old, which are 24 people and it is almost half of all of the respondents. Secondly are people around 26-30 that has 13 people. Third are people around 30-35, which are 7 people in the group. Lastly are people around 15-20 and 36-40. There are 3 people in each two of these groups.

Table 3.2 Demographic Data; Age

Statistics

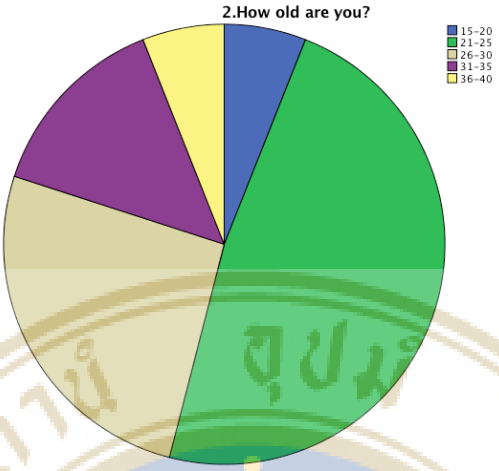
2. How old are you?

N	Valid	50
	Missing	0

2. How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	3	6.0	6.0	6.0
	21-25	24	48.0	48.0	54.0
	26-30	13	26.0	26.0	80.0
	31-35	7	14.0	14.0	94.0
	36-40	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Table 3.2 Demographic Data; Age (Cont.)



From the table below, you can see the most of the samples' highest degree are bachelor degree, which are 31 people. Secondly is Master Degree, which has 14 people. Lastly is high school, which are 5 people. Author strongly believe that 5 respondents of the last group are doing their bachelor degree and some of respondents that highest degree are bachelor degree are also doing master degree.

Table 3.3 Demographic Data; Degree

Statistics

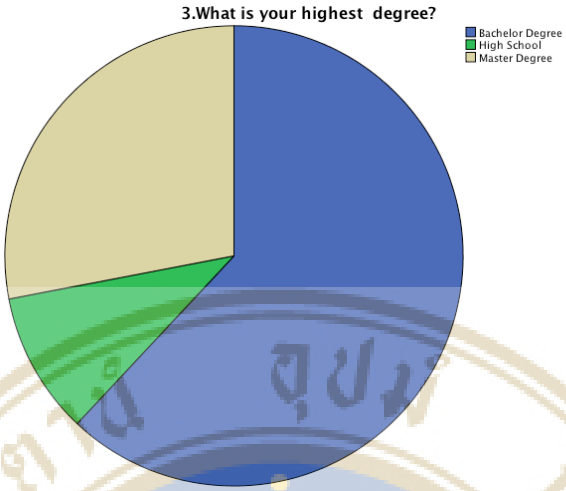
3.What is your highest degree?

N	Valid	50
	Missing	0

3. What is your highest degree?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	31	62.0	62.0	62.0
	High School	5	10.0	10.0	72.0
	Master Degree	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

Table 3.3 Demographic Data; Degree (Cont.)



From the table below, most of the respondent's income is between 20,001 – 25,000 bath per month, which is 12 people and it is almost one quarter of the respondents.

