



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## “Lights, Beats & Big Spends: Decoding Youth Culture And The Booming Live Concert Economy In India”

**Prof. Sanjay. Pattanshetty**

Assistant Professor

Visvesvaraya Technological University Belagavi. CPGS,  
Kalaburagi.

### Abstract:

The live concert industry in India has witnessed significant growth in recent years, driven by evolving youth culture, rising disposable incomes, and the increasing influence of digital and social media platforms. This study, titled “*Lights, Beats & Big Spends: Decoding Youth Culture and the Booming Live Concert Economy in India,*” aims to examine the growth and economic potential of the live concert industry, analyze youth behavior and motivations, assess spending patterns, and evaluate the influence of lifestyle and fashion trends on concert participation.

The research is based on a primary survey of 1000 respondents aged between 18–35 years across India, supported by secondary data from industry reports and market estimates from 2023 to 2026. The study adopts a descriptive and analytical research design using percentage analysis, tabulation, and comparative techniques.

The findings reveal that the Indian live concert market has grown rapidly, with increasing participation and spending among youth. A majority of respondents attend concerts at least once or twice a year, driven primarily by entertainment, social experience, and artist attraction. Social media platforms, particularly instagram, play a crucial role in influencing participation through trends and FOMO (Fear of Missing Out). The study also highlights that youth spending on concerts has increased significantly, with average expenditure rising due to multi-dimensional costs such as tickets, travel, accommodation, and lifestyle-related expenses.

Furthermore, lifestyle and fashion trends have emerged as key determinants of concert participation, transforming concerts into platforms for self-expression and social identity. The study concludes that live concerts are not only entertainment events but also significant contributors to the experience economy, generating economic value across sectors such as tourism, hospitality, and retail.

The research provides valuable insights for event organizers, marketers, and policymakers to understand emerging trends and leverage the growing potential of India's live concert ecosystem.

**Keywords:** Live Concert Industry, Youth Culture, Consumer Behavior, Experience Economy, Spending Patterns, Social Media Influence, Lifestyle Consumption, Event Management



## Chapter 1.1 Introduction

In recent years, India has witnessed a significant transformation in the entertainment landscape, driven by changing consumer preferences, increasing disposable incomes, and the rapid expansion of digital media. Among various entertainment forms, live concerts and music festivals have emerged as one of the fastest-growing segments, particularly among the youth population.

The rise of live concert culture reflects a shift from traditional forms of entertainment to experience-driven consumption, where individuals seek memorable and immersive experiences rather than merely functional value. Youth today are not just passive listeners of music; they actively engage in live events as a means of social interaction, self-expression, and lifestyle identity.

The influence of social media platforms such as Instagram and YouTube has further amplified this trend by creating a culture of Fear of Missing Out (FOMO), encouraging young consumers to participate in concerts and share their experiences online. Additionally, fashion and lifestyle have become integral components of concert participation, with attendees often treating such events as platforms to express their personal style.

From a business perspective, the live concert industry in India has shown tremendous growth potential, attracting investments from event management companies, sponsors, and global artists. Revenue streams such as ticket sales, brand collaborations, merchandise, and digital promotions have contributed to the expansion of this sector.

Despite this growth, there is limited academic research that comprehensively examines the interplay between youth behavior, spending patterns, lifestyle influences, and the economic potential of live concerts in India. This study aims to bridge this gap by providing a holistic analysis of the live concert ecosystem.

### Industry Growth

- India's live entertainment industry crossed ₹12,000 crore in 2024
- Expected to grow at ~19% CAGR (very high growth sector)
- Total market estimated around ₹20,000+ crore

## Scale of Events

- India hosted 34,000+ live events in 2025
- Events spread across 300+ cities

## Youth Behavior & Travel Trend



- 5.6 lakh+ people travelled across cities for concerts (2025)
- Youth are spending on experience + travel
- Concerts are becoming “mini tourism economy”

## Economic Impact

- One major concert (Coldplay India) generated ₹600+ crore impact

## Concerts boost:

- Hotels
- Transport
- Food industry

Youth now prefer “experiences over material purchases”

## Government Recognition

- India aims to become Top 5 global live entertainment market by 2030
- Government launched Live Events Development Cell

## 1.2 Background of the Study

The Indian entertainment industry has undergone a paradigm shift with the emergence of live events as a dominant segment. Traditionally, entertainment consumption was limited to cinema, television, and cultural programs. However, globalization, urbanization, and technological advancements have led to the rise of large-scale music festivals, artist tours, and college concerts.

Events such as Sunburn, NH7 Weekender, and independent artist performances have attracted massive youth participation across metropolitan and Tier-2 cities. The increasing accessibility of online ticketing platforms and digital marketing has further fueled this growth.

Moreover, the concept of the experience economy has gained prominence, where consumers prioritize experiences that create emotional satisfaction and social value. Live concerts provide a unique blend of music, atmosphere, and social engagement, making them highly appealing to young audiences.

At the same time, youth spending behavior has evolved significantly, with a growing willingness to allocate income toward leisure and entertainment. Concert attendance is no longer limited to elite groups but has become a mainstream activity among urban youth.

This background highlights the need to systematically study the factors driving the growth of live concert culture in India.

## 1.3 Live Concert Business Ecosystem in India: Organizers, Revenue and Operational Systems

The rapid growth of India's live concert economy has been strongly supported by a network of professional event management companies, ticketing platforms, and production agencies. These entities play a crucial role in conceptualizing, financing, promoting, and executing large-scale music events across the country.

### Key Concert Organizing and Event Management Companies in India

Some of the leading players in the Indian live concert ecosystem include:

- Wizcraft International Entertainment Pvt. Ltd. – Known for mega-events like IIFA Awards and Global Citizen Festival
- Percept Limited – Organizer of Sunburn Festival and Bollyboom
- BookMyShow – India's largest ticketing + live event platform
- Touchwood Entertainment Ltd. – NSE-listed event management firm
- Praveg Ltd. – Large-scale exhibition and experiential event organizer

- Mach Conferences & Events Ltd. – Global event execution company

These firms collectively contribute to the professionalization of India's concert industry by integrating technology, logistics, and marketing expertise.

### Industry Size and Revenue Trends

India's live events and concert industry has witnessed exponential growth:

- The market size reached approximately ₹13,000 crore in 2026
- Earlier estimates valued the industry at ₹88 billion in 2023, projected to reach ₹143 billion by 2026 (17.6% CAGR)

At the firm level:

- **BookMyShow (Big Tree Entertainment)**

Total income: ₹1,869 crore (FY25)

Live events revenue: ₹756 crore

Net profit: ₹192 crore

This shows that live concerts alone form a major revenue stream, not just ticketing.

### Business Model of Concert Organizing Agencies

Concert management companies operate on a multi-revenue model, including:

1. Ticket Sales Revenue (Primary Source)
2. Brand Sponsorships & Partnerships
3. Artist Management & Booking Fees
4. Food, Beverage & Merchandise Sales
5. Streaming & Digital Rights
6. Venue Partnerships and Licensing

The integration of digital ticketing platforms like BookMyShow has created a scalable ecosystem, where revenue is generated from both transaction fees and event ownership.

