A Study on Comparison of Perception of Hybrid Culture–Art Product with Consumption Intention Consequent Cultural Consumption Type

Roh, Eun Young · Park, Eun Jung*
Visiting Professor, Major of Stage Fashion, Division of Performing Arts, College of Arts, Seokyeong University
Professor, Major of Stage Fashion, Division of Performing Arts, College of Arts, Seokyeong University*

+Corresponding Author : Roh, Eun Young, roh-eun@hanmail.net


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Abstract

The purpose of this study includes segmentation of the culture-art market by classifying the consumers of culture-art package on the basis of cultural consumption inclination, confirmation of what type of Hybrid culture-art package will have the developmental possibility in the later market by grasping the perception of Hybrid culture-art package by the segmented culture consumption group, and proposal of the basis data that will be helpful to planning & making of culture-art package by surveying the consumer’s intention of Hybrid culture-art package consequent on cultural consumption type. A questionnaire was administered for 14days (Nov. 24.~Dec. 7. 2012). Responses of 751 respondents were analyzed using Frequency analysis, ANOVA, Factorial analysis, Cronbach’s alpha analysis and Cluster analysis with SPSS20.0. The results were as follow.


Second, the results that cultural consumption propensity, recognition of culture-art products and consumption intention according to the types of cultural consumption in three groups divided by the propensity to consume-wide as follows.

Symbolic consuming group(37.9%) had a tendency purchasing cultureart products to keep relationship with men neighboring, were affected by advertisement and information. The awareness of hybrid cultureart product were ‘extensive’, ‘future-oriented’, ‘emotional experience’, ‘sensibility desire stimulus’, which showed that they recognized hybrid cultureart as a new product future-oriented under digital convergence when the differences between domains seemed to have blurred. ‘Extensive performing art-consuming intention’ was high ranked, while ‘technology oriented’, ‘performing art-consuming intention’ were low-ranked in consumption propensity of hybrid cultureart products.

Superior consuming group(37.0%) tend to purchase hybrid cultureart products in self-conscious about others for maintaining dignity, following the trend. The awareness of hybrid cultureart product were ‘social interchange’, ‘traditional values degeneracy’ as high ranked, while ‘extensive’, ‘future-oriented’, ‘emotional experience’, ‘sensibility desire stimulus’ as low ranked. These results showed superior consuming group regarded hybrid culture-art products as an effective in social relationship however it was detracting and might shrink authentic art too. The recognition of hybrid culture-art products in this group were that ‘technology...