Table 3.4 Demographic Data; Income

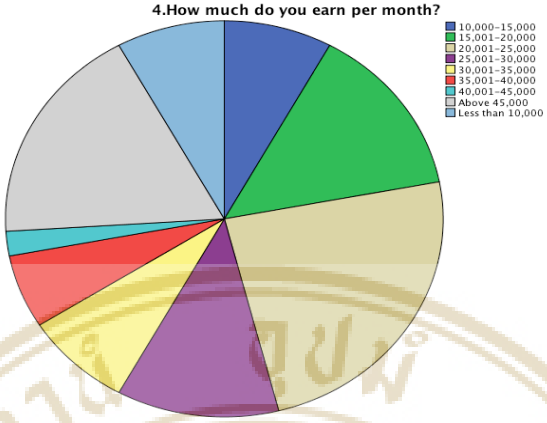
Statistics

4.How much do you earn per month?		
N	Valid	50
	Missing	0

4. How much do you earn per month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000-15,000	4	8.0	8.0	8.0
	15,001-20,000	7	14.0	14.0	22.0
	20,001-25,000	12	24.0	24.0	46.0
	25,001-30,000	6	12.0	12.0	58.0
	30,001-35,000	4	8.0	8.0	66.0
	35,001-40,000	3	6.0	6.0	72.0
	40,001-45,000	1	2.0	2.0	74.0
	Above 45,000	9	18.0	18.0	92.0
	Less than 10,000	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Table 3.4 Demographic Data; Income (Cont.)



3.2.2 Behavior& EDM Activity

This section is analyzed Thai EDM fan behavior and activity that the samples do. Some of the data will be used with cross tabulation to find if each data have correlation between each other.

From the table and chart below, it shows that all of the respondents like EDM and we can group all of these samples into three groups. The first group is people who extremely likeEDM (answer 5) and there are 31 people out of 50 of the samples. Second group is someone who really likes EDM (answer 4), which are 10 people and others 9 people like EDM (answer 3), which is the last group of the samples.

Table 3.5 Behavior& EDM Activity; How do you like EDM?

5. Do you like EDM?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	18.0	18.0	18.0
	4	10	20.0	20.0	38.0
	5	31	62.0	62.0	100.0
	Total	50	100.0	100.0	

The below table shows that most of the respondents, 29 people, are listening to EDM everyday and 15 people are listening to EDM music more than once a week, while there are 6 people listen to EDM only once a week.

Table 3.6 Behavior& EDM Activity; How frequent do you listen EDM?

Statistics

6.How frequent do you listen to EDM?		
N	Valid	50
	Missing	0

6. How frequent do you listen to EDM?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3 times for a week	9	18.0	18.0	18.0
	4-5 times a week	6	12.0	12.0	30.0
	Everyday	29	58.0	58.0	88.0
	Once a week	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Below table show that respondents who listen to EDM everyday contain 26 people that extremely like EDM and 3 people that really like EDM. The sample group that listens to EDM once a week contained 4 people that like EDM, 1 person that really like EDM and only 1 person that extremely like EDM. Chi-Square test also shows that two of there variable are dependent to each other's also.

Cross Tabulation

Table 3.7 Behavior& EDM Activity; How do you like EDM&How frequent do you listen EDM?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
5.Do you like EDM? * 6. How frequent do you listen to EDM?	50	100.0%	0	0.0%	50	100.0%

Table 3.7 Behavior& EDM Activity; How do you like EDM&How frequent do you listen EDM? (Cont.)

5. Do you like EDM? * 6. How frequent do you listen to EDM? Crosstabulation

			6. How frequent do you listen to EDM?				Total
			2-3 times for a week	4-5 times a week	Everyday	Once a week	
5. Do you like EDM?	3	Count	5	0	0	4	9
		% within 5.Do you like EDM?	55.6%	0.0%	0.0%	44.4%	100.0%
		% within 6.How frequent do you listen to EDM?	55.6%	0.0%	0.0%	66.7%	18.0%
	4	Count	3	3	3	1	10
		% within 5.Do you like EDM?	30.0%	30.0%	30.0%	10.0%	100.0%
		% within 6.How frequent do you listen to EDM?	33.3%	50.0%	10.3%	16.7%	20.0%
	5	Count	1	3	26	1	31
		% within 5.Do you like EDM?	3.2%	9.7%	83.9%	3.2%	100.0%
		% within 6.How frequent do you listen to EDM?	11.1%	50.0%	89.7%	16.7%	62.0%
Total		Count	9	6	29	6	50
		% within 5.Do you like EDM?	18.0%	12.0%	58.0%	12.0%	100.0%
		% within 6.How frequent do you listen to EDM?	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.597[a]	6	.000
Likelihood Ratio	37.810	6	.000
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is 1.08.

From the table below, there are 41 samples attended to EDM music festival while others 9 samples never attended.