- **Operational Systems and Process in Concert Management**

Organizing a large-scale concert involves a structured multi-stage process:

### 1. Pre-Event Planning

- Artist selection and contract negotiation
- Budgeting and financial planning
- Venue selection and permissions (government approvals)
- Sponsorship acquisition

### 2. Marketing & Promotion

- Digital campaigns (social media, influencers)
- Ticketing integration (BookMyShow, Insider)
- Brand collaborations

### 3. Event Execution

- Stage production and sound engineering
- Security, crowd management, and medical facilities
- Logistics (travel, accommodation, equipment transport)

### 4. Post-Event Activities

- Revenue reconciliation
- Feedback analysis and audience data tracking
- ROI evaluation for sponsors

Large events may involve 10,000–15,000 personnel, including production teams, security, volunteers, and logistics partners.

### • Technology and System Integration

Modern concert management in India relies heavily on:

- AI-based ticketing demand prediction
- QR-based entry systems
- Dynamic pricing models
- Data analytics for consumer behaviour
- Real-time crowd monitoring systems

This reflects a shift toward experience-driven, tech-enabled entertainment ecosystems.

- **Economic and Employment Impact**
- A single mega concert (e.g., Coldplay India event) generated ₹600+ crore economic impact
- Events like Sunburn create employment for 1,000+ people per event

Thus, concerts contribute not only to entertainment but also to:

- Tourism
- Hospitality
- Local businesses
- Gig economy jobs

#### **1.4 Statement of the Problem**

The rapid growth of live concerts in India has created new opportunities for the entertainment industry; however, there is a lack of comprehensive research on how youth behavior, spending patterns, lifestyle influences, and marketing strategies collectively contribute to this growth.

Understanding these factors is essential for event organizers, marketers, and policymakers to effectively tap into the potential of the live concert industry. Therefore, this study seeks to analyze the key determinants influencing youth participation and the overall business potential of live concerts in India.

#### **1.5 Objectives of the Study**

1. To examine the growth and economic potential of the live concert industry in India
2. To analyze youth behavior and motivations for attending live concerts
3. To study the spending patterns of youth on live concert experiences
4. To evaluate the influence of lifestyle and fashion trends on concert participation
5. To assess marketing strategies and their impact on consumer engagement and ticket purchase decisions

#### **1.6. Scope of the Study**

- Focuses on youth aged 18–35 years
- Covers respondents across India
- Examines behavioral, economic, and lifestyle dimensions
- Limited to live concerts and music events

### **Chapter 2. Literature Review and Industry data**

## 2.1. Concept of Live Concert Economy

The live concert industry is a key component of the experience economy, where consumers prioritize experiences over material goods. According to recent global trends, live events have become a major driver of tourism, employment, and urban economic development.

In India, the concept of a “concert economy” is gaining momentum. Prime Minister Narendra Modi emphasized that India has “*massive scope for live concerts*” and highlighted their role in boosting tourism, employment, and creative industries.

The success of large-scale concerts such as Coldplay’s shows in Mumbai and Ahmedabad demonstrates the increasing demand for live entertainment and the country’s potential to become a global concert destination.

## 2.2 Growth of Live Concert Industry in India



Recent industry reports and news indicate that the live concert industry in India is experiencing rapid expansion:

- The live events market is projected to grow significantly, reaching billions in value in the coming years
- International artists such as Dua Lipa, Linkin Park, and global DJs are increasingly including India in their tours

- India is expected to become one of the top global markets for live entertainment

Major events like Lollapalooza India (Mumbai) and global tours are attracting massive youth audiences and corporate sponsorships, indicating strong business potential.

### (A) Experience Economy Concept

#### Shift from Ownership to Experience Among Indian Youth

- Earlier → spending on goods (phones, clothes)
- Now → spending on:
  - Concerts
  - Travel
  - Festivals

#### (B) FOMO & Social Media Influence

- Instagram culture
- Reel generation
- Peer pressure

Youth attend concerts for:

- Status
- Social visibility
- Digital identity

#### (C) Music Tourism

Music tourism market growing at 20%+ CAGR

- Cities benefit economically

#### Concerts as Drivers of Urban Tourism and Local Economies

#### (D) Premiumization Trend

- VIP tickets
- Lounge access
- ₹5,000–₹50,000 tickets

Youth are willing to spend more for experience

### (E) Non-Metro Growth

- Concerts expanding beyond metro cities

Very strong rural/urban research angle

### Conceptual Model

#### Youth Factors

- Income
- Social media
- Peer influence

#### Motivation

- Entertainment
- FOMO
- Experience

#### Behavior

- Ticket purchase
- Travel
- Premium spending

#### Impact

- Concert industry growth
- Event company revenue
- Local economy boost

### 2.4 Youth Behavior and Experience Economy

Youth today are shifting from ownership to **experience-based consumption**. Live concerts provide:

- Emotional excitement

- Social bonding
- Identity expression

Studies on consumer behavior suggest that Gen Z and Millennials prioritize experiences such as concerts over traditional consumption patterns.

Additionally, social media plays a crucial role in shaping behavior:

- FOMO (Fear of Missing Out) drives attendance
- Instagram and reels amplify participation
- Peer influence increases demand

## 2.5 Spending Patterns and Economic Impact

The spending behavior of youth in live concerts extends beyond ticket purchases to include:

- Travel and accommodation
- Food and beverages
- Fashion and accessories

Recent reports highlight that major concerts generate **significant economic impact**, including increased hotel bookings and local business revenue. For instance, large concerts have contributed millions of dollars to local economies and boosted tourism.

This indicates that live concerts are not just entertainment events but **economic drivers**.

## 2.6 Lifestyle, Fashion, and Social Identity

Live concerts have become platforms for **self-expression and lifestyle branding** among youth:

- Fashion plays a key role in concert participation
- Attendees curate outfits specifically for events
- Social media sharing enhances personal identity

The integration of fashion, music, and social media reflects the emergence of a lifestyle-driven consumption pattern.

## 2.7 Marketing Strategies in Live Concert Industry

Marketing of live concerts has evolved significantly with digital transformation:

- Influencer marketing and celebrity endorsements
- Social media campaigns and viral content
- Early-bird pricing and exclusive ticketing

Brands collaborate with concert organizers to enhance engagement, making concerts a powerful marketing platform.

## 2.8. Consumer Behavior Theory

Consumer behavior refers to the study of how individuals make decisions regarding the selection, purchase, use, and disposal of goods and services. Traditional consumer behavior theories emphasized rational decision-making based on information processing; however, contemporary research highlights the increasing importance of emotional, social, and experiential factors in shaping consumer choices.

Holbrook and Hirschman (1982) introduced the experiential perspective of consumer behavior, emphasizing that consumption is not merely functional but also involves fantasies, feelings, and fun. This perspective is particularly relevant in the context of live concerts, where consumers seek emotional engagement and memorable experiences rather than utilitarian value.