Table 3.8 Behavior& EDM Activity; Have you ever attended to EDM music festival?

Statistics

		10.Have you ever attended to Music Festival? (If No, please skip to No. 12)
N	Valid	50
	Missing	0

Table 3.8 Behavior& EDM Activity; Have you ever attended to EDM music festival? (Cont.)

10.Have you ever attended to Music Festival? (If No, please skip to No.12)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	9	18.0	18.0	18.0
	Yes	41	82.0	82.0	100.0
	Total	50	100.0	100.0	

From the below table, you can see that 90.3% of samples who extremely like EDM have attend to EDM music festival and 100% of samples who really like EDM have attend to EDM music festival also. In the other hands, 66.7% of samples that like EDM music have never attend to EDM music festival. Two of these factors are also dependent on each other.

Cross Tabulation

Table 3.9 Behavior& EDM Activity; Do you like EDM & Have you ever attended to EDM music festival

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
5.Do you like EDM? * 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	50	100.0%	0	0.0%	50	100.0%

Table 3.9 Behavior& EDM Activity; Do you like EDM & Have you ever attended to EDM music festival (Cont.)

5.Do you like EDM? * 10.Have you ever attended to Music Festival? (If No, please skip to No. 12) Crosstabulation

			10.Have you ever attended to Music Festival? (If No, please skip to No.12)		
			No	Yes	Total
5. Do you like EDM?	3	Count	6	3	9
		% within 5.Do you like EDM?	66.7%	33.3%	100.0%
		% within 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	66.7%	7.3%	18.0%
	4	Count	0	10	10
		% within 5.Do you like EDM?	0.0%	100.0%	100.0%
		% within 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	0.0%	24.4%	20.0%
	5	Count	3	28	31
		% within 5.Do you like EDM?	9.7%	90.3%	100.0%
		% within 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	33.3%	68.3%	62.0%
Total		Count	9	41	50
		% within 5.Do you like EDM?	18.0%	82.0%	100.0%
		% within 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.092[a]	2	.000
Likelihood Ratio	15.970	2	.000
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.62.

From the table below, most of the samples think that acceptable price for EDM music festival regular ticket is around 1,500-2,000 baths, but if most of the samples that extremely like EDM music think that acceptable price for EDM music festival regular ticket is around 2,001-2,500 bath.

Cross Tabulation

Table 3.10 Behavior& EDM Activity; Do you like EDM & How much is the acceptable or reasonable price for EDM music festival ticket (regular ticket)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
5.Do you like EDM? * 13.How much is the acceptable or reasonable price for Music Festival Ticket (Regular Ticket)?	50	100.0%	0	0.0%	50	100.0%

5.Do you like EDM? * 13.How much is the acceptable or reasonable price for Music Festival Ticket (Regular Ticket)? Crosstabulation

			13.How much is the acceptable or reasonable price for Music Festival Ticket (Regular Ticket)?				Total
			1,500-2,000	2,001-2,500	2,501-3,000	3,001-3,500	
5. Do you like EDM?	3	Count	7	0	2	0	9
		% within 5.Do you like EDM?	77.8%	0.0%	22.2%	0.0%	100.0%
		% within 13.How much is the acceptable or reasonable price for Music Festival Ticket (Regular Ticket)?	31.8%	0.0%	18.2%	0.0%	18.0%
	4	Count	5	4	1	0	10
		% within 5.Do you like EDM?	50.0%	40.0%	10.0%	0.0%	100.0%
		% within 13.How much is the acceptable or reasonable price for Music Festival Ticket (Regular Ticket)?	22.7%	25.0%	9.1%	0.0%	20.0%
	5	Count	10	12	8	1	31
		% within 5.Do you like EDM?	32.3%	38.7%	25.8%	3.2%	100.0%
		% within 13.How much is the acceptable or reasonable price for Music Festival Ticket (Regular Ticket)?	45.5%	75.0%	72.7%	100.0%	62.0%
Total		Count	22	16	11	1	50
		% within 5.Do you like EDM?	44.0%	32.0%	22.0%	2.0%	100.0%
		% within 13.How much is the acceptable or reasonable price for Music Festival Ticket (Regular Ticket)?	100.0%	100.0%	100.0%	100.0%	100.0%

From the table below, most of the respondents, 20%, think that the acceptable price for EDM music festival VIP ticket is around 3,001-3,500 baths. The sample group that extremely likes EDM thinks that an acceptable price for EDM music festival VIP ticket is above 5,000 baths.