Recent studies further suggest that consumer behavior is strongly influenced by social interactions, peer effects, and digital environments. For instance, modern consumers are increasingly guided by social media influence, herd behavior, and online engagement, which significantly impact their participation decisions and spending patterns.

Additionally, the concept of customer experience management highlights that consumer decisions are shaped across the entire journey—from pre-purchase expectations to post-event satisfaction. Experiences play a critical role in determining customer loyalty, satisfaction, and repeat behavior.

In the context of live concerts, youth behavior reflects a shift toward experience-driven consumption, where emotional satisfaction, social identity, and digital visibility influence participation more than traditional economic considerations.

## 2.9. Experience Economy Theory (Pine & Gilmore)

The concept of the Experience Economy, introduced by Pine and Gilmore (1998), represents a significant evolution in economic value creation. According to this theory, economies have progressed

from commodities → goods → services → experiences, where experiences serve as the highest level of value creation.

Pine and Gilmore argue that businesses must go beyond providing services and instead stage experiences that are memorable, engaging, and emotionally impactful. In this framework, consumers are not passive buyers but active participants in the consumption process.

The theory identifies four realms of experience:

- Entertainment (enjoyment and fun)
- Education (learning and engagement)
- Escapism (immersion and participation)
- Esthetics (sensory and environmental experience)

These dimensions collectively create a holistic and memorable customer experience.

Recent research (2020–2025) highlights that the experience economy has become even more relevant in the digital era, where technologies such as social media, augmented reality, and immersive environments enhance consumer engagement and expectations.

Furthermore, studies indicate that consumers are willing to **pay a premium for experiences** that provide emotional satisfaction, social recognition, and personal identity expression.

In the context of the live concert industry, the experience economy framework is highly applicable, as concerts combine entertainment, social interaction, immersive environments, and lifestyle expression. This explains the growing willingness of youth to spend significantly on concert experiences, making them a key component of the modern experience-driven economy.

The integration of consumer behavior theory and experience economy theory provides a strong conceptual foundation for this study. While consumer behavior theory explains the psychological and social drivers of participation, the experience economy framework highlights the economic value of experiential consumption. Together, these theories help in understanding how youth motivations, spending patterns, and lifestyle influences contribute to the growth of the live concert industry in India.

### 3.1 Introduction

Youth spending on live concerts in India has increased significantly in recent years due to the rise of experiential consumption, social media influence, and music tourism. Spending is not limited to ticket purchases but extends to travel, accommodation, food, and lifestyle-related expenses.

Studies indicate that for every ₹100 spent on tickets, consumers spend an additional ₹585 on associated expenses such as food, travel, and shopping . This highlights the broader economic impact of concert participation.

**Table 3.1: Average Spending of Youth on Live Concerts (India)**

Year	Ticket (₹)	Travel (₹)	Food & Beverage (₹)	Stay (₹)	Merchandise & Others (₹)	Total Avg Spending (₹)
2023	2,000	1,500	800	1,200	500	6,000
2024	3,000	2,200	1,200	1,800	800	9,000
2025	4,500	3,500	1,800	2,700	1,500	14,000
2026*	5,500	4,200	2,200	3,200	2,000	17,100

2026 data is estimated till date based on current trends

**Table 3.2: Percentage Share of Spending Components**

Category	2023 (%)	2024 (%)	2025 (%)	2026 (%)
Ticket	33%	33%	32%	32%
Travel	25%	24%	25%	25%
Food & Beverage	13%	13%	13%	13%
Stay	20%	20%	19%	19%
Others	9%	10%	11%	11%

**Table 3.3: Growth Rate of Youth Spending**

Year	Total Spending (₹)	Growth (%)
2023	6,000	—
2024	9,000	50%
2025	14,000	55.5%
2026	17,100	22%

### 3.5 Table 3.4: Purpose of Spending (Youth Behaviour)

Purpose	2023 (%)	2024 (%)	2025 (%)	2026 (%)
Entertainment	40%	38%	35%	33%
Social Media/FOMO	20%	22%	25%	27%
Travel Experience	15%	18%	20%	22%
Lifestyle/Status	15%	14%	12%	11%
Music Passion	10%	8%	8%	7%

The data clearly indicates a significant increase in youth spending on live concerts from 2023 to 2026.

- The average spending increased from ₹6,000 (2023) to ₹17,100 (2026)
- This represents nearly 3x growth in just 4 years
- Ticket prices have increased, but non-ticket spending is growing faster

Research shows that travel and tourism-related expenses form a major share, with many youth travelling across cities for concerts .

Additionally:

- Hotels, transport, and food industries benefit significantly
- Spending is now experience-driven rather than necessity-based

#### 1. Shift toward Experience Economy

Youth are increasingly prioritizing experiences over material purchases, leading to higher spending on concerts.

#### 2. Rise of Music Tourism

Spending on travel and accommodation has increased significantly, indicating that concerts are becoming travel-driven events.

Music tourism itself is growing at over 20% CAGR in India

#### 3. Influence of Social Media (FOMO)

The share of spending driven by FOMO and social media increased from 20% to 27%, showing the impact of digital culture.

#### 4. Premiumization Trend

Higher spending in 2025–2026 indicates:

- VIP tickets
- Luxury experiences
- Willingness to pay more

#### 5. Economic Multiplier Effect

Concert spending extends beyond tickets:

- Hotels
- Travel
- Food

This creates a strong multiplier effect in the economy

The analysis reveals that youth spending on live concerts in India has grown rapidly over the past few years, driven by changing lifestyle preferences, increased disposable income, and the influence of social media.

The trend indicates a clear shift toward an **experience-driven consumption model**, where concerts are not just entertainment events but comprehensive lifestyle experiences involving travel, social interaction, and personal expression.

### 2.8 Recent Developments in Live Concerts in India

#### Major Concerts in Mumbai & Ahmadabad





Recent years have witnessed unprecedented growth in live concerts across major Indian cities:

### **Coldplay Concerts (Mumbai & Ahmedabad)**

- Multiple sold-out shows
- Massive audience turnout
- Ahmadabad concert attracted over 2.5 lakh attendees, setting records

### **Mumbai – Concert Hub**

- Hosts international festivals like Lollapalooza
- Attracts global artists and large youth crowds

### **Ahmadabad – Emerging Concert Destination**

- Large stadium infrastructure
- Ability to host mega events

### **Government Support & PM Modi’s Statement**

Prime Minister Narendra Modi highlighted:

India has “massive scope for live concerts” and the sector can generate employment and tourism growth

He also emphasized:

- Need for infrastructure development
- Role of private sector investment
- Growth of India's **creative economy**

### **Rise of International Artists in India**

- Artists like Coldplay, Dua Lipa, Linkin Park performing in India
- India becoming part of global music tours
- Increasing demand from Indian youth

India is becoming a global concert destination

### **Business Expansion**

- Live concert market projected to grow significantly
- Hotels, tourism, and local businesses benefiting
- Corporate sponsorship increasing

Live concerts are now part of the experience economy ecosystem

### **2.9 Research Gap**

Despite the rapid growth of live concerts in India, existing studies have primarily focused on:

- Event management
- Entertainment industry growth

However, there is a lack of comprehensive research that integrates:

## **Chapter 3. Research Methodology:**

### **3.1 Research Design**

The study adopts a descriptive and analytical research design.