Cross Tabulation

Table 3.11 Behavior& EDM Activity; Do you like EDM & How much is the acceptable or reasonable price for EDM music festival ticket (V.I.P ticket)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
5.Do you like EDM? * 14.How much is the acceptable or reasonable price for Music Festival Ticket (VIP Ticket)?	50	100.0%	0	0.0%	50	100.0%

5. Do you like EDM? * 14. How much is the acceptable or reasonable price for Music Festival Ticket (VIP Ticket)? Crosstabulation

			14. How much is the acceptable or reasonable price for Music Festival Ticket (VIP Ticket)?						
			2,500-3,000	3,001-3,500	3,501-, 4000	4,001-4,500	4,501-5,000	Above 5,000	Total
5. Do you like EDM?	3	Count	2	0	1	2	3	1	9
		% within 5.Do you like EDM?	22.2%	0.0%	11.1%	22.2%	33.3%	11.1%	100.0%
		% within 14.How much is the acceptable or reasonable price for Music Festival Ticket (VIP Ticket)?	22.2%	0.0%	12.5%	22.2%	25.0%	50.0%	18.0%
	4	Count	0	4	2	3	1	0	10
		% within 5.Do you like EDM?	0.0%	40.0%	20.0%	30.0%	10.0%	0.0%	100.0%
		% within 14.How much is the acceptable or reasonable price for Music Festival Ticket (VIP Ticket)?	0.0%	40.0%	25.0%	33.3%	8.3%	0.0%	20.0%
	5	Count	7	6	5	4	8	1	31
		% within 5.Do you like EDM?	22.6%	19.4%	16.1%	12.9%	25.8%	3.2%	100.0%
		% within 14.How much is the acceptable or reasonable price for Music Festival Ticket (VIP Ticket)?	77.8%	60.0%	62.5%	44.4%	66.7%	50.0%	62.0%
Total		Count	9	10	8	9	12	2	50
		% within 5.Do you like EDM?	18.0%	20.0%	16.0%	18.0%	24.0%	4.0%	100.0%
		% within 14.How much is the acceptable or reasonable price for Music Festival Ticket (VIP Ticket)?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table below, most of the samples, 19 people, pay for their drink around 501-1,000 baths when they attend to EDM music festival. A group of sample who extremely like EDM tend to pay more for their drink comparing to other group. 32.3% of the samples of this group pay around 1,500-1,000 baths for their drink.

Cross Tabulation

Table 3.12 Behavior& EDM Activity; Do you like EDM&How much do you spend for your drink when you attend to EDM music festival

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
5.Do you like EDM? * 15. How much do you spend for your drink when you attend to Music Festival	50	100.0%	0	0.0%	50	100.0%

5. Do you like EDM? * 15. How much do you spend for your drink when you attend to Music Festival Crosstabulation

			15. How much do you spend for your drink when you attend to Music Festival						
			0-500	1,001-1,500	1,501-2,000	501-1,000	Above 2,000	No	Total
5. Do you like EDM?	3	Count	1	1	0	5	1	1	9
		% within 5.Do you like EDM?	11.1%	11.1%	0.0%	55.6%	11.1%	11.1%	100.0%
		% within 15. How much do you spend for your drink when you attend to Music Festival	10.0%	10.0%	0.0%	26.3%	33.3%	50.0%	18.0%
	4	Count	2	3	0	4	1	0	10
		% within 5.Do you like EDM?	20.0%	30.0%	0.0%	40.0%	10.0%	0.0%	100.0%
		% within 15. How much do you spend for your drink when you attend to Music Festival	20.0%	30.0%	0.0%	21.1%	33.3%	0.0%	20.0%
	5	Count	7	6	6	10	1	1	31
		% within 5.Do you like EDM?	22.6%	19.4%	19.4%	32.3%	3.2%	3.2%	100.0%
		% within 15. How much do you spend for your drink when you attend to Music Festival	70.0%	60.0%	100.0%	52.6%	33.3%	50.0%	62.0%
Total		Count	10	10	6	19	3	2	50
		% within 5.Do you like EDM?	20.0%	20.0%	12.0%	38.0%	6.0%	4.0%	100.0%
		% within 15. How much do you spend for your drink when you attend to Music Festival	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The table below show that most of the sample willing to join EDM music Festival in foreign country if they have a chance.

Table 3.13 Behavior& EDM Activity; If you have a chance to attend to EDM music Festival in foreign country, will you join

16.If you have a chance to attend to Music Festival in foreign country, will you join?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	10.0	10.0	10.0
	Yes	45	90.0	90.0	100.0
	Total	50	100.0	100.0	

From the table below, it shows that 97% of the sample willing to share there personal live to their friends and others and there are only 3 men whose aren't willing to their personal live to their friends. Then we can conclude that the sample and American EDM fan have the same behavior about sharing their personal live to theirs friends.

Table 3.14 Behavior& EDM Activity; Are you willing to share your personal live to your friends and others

25.Are you willing to share your personal live to your friends and others?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	6.0	6.0	6.0
	Yes	47	94.0	94.0	100.0
	Total	50	100.0	100.0	

From the table below, It show that most of the Thai EDM fan post, share or tweet once every 2-4 days, while American EDM fans average tweet 11 times a day. There are only 2 Thai EDM fan out of 50 that post, share or tweet on their social media more than 5 times, which show that Thai and American EDM fan still have huge gap about doing social media activity.

Table 3.15 Behavior& EDM Activity; How often do you post, share or tweet

19. How often do you post, share or tweet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times a day	13	26.0	26.0	26.0
	3-5 times a day	7	14.0	14.0	40.0
	More than 5 times a day	2	4.0	4.0	44.0
	Once a month or over	9	18.0	18.0	62.0
	Once a week	7	14.0	14.0	76.0
	Once every2-4 days	1	2.0	2.0	78.0
	Once every2-4 days	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

From the table below, most of Thai EDM fan post, share or tweet about EDM every 1 out of 5, while American post, share or tweet about EDM every 1 out of 3, which there are 5 people that have the same behavior as same as American.

Table 3.16 Behavior& EDM Activity; How often do you post, share or tweet about EDM

20. How often do you post, share or tweet about EDM?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every 1 out of 10	13	26.0	26.0	26.0
	Every 1 out of 3	5	10.0	10.0	36.0
	Every 1 out of 5	14	28.0	28.0	64.0
	Every 1 out of 7	8	16.0	16.0	80.0
	Never	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

From the table below, we can see that 45 people are willing to find seek new music from new artist or producer. This shows that Thai EDM fans aren't also artist-centric which American people also have the same behavior as Thai.

Table 3.17 Behavior& EDM Activity; Do you try to seek or find new music from new DJ. and Producer

24.Do you try to seek or find new music from new DJ. and producer ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	10.0	10.0	10.0
	Yes	45	90.0	90.0	100.0
	Total	50	100.0	100.0	

From the table below, 36 samples have been to the nightclub when there is a world class DJ. as a special guest or event and most of the samples that attended to the nightclub when there is a world class DJ. as a special guest or event are the sample that extremely like EDM.