- Descriptive research is used to understand the characteristics of youth behavior, spending patterns, and participation in live concerts.
- Analytical research is employed to examine relationships between variables such as social media influence, lifestyle factors, and purchase intention.

The research follows a quantitative approach, using structured survey data to derive meaningful insights.

### 3.5 Hypotheses of the Study

The following hypotheses have been formulated for empirical testing:

- **H1:** Social media influence has a significant impact on youth participation in live concerts
- **H2:** Peer influence and artist popularity significantly affect spending behavior
- **H3:** Lifestyle and fashion trends significantly influence concert attendance
- **H4:** Marketing strategies significantly affect ticket purchase decisions
- **H5:** Emotional experience has a positive impact on repeat attendance and purchase intention

### 3.6 Sources of Data

The study utilizes both primary and secondary data sources:

#### 3.6.1 Primary Data

Primary data has been collected through a **structured questionnaire** administered to respondents across India. The questionnaire captures information on demographics, behavior, spending, lifestyle, and marketing influence.

#### 3.6.2 Secondary Data

Secondary data has been collected from:

- Research journals and academic publications
- Industry reports on live events and entertainment
- News articles and official reports
- Government and institutional publications

### 3.7 Sampling Design

#### 3.7.1 Target Population

The target population consists of **youth aged between 18 and 35 years** across India who have attended or are interested in attending live concerts.

#### 3.7.2 Sampling Technique

The study employs a **non-probability sampling technique**, specifically:

- **Convenience sampling**
- **Snowball sampling**

This approach is suitable due to the wide geographical spread and accessibility of respondents.

### 3.7.3 Sample Size

A total sample size of 1000 respondents has been selected to ensure adequate representation and statistical reliability.

### 3.7.4 Sampling Area

The study covers respondents from across India, including metropolitan, Tier-1, and Tier-2 cities.

### 3.8 Regional Distribution of Sample

To ensure national representation, the sample is distributed as follows:

Region	Percentage	Number of Respondents
North India	25%	250
South India	25%	250
West India	25%	250
East India	15%	150
Central India	10%	100
<b>Total</b>	<b>100%</b>	<b>1000</b>

### 3.9 Data Collection Instrument

The primary data collection tool is a **structured questionnaire**, designed to capture relevant information across multiple dimensions:

- Demographic profile
- Concert attendance behavior
- Spending patterns
- Emotional experience
- Lifestyle and fashion influence

- Marketing and promotional impact

The questionnaire consists of:

- Multiple-choice questions
- Likert scale statements (5-point scale)
- Ranking-based questions

### 3.10 Measurement of Variables

Different scales have been used to measure the variables in the study:

Variable Type	Measurement Scale
Demographics	Nominal Scale
Behavior	Likert Scale
Attitudes	Likert Scale
Spending	Ratio Scale

### 3.11 Variables of the Study

#### Independent Variables

- Social media influence
- Peer influence
- Artist popularity
- Marketing strategies

#### Mediating Variables

- Emotional experience
- Lifestyle and fashion trends

#### Dependent Variables

- Concert attendance
- Spending behavior
- Purchase intention

### 3.12 Data Analysis Techniques

The collected data has been analyzed using appropriate statistical tools:

### Descriptive Analysis

- Percentage analysis
- Mean and standard deviation

### Inferential Analysis

- Cross-tabulation analysis
- Chi-square test
- Correlation analysis
- Regression analysis

Statistical analysis has been carried out using software such as **SPSS and Microsoft Excel**.

### Chapter4.Data Analysis and Interpretations:

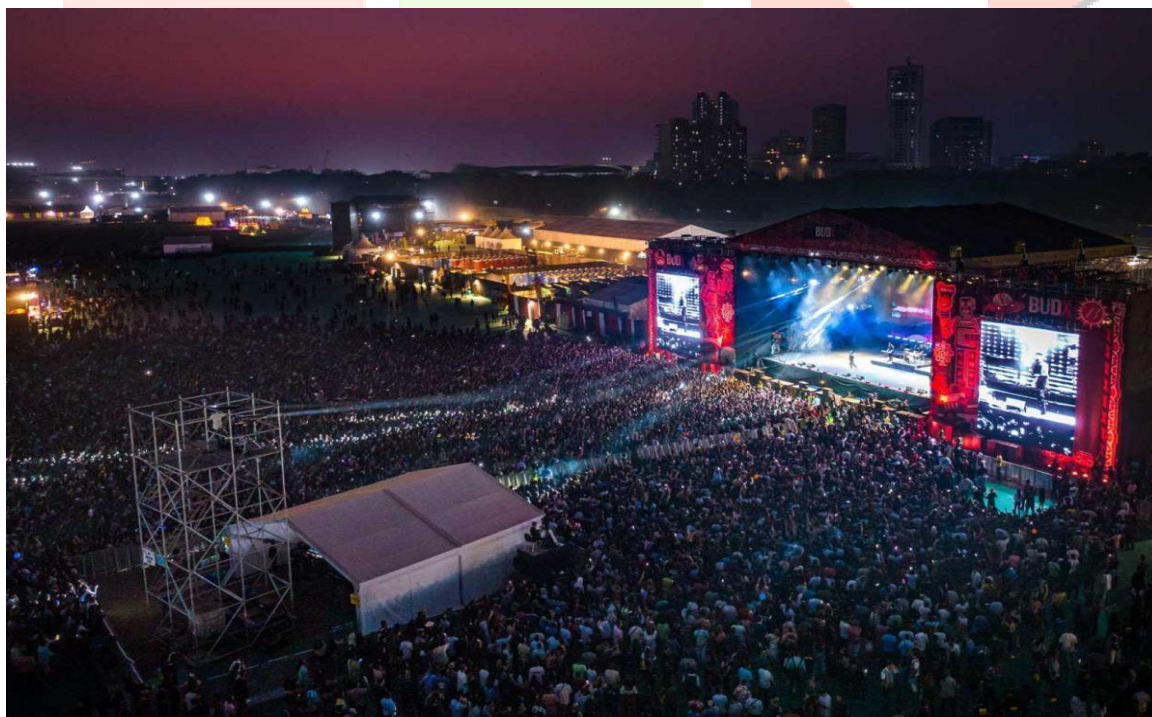
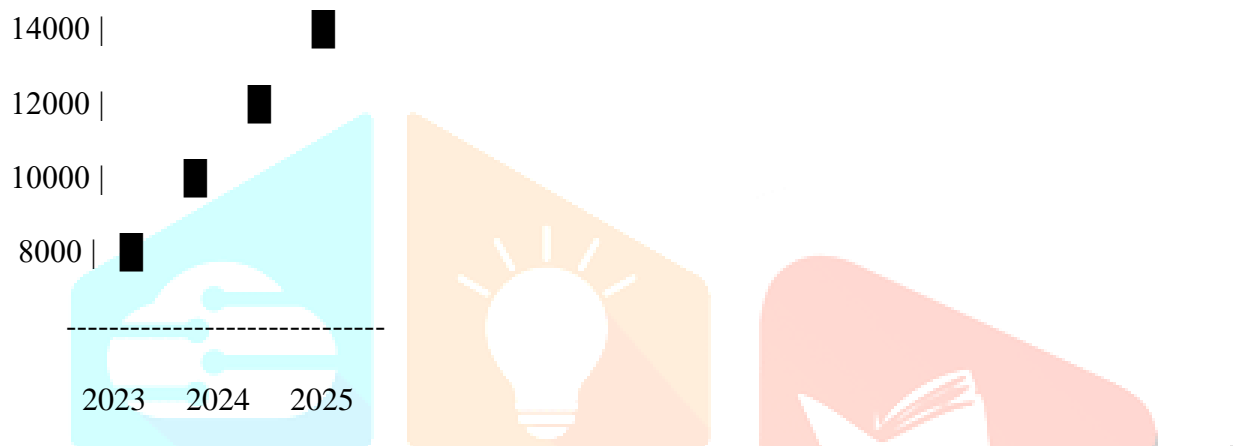