Cross Tabulation

Table 3.18 Behavior& EDM Activity; Do you like EDM & Have you ever join nightclub when it has a world class DJ. as a special guest

5.Do you like EDM? * 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28) Crosstabulation

			26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)		
			No	Yes	Total
5. Do you like EDM?	3	Count	6	3	9
		% within 5.Do you like EDM?	66.7%	33.3%	100.0%
		% within 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)	42.9%	8.3%	18.0%
	4	Count	3	7	10
		% within 5.Do you like EDM?	30.0%	70.0%	100.0%
		% within 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)	21.4%	19.4%	20.0%
	5	Count	5	26	31
		% within 5.Do you like EDM?	16.1%	83.9%	100.0%
		% within 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)	35.7%	72.2%	62.0%
Total		Count	14	36	50
		% within 5.Do you like EDM?	28.0%	72.0%	100.0%
		% within 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)	100.0%	100.0%	100.0%

From the table below, most of the samples, 23 people, think the nightclub that is the most appropriate place to have a world class DJ. event is Onyx, while secondly is Demo.

Table 3.19 Behavior& EDM Activity; Which night club that you think is the most appropriate to have a world class DJ. event

28.Which night club that you think is the most appropriate to have a world class DJ. event?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Demo	12	24.0	24.0	24.0
	DJ Mikes house	1	2.0	2.0	26.0
	Level	6	12.0	12.0	38.0
	Live	1	2.0	2.0	40.0
	None	1	2.0	2.0	42.0
	Onyx	23	46.0	46.0	88.0
	Route 66	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

From the table below, most of the samples that have attended to EDM music festival are also attended to nightclub when it has world class DJ. as a special guest or event and most of the samples who have never attended to EDM music festival are also never attended to a nightclub when it has a world class DJ. as a special guest or event.

Table 3.20 Behavior& EDM Activity; Have you ever attended to EDM music festival & Have you ever join nightclub when it has a world class DJ. as a special guest

10.Have you ever attended to Music Festival? (If No, please skip to No.12) * 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28) Crosstabulation

			26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)		
			No	Yes	Total
10.Have you ever attended to Music Festival? (If No, please skip to No.12)	No	Count	7	2	9
		% within 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	77.8%	22.2%	100.0%
		% within 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)	50.0%	5.6%	18.0%
	Yes	Count	7	34	41
		% within 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	17.1%	82.9%	100.0%
		% within 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)	50.0%	94.4%	82.0%
Total		Count	14	36	50
		% within 10.Have you ever attended to Music Festival? (If No, please skip to No.12)	28.0%	72.0%	100.0%
		% within 26.Have you ever join the night club when it has a wold class DJ. as a special guest? (If No, Please Skip to No.28)	100.0%	100.0%	100.0%

Table 3.20 Behavior& EDM Activity; Have you ever attended to EDM music festival & Have you ever join nightclub when it has a world class DJ. as a special guest (Cont.)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13.490[a]	1	.000		
Continuity Correction[b]	10.647	1	.001		
Likelihood Ratio	12.283	1	.000		
Fisher's Exact Test				.001	.001
N of Valid Cases	50				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.52.

b. Computed only for a 2x2 table

CHAPTER IV
CONCLUSION

There are some behaviors that Thai EDM fan have the same as American EDM fan such as they are willing to share their personal life to their friends and others, they are willing to find new music from new DJ. or Producer. In the others hand, there are also some behaviors that Thai EDM fan and American fans are different from each others such as the frequency that Thai and American fan have an activity with their social network. The study shows that Thai EDM fan tweet, post or share once every 2-4 days while American EDM fan is an active social media user, they tweet, share or post around 11 times per day. The group of respondents that extremely like EDM in Thailand does post, share or tweet only 1-2 times a day, so that we can see that this is the huge gap of the number in having a social media activity between Thai and American EDM fan. The number of post, share or tweet about EDM between two of the nationality are also different. American EDM fan post, share or tweet about EDM every 1 out of 3 while Thai EDM fan post, share or tweet every 1 out of 5. And there only 5 samples that have the same behavior as same as American fan. We can assume that Thai EDM fan has some lifestyle that in common with American EDM fan, but the social media activity that two of these nationalities do is still different from each other.