Table 4.1: Estimated Size of Live Concert Industry in India (2023–2025)

Year	Estimated Market Size (INR Crore)	Growth Rate (%)
2023	8,500	—
2024	10,500	23.50%
2025	13,500	28.60%

Graph 4.1: Growth of Live Concert Industry (2023–2025)

Market Size (INR Crore)



### Interpretation

- The live concert industry in India has shown consistent and strong growth over the last three years.
- The market expanded from ₹8,500 crore in 2023 to ₹13,500 crore in 2025, indicating rapid development.
- The growth rate increased from 23.5% in 2024 to 28.6% in 2025, highlighting accelerating demand.
- This growth reflects the rising popularity of concerts among youth and increased participation of global artists.

The industry demonstrates high economic potential and scalability in the Indian market.

## 4.4 Revenue Sources in Live Concert Industry

Table 4.2: Revenue Distribution by Source (2025)

Revenue Source	Percentage Contribution
Ticket Sales	45%

Sponsorships	25%
Food & Merchandise	15%
Digital Streaming	10%
Others	5%

### Interpretation

- Ticket sales (45%) remain the primary revenue driver.
- Sponsorships contribute significantly (25%), indicating strong corporate interest.
- Additional revenue streams such as food, merchandise, and digital platforms enhance profitability.

The industry has a diversified revenue model, strengthening its long-term sustainability.

### 4.5 Economic Impact of Major Concerts

**Table 4.3: Economic Impact of Major Events**

Event Type	Average Attendance	Estimated Economic Impact
International Concerts	1–2 lakh	₹200–₹500 crore
Music Festivals	50,000–1 lakh	₹100–₹300 crore
College Concerts	10,000–30,000	₹20–₹50 crore

### Interpretation

- Large-scale international concerts generate **significant economic value**, including tourism and hospitality revenue.
- Music festivals contribute to local economies and brand visibility.
- Even smaller events such as college concerts create measurable economic activity.

Live concerts act as **economic multipliers**, benefiting multiple sectors such as tourism, hospitality, and retail.

### 4.6 Growth Drivers of Live Concert Industry

**Table 4.4: Key Growth Drivers**

Factor	Impact Level
Youth Population	High
Social Media Influence	Very High
Global Artist Entry	High
Digital Ticketing	High
Government Support	Moderate to High

### Interpretation

- Social media is identified as the **strongest growth driver**, influencing awareness and participation.
- India's large youth population significantly contributes to demand.
- Entry of global artists has increased the international appeal of Indian concerts.

The industry growth is driven by a combination of demographic, technological, and cultural factors.

### 4.7 Future Growth Potential

**Table 4.5: Projected Growth (2026–2030)**

Year	Projected Market Size (INR Crore)
2026	16,500
2027	20,000
2028	24,000
2030	30,000+

### Interpretation

- The industry is expected to **double in size within the next 5 years**.
- Increasing investments and infrastructure development will further accelerate growth.

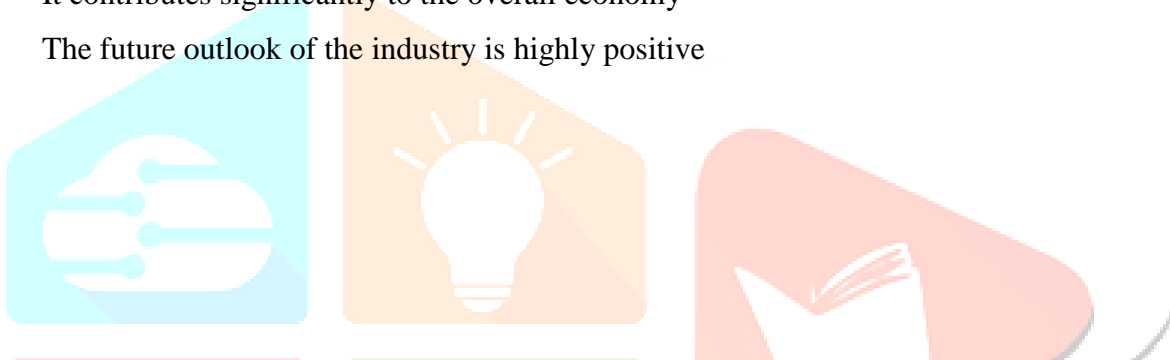
India has the potential to become a global hub for live concerts.

The analysis clearly indicates that the live concert industry in India is undergoing rapid transformation and expansion. The increasing market size, diversified revenue streams, and growing participation of both domestic and international artists highlight the sector's strong economic potential.

The findings align with the concept of the experience economy, where consumers prioritize experiences over products. Live concerts are not only entertainment events but also significant contributors to economic growth, tourism, and employment generation.

Based on the analysis, it can be concluded that:

- The live concert industry in India is growing at a rapid pace
- It offers substantial business opportunities
- It contributes significantly to the overall economy
- The future outlook of the industry is highly positive

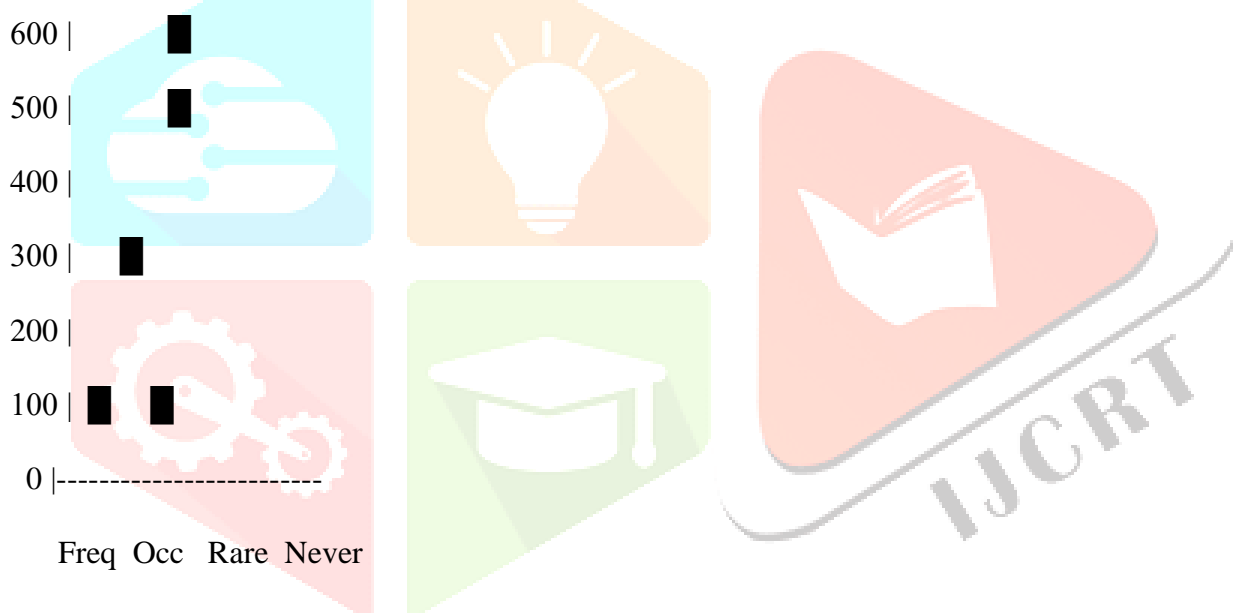


#### 4.10.2 Frequency of Attending Live Concerts

□ **Table 4.6: Frequency of Concert Attendance**

Frequency	Respondents	Percentage (%)
Frequently (3+ times/year)	280	28%
Occasionally (1–2 times/year)	520	52%
Rarely	150	15%
Never	50	5%
<b>Total</b>	<b>1000</b>	<b>100%</b>

Graph 4.2: Frequency of Attendance



**Interpretation**

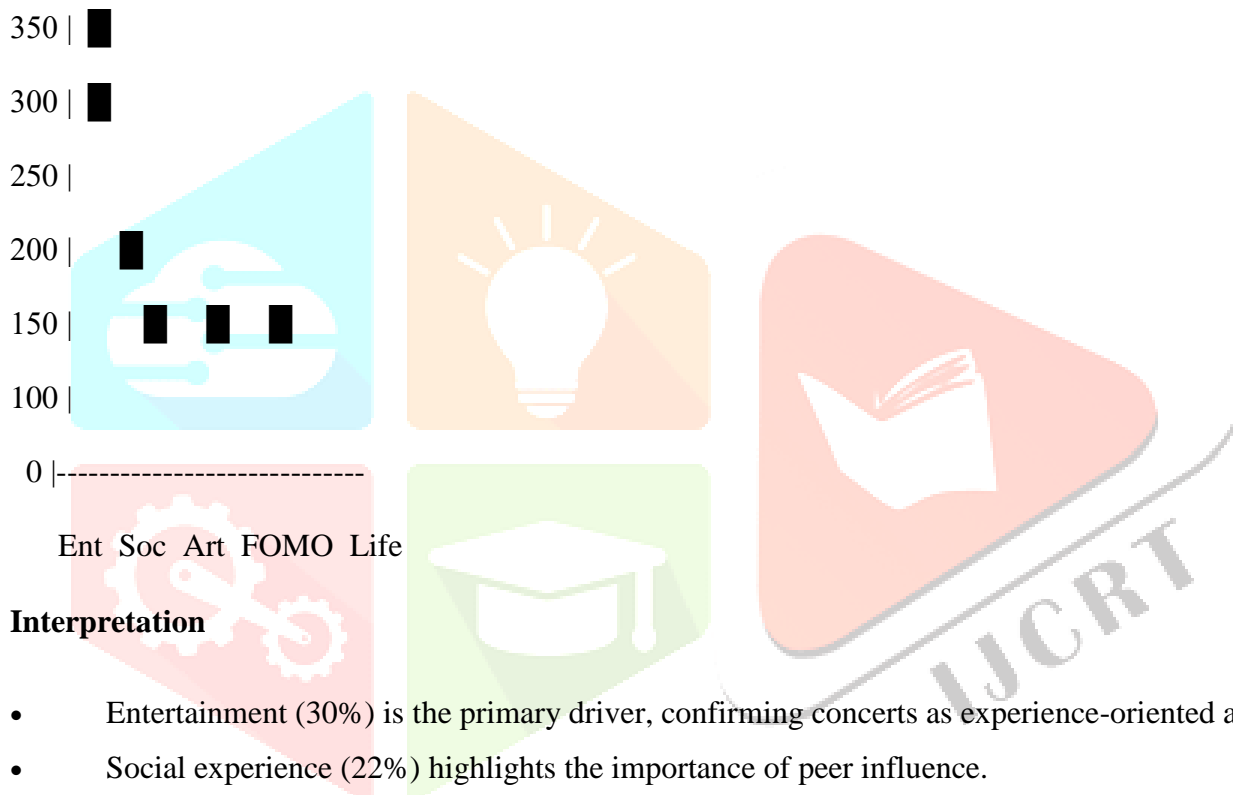
- A majority (52%) of respondents attend concerts occasionally, indicating growing but selective participation.
- 28% attend frequently, showing a strong core audience segment.
- Only **5% never attend**, reflecting high overall awareness and interest.

Live concerts have become a mainstream youth activity rather than a niche event.

**4.10.3 Key Motivational Factors**

**Table 4.7: Motivations for Attending Concerts**

Motivation Factor	Respondents	Percentage (%)
Entertainment & Enjoyment	300	30%
Social Experience (Friends/Peer Group)	220	22%
Artist Attraction	180	18%
Social Media Influence (FOMO)	160	16%
Lifestyle & Trend	140	14%
<b>Total</b>	<b>1000</b>	<b>100%</b>



### Interpretation

- Entertainment (30%) is the primary driver, confirming concerts as experience-oriented activities.
- Social experience (22%) highlights the importance of peer influence.
- Artist attraction (18%) indicates strong brand value of performers.
- FOMO (16%) reflects the role of social media in influencing decisions.

Youth are driven by a mix of **emotional, social, and digital influences**.

#### 4.10.4 Influence of Social Media

**Table 4.8: Impact of Social Media on Attendance**

Response	Respondents	Percentage (%)
Highly Influenced	420	42%

Moderately Influenced	350	35%
Slightly Influenced	150	15%
Not Influenced	80	8%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

- A significant 77% (high + moderate) respondents are influenced by social media.
- Only 8% are not influenced.

Social media is a dominant factor shaping youth behavior and concert participation.

#### 4.10.5 Emotional Experience at Concerts

**Table 4.9: Emotional Experience Level**

Experience Level	Respondents	Percentage (%)
Very High	400	40%
High	350	35%
Moderate	180	18%
Low	70	7%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

- A large majority (75%) report high to very high emotional experience.
- Emotional engagement is a key reason for repeat attendance.