From the data analyzed, most of the samples are Men aged around 21-25. Their highest degree is bachelor degree and they earn around 20,001-20,005. They are extremely like EDM and they also listen to EDM everyday. The data shows that most of the samples in a group that extremely like EDM tend to listen to EDM every day also.

Most of the samples in this study have attended to EDM music festival. 28 respondents out of 31 that extremely like EDM and 10 samples that really like EDM have attended to EDM music festival and it show that this group of people are enjoying and willing to join EDM music festivals. The study show that most of the

respondents think that the most acceptable and reasonable price for a EDM music festival regular ticket is around 1,501-2,000 bath while there are still some sample think that it should be around 2,001-2,500. For the price of EDM music festival VIP ticket, most of the samples think that acceptable and reasonable price is around 3,001-3,500 baths. When the respondents join EDM music festival, most of them tend to spend around 501-1,000 bath, but people who extremely like EDM tend to spend their money for their drink higher than the average. Some of them spend around 1,001-1,500 baths and some of them spend around 1,501-2,000 bath and there is only one sample that spend over 2,000 bath for their drink. According to the literature review, the study shows that American EDM fan average spending for their drink is 26 dollars, which is around 900 baths. The study also show that if most of the samples have a chance to join EDM music festival in foreign country, they are willing to join, especially the samples extremely like EDM which are 29 out of 31 samples.

Otherwise, the study also shows that a group of sample that have attended to EDM music festival also have attend to nightclub when it has world class DJ. or producer as a special guest or event while samples that never have attended to EDM music festival are also have never attended to nightclub when it has world class DJ. or producer as a special guest or event. A nightclub that most of the samples think and believe that it is the most appropriates place to have a world class DJ. event is Onyx while the second one is Demo.

CHAPTER V
RECOMMENDATION

From this study, I believe that it will be useful information to people who want to invest or in a business in EDM music event field. From the sample, there are no one that hates or dislikes EDM and most of the sample extremely like EDM. Plus, there the number of the sample that have attended to EDM music festival are 41 out of 50 which show that The samples are willing and still interested to join the EDM music festival. Nevertheless, 90.3% samples of a groups that extremely like EDM and 100 % samples of a group that really like EDM have attend to EDM music festival. If the investor knows the how many population of Thai EDM fan and use the information from this study, the investor probably can compute the number that will buy ticket for EDM music festival. For the price of the ticket, regular and VIP, the investor might not need to concern much about this factor, because there is no relationship between income and the price of the ticket, but make sure that the price of the ticket is not too high and people can afford for it. The DJ. line up that the investor should hire for the show could be someone famous and well known for Thai people so that it will encourage people to the music festival and some might not have to be famous or well know because Thai EDM are not artist-centric. They are willing to find new music from DJ. and Producer that they never know. If the investor want to have an special event at the night club, it should be fine because there are many people already joined the event at the nightclub. Onyx and Demo should be the considered nightclubs to have an event, according to the study.

This thematic paper also has some limitations in conducting the research. First, the number of the sample is very small that mean most of Thai people might have different behavior if we compared to sample behavior. Secondly most of the samples are Thai EDM fan. If the sample is general Thai people, the result of this research might be totally different from this result. Third, a timeline for this research is only 3 months so that the author might not be able collect all of the necessary data.

REFERENCES

https://smartasset.com/insights/the-economics-of-electronic-dance-music-festivals

http://www.crossfadr.com/2014/07/07/dance-music-made-major-economic-jump-2013/

https://www.beatswitch.com/wordpress/wp-content/uploads/2014/06/Event-brite_EDM_Social_Media_Listening_Project.pdf

www.danceonomics.com

http://www.marketwired.com/press-release/electronic-dance-music-edm-fan-behavior-differs-greatly-from-that-other-music-fans-1802603.htm

http://www.thembj.org/2012/10/the-rise-of-edm/

http://www.hypebot.com/hypebot/2013/08/electronic-music-fans-vs-other-music-fans-study-analysis.html

http://www.eventbrite.com/academy/how-much-do-people-spend-on-a-night-out/