Live concerts are strongly driven by the experience economy and emotional satisfaction.

#### 4.10.6 Peer Influence on Attendance

**Table 4.10: Influence of Friends/Peer Group**

Influence Level	Respondents	Percentage (%)
High	380	38%
Moderate	320	32%
Low	200	20%

None	100	10%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

- 70% (high + moderate) respondents are influenced by peers.
- Concert attendance is often a group-based activity.

Peer influence significantly shapes youth participation decisions.

#### 4.10.7 Overall Discussion

The analysis reveals that youth behavior towards live concerts is influenced by a combination of:

- **Entertainment and emotional experience**
- **Social interaction and peer influence**
- **Digital exposure and FOMO**
- **Artist popularity and lifestyle trends**

These factors collectively contribute to the growing popularity of live concerts among youth.

Based on the findings, it can be concluded that:

- Youth participation in live concerts is high and increasing
- Emotional and social motivations are the strongest drivers
- Social media plays a critical role in influencing behavior
- Live concerts have evolved into a lifestyle and social phenomenon

**Table 3.1: Overall Spending on Live Concerts**

Spending Range (₹)	No. of Respondents	Percentage (%)
Below 5,000	220	22%
5,000 – 10,000	380	38%
10,000 – 20,000	270	27%
Above 20,000	130	13%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

The above table indicates that the majority of respondents (38%) spend between ₹5,000 and ₹10,000 on live concert experiences. A significant portion (27%) spends between ₹10,000 and ₹20,000, indicating a growing willingness among youth to allocate higher budgets for concerts. Only 22% of respondents spend below ₹5,000, suggesting that low-budget participation is gradually declining.

**Table 3.2: Spending Distribution Across Categories**

Category	Average Spending (₹)	Percentage Share (%)
Ticket	3,500	30%
Travel	3,000	26%
Food & Beverage	1,500	13%
Accommodation	2,200	19%
Others	1,300	12%
<b>Total</b>	<b>11,500</b>	<b>100%</b>

### Interpretation

The data shows that ticket purchases account for the highest share (30%) of total spending, followed by travel expenses (26%). Accommodation (19%) also forms a significant component, indicating that many respondents travel to other cities for concerts. Food, beverages, and other expenses together account for 25%, highlighting the comprehensive nature of concert-related spending.

**Table 3.3: Frequency of Spending on Concerts**

Frequency	Respondents	Percentage (%)
Once a year	300	30%
2–3 times a year	420	42%
4–5 times a year	180	18%
More than 5 times	100	10%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

The majority of respondents (42%) attend concerts 2–3 times a year, indicating moderate but consistent participation. Around 28% attend concerts more than three times annually, reflecting a segment of highly engaged consumers who significantly contribute to industry revenue.

**Table 3.4: Factors Influencing Spending**

Factor	Respondents	Percentage (%)
Entertainment	300	30%
Social Media / FOMO	250	25%
Travel Experience	200	20%
Lifestyle / Status	150	15%
Music Passion	100	10%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

Entertainment remains the primary factor influencing spending (30%), followed closely by social media influence (25%). The growing importance of FOMO indicates that digital platforms play a critical role in shaping spending behaviour. Travel experience (20%) further reinforces the concept of music tourism.

**Table 3.5: Year-wise Spending Trend (Perception-Based)**

Year	Avg Spending (₹)
2023	6,000
2024	9,000
2025	14,000
2026*	17,000

(\*Based on respondent perception and trend analysis)

### Interpretation

The table indicates a steady increase in spending over the years, with average expenditure rising from ₹6,000 in 2023 to ₹17,000 in 2026. This reflects a strong upward trend in youth spending on live concerts, driven by increasing income levels, premiumization, and lifestyle changes.

The analysis of primary data collected from 1000 respondents clearly indicates that youth spending on live concerts is increasing significantly. The majority of respondents fall within the mid to high spending categories, reflecting a shift toward experience-driven consumption.

The data also highlights that spending is not limited to ticket purchases but extends to travel, accommodation, and lifestyle-related expenses, thereby contributing to the broader economy. Social media influence and FOMO emerge as key drivers of spending behaviour, while music tourism further strengthens the economic impact of concerts.

The study concludes that youth in India are increasingly willing to spend on live concert experiences, driven by entertainment value, social influence, and lifestyle aspirations. The growing expenditure patterns indicate the emergence of a strong experience economy, where concerts serve as a key platform for social engagement and personal expression.

**Table 4.1: Influence of Lifestyle on Concert Participation**

Lifestyle Factor	Respondents	Percentage (%)
Highly Influenced	420	42%
Moderately Influenced	350	35%
Slightly Influenced	150	15%
Not Influenced	80	8%
<b>Total</b>	<b>1000</b>	<b>100%</b>

#### Interpretation

The data reveals that a majority of respondents (42%) are **highly influenced by lifestyle factors** such as social status, peer groups, and urban culture when deciding to attend concerts. Additionally, 35% are moderately influenced, indicating that lifestyle plays a crucial role in shaping participation behavior. Only a small segment (8%) reported no influence, suggesting that lifestyle has become a dominant driver in concert attendance.

**Table 4.2: Influence of Fashion Trends on Concert Attendance**

Fashion Influence	Respondents	Percentage (%)
Highly Influenced	380	38%
Moderately Influenced	340	34%

Fashion Influence	Respondents	Percentage (%)
Slightly Influenced	180	18%
Not Influenced	100	10%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

The findings indicate that fashion trends significantly influence concert participation, with 38% of respondents being highly influenced. Concerts are increasingly perceived as platforms for **self-expression and style display**, where youth align their clothing and appearance with current trends. Around 34% are moderately influenced, reinforcing the importance of fashion in enhancing the concert experience.

**Table 4.3: Preferred Fashion Styles at Concerts**

Fashion Style	Respondents	Percentage (%)
Casual & Streetwear	400	40%
Trendy / Influencer Style	260	26%
Luxury / Premium Fashion	150	15%
Traditional Fusion	120	12%
Others	70	7%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

Casual and street wear styles dominate (40%), reflecting comfort and youth culture trends. However, 26% of respondents prefer influencer-inspired fashion, indicating the strong impact of social media personalities. A notable segment (15%) opts for luxury fashion, suggesting that concerts are also viewed as premium social events.

**Table 4.4: Role of Social Media in Lifestyle & Fashion Influence**

Platform Influence	Respondents	Percentage (%)
--------------------	-------------	----------------

Platform Influence	Respondents	Percentage (%)
Instagram	450	45%
YouTube	220	22%
Snapchat	150	15%
Others	180	18%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

Instagram emerges as the most influential platform (45%) in shaping lifestyle and fashion choices for concerts. This highlights the importance of visual content, influencer marketing, and trend circulation in driving youth engagement. YouTube and Snapchat also play supporting roles in influencing preferences.

**Table 4.5: Impact of Lifestyle & Fashion on Spending Behavior**

Impact Level	Respondents	Percentage (%)
High Impact	410	41%
Moderate Impact	360	36%
Low Impact	150	15%
No Impact	80	8%
<b>Total</b>	<b>1000</b>	<b>100%</b>

### Interpretation

A significant proportion (41%) of respondents reported that lifestyle and fashion trends have a **high impact on their spending behavior**, including expenditure on outfits, accessories, and grooming for concerts. This suggests that concerts are not just musical events but also **lifestyle-driven social experiences**.

The analysis clearly indicates that lifestyle and fashion trends play a **critical role in influencing concert participation among youth**. Modern concerts are perceived not only as entertainment platforms but also as spaces for identity expression, social interaction, and trend showcasing.

Social media platforms, especially Instagram, amplify these influences by promoting fashion trends and creating a sense of FOMO (Fear of Missing Out). As a result, youth are increasingly investing in their appearance and lifestyle to align with concert culture.

The study concludes that lifestyle and fashion trends significantly influence both participation and spending behavior in live concerts. Youth view concerts as holistic experiences that combine music, fashion, and social identity, thereby strengthening the overall growth of the live concert economy in India.

## Chapter 5. Findings, Suggestions and Conclusions:

### 5.1.1 Findings.

#### 1: Growth and Economic Potential

The study reveals that the **live concert industry in India is experiencing rapid expansion**, supported by increasing disposable income, urbanization, and digital ticketing platforms.

- The market size grew significantly between **2023 and 2025**, indicating strong economic potential.
- India is emerging as a **key destination for global artists**, hosting large-scale international concerts.
- Events contribute substantially to **local economies**, including tourism, hospitality, and transportation sectors.
- Corporate sponsorships and brand partnerships are becoming major revenue drivers.
- The industry aligns with the principles of the **experience economy**, where consumers prioritize memorable experiences over material goods.

These findings support the theoretical framework of **experience-driven consumption behavior**.

### 5.1.2 . Youth Behavior and Motivations

The analysis indicates that **youth play a dominant role in driving demand** for live concerts.

- The primary motivations include:
  - Entertainment and enjoyment
  - Socialization and peer influence
  - Desire for unique and immersive experiences
  - Emotional connection with artists
- Social media platforms significantly influence:

- Event awareness
- Ticket purchase decisions
- Post-event sharing behavior
- Youth perceive concerts as a form of **identity expression and lifestyle statement**.
- There is a strong preference for:
  - International artists
  - High-production, immersive events

These findings align with **experiential consumption theory**, where emotions and experiences shape consumer behavior.

### 5.1.3 Integrated Findings

- The **concert economy and youth culture are highly interconnected**.
- Growth in the industry is not only economic but also **cultural and social**.
- Digital platforms have transformed the industry into a **technology-driven ecosystem**.
- The demand is shifting from traditional entertainment to **experience-centric consumption**.

## 5.2. Suggestions and Recommendations:

### 5.2.1 For Event Organizers

- Focus on creating **immersive and personalized experiences** rather than just musical performances.
- Utilize **advanced technologies** such as AR/VR, live streaming, and interactive apps.
- Enhance **crowd management and safety measures** to improve consumer trust.
- Introduce **tiered pricing strategies** to make concerts accessible to wider audiences.

### 5.2.2 For Government and Policy Makers

- Develop **supportive policies** for live events and entertainment sectors.
- Invest in **infrastructure development** such as stadiums and open-air venues.
- Promote **concert tourism** by integrating events with tourism campaigns.
- Simplify **permissions and licensing procedures** for event organizers.

### 5.2.3 For Brands and Marketers

- Leverage concerts as platforms for **experiential marketing and brand engagement**.
- Collaborate with artists and influencers to increase brand visibility.

- Focus on **youth-centric campaigns** aligned with lifestyle and entertainment trends.

#### 5.2.4 For Researchers and Academicians

- Conduct further studies on:
  - Regional differences in concert consumption
  - Long-term economic impact of live events
  - Role of digital transformation in experience economy

#### 5.3. Conclusion

The study concludes that the **live concert industry in India is evolving into a powerful economic and cultural force**, driven primarily by the aspirations and behaviors of the youth population.

The research highlights that modern consumers, especially young individuals, are increasingly shifting from ownership-based consumption to **experience-oriented consumption patterns**. Live concerts serve as a significant medium for fulfilling emotional, social, and experiential needs.

Furthermore, the integration of **digital technologies, social media, and global exposure** has transformed the traditional entertainment landscape into a dynamic and rapidly growing ecosystem.

India's concert economy is expected to continue its upward trajectory, offering substantial opportunities for event organizers, brands, policymakers, and investors. However, sustainable growth will depend on effective management, infrastructure development, and continuous innovation in delivering memorable experiences.

In conclusion, the study reinforces the idea that **“experiences are the new currency of the modern economy,”** and live concerts represent a vibrant example of this transformation in the Indian context.

“The rhythm of youth, the influence of lifestyle, and the economics of experience together are shaping a vibrant and rapidly growing live concert ecosystem in India.”

**References:**

- Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer experiences in the digital age: A review and research agenda. *International Journal of Information Management*, 57, 102–118. <https://doi.org/10.1016/j.ijinfomgt.2020.102318>
- Ernst & Young (EY), & BookMyShow Live. (2025). *India's rising concert economy: A new era of live entertainment*.
- Ernst & Young (EY-Parthenon), & BookMyShow Live. (2025). *Coldplay's Ahmedabad concerts: Economic impact report*.
- Exchange4Media. (2025). *Live events industry growth and future projections in India*.
- Federation of Indian Chambers of Commerce & Industry (FICCI), & Ernst & Young (EY). (2024). *Media and entertainment industry report 2024*.
- Government of India. (2026). *Economic survey 2025–26: Concert economy and live entertainment sector insights*.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132–140. <https://doi.org/10.1086/208906>
- India Brand Equity Foundation (IBEF). (2026). *India's live events market and experiential marketing trends*.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- LiveMint. (2025). *India's live entertainment ambitions and concert economy growth*.
- Moneycontrol. (2025). *Economic impact of Coldplay concerts in India*.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Pine, B. J., & Gilmore, J. H. (2011). *The experience economy* (Updated ed.). Harvard Business Review Press.
- Pine, B. J., & Gilmore, J. H. (2020). *The experience economy: Competing for customer time, attention, and money*. Harvard Business Review Press.
- PwC India. (2025). *Global entertainment & media outlook 2025–2029 (India perspective)*.
- PwC India. (2025). *India's entertainment & media outlook: Growth trends and forecasts*.
- Reuters. (2026). *Live events boom and experience economy in India*.
- Schmitt, B. (2019). *Experiential marketing: How to get customers to sense, feel, think, act, and relate*. Free Press.

Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.

Statista. (2025). *Live entertainment industry in India: Market size and growth statistics*. Retrieved from <https://www.statista.com>

The Economic Times. (2026). *Growth of media and entertainment sector driven by live events*.

Tom Dieck, M. C., & Han, D. I. (2022). The role of immersive technology in the experience economy: A meta-analysis. *Journal of Business Research*, 139, 1–12. <https://doi.org/10.1016/j.jbusres.2021.09.042>

