

The Satisfaction Level of the Public Attending Children's Choral Music Events

Mălina Paula TEGLAȘ UNGUREȘAN

*Faculty of Industrial Engineering, Robotics and Production Management, Technical University of Cluj-Napoca, 400641 Cluj-Napoca, Romania
malina.teglas@staff.utcluj.ro*

Roxana Carmen CORDOȘ

*Faculty of Industrial Engineering, Robotics and Production Management, Technical University of Cluj-Napoca, 400641 Cluj-Napoca, Romania
roxana.cordos@mis.utcluj.ro*

Cristina Terezia DRESAN POP

*Faculty of Industrial Engineering, Robotics and Production Management, Technical University of Cluj-Napoca, 400641 Cluj-Napoca, Romania
cristina_dresan@yahoo.com*

Abstract. *This paper investigates the level of satisfaction and gratitude of the audience attending the musical events of a children's choir. The purpose of this study is to provide a realistic perspective on managing a cultural event, to assess the public's perception of events organized by JUNIOR VIP Children's Choir from Cluj-Napoca, to analyze the frequency of audience engagement and to recommend improvements for enhancing the choir's visibility. The research focuses on organizing the anniversary concert, "JUNIOR VIP 30", held on the stage of the Romanian National Opera Cluj-Napoca, while highlighting key aspects of audience satisfaction with the choir's events. It is desired to maintain a balance between quality, time, performance, and costs, four crucial dimensions to monitor throughout the research process.*

Keywords. *children's choir, cultural management, music marketing, level of satisfaction, SPSS data analysis.*

Introduction

Since 1995, when it was founded, the JUNIOR VIP Children's Choir from Cluj-Napoca has promoted inter- and multiculturalism, studying and showcasing works from both the local and universal repertoire. It highlights the technical and expressive potential of children's voices, aged 3 to 18, from kindergartens, schools, and high schools in Cluj. The choir supports the creation of original musical works, facilitates public engagement through local, national, and international concerts, audio and video recordings, televised broadcasts, and participates in charity performances and social projects. It consistently takes part in national and international festivals, competitions, and artistic workshops to foster professional exchanges between Romanian and foreign trainers. The choir has collaborated with artists of outstanding stature and professional competence.

To generate a highly successful cultural project, Bălan Budoiu (2022) asserts that planning must begin with a thorough analysis of the environment in which the event will be implemented, the socio-economic situation, and the competitive context of the area. Additionally, it should consider the level of education and receptiveness of the target region's consumers, as well as the degree of development in the relevant field.

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The decline in young people's interest in classical music concerts, insufficient artistic education instilled within the family, the lack of musical training for youth, and the rigid teaching of artistic subjects in schools lead to their absence from concert halls. Young people tend to prefer entertainment performances held primarily in unconventional venues such as pubs, restaurants, and bars. In the long term, the lack of proper musical education will result in serious gaps in the musical, artistic, and cultural education of the younger generation. This will create a weak connection between cultural institutions and the community, ultimately having a profoundly detrimental impact on the development of interpersonal relationships. (Janurik &all., 2023)

There are numerous studies that highlight the formative aspects of choir lessons and their contributions. With its profound spiritual content, participation in a choir can influence a child's emotional state as well as their moral and intellectual framework. Van der Sandt (2024) and Tillakhujayev (2022) state that choral singing contributes to the development of personal qualities, enhances musical skills and artistic taste, broadens horizons, and elevates children's cultural levels.

Neurological research conducted by Despina (2009) and Schneider (2002) presents evidence illustrating that music is an activity that engages both hemispheres of the brain and influences its plasticity. The potential of classical music is immense, positively impacting music lovers of all ages, and its transformative power transcends the boundaries of a mere pleasant and enjoyable activity (Khoshimova, 2024). I believe that listening to quality music is an integral part of one's lifestyle; it enhances visual imagery, preserves spontaneity, facilitates the expression of emotions, and fosters the experience of fully felt joy.

Marketing research is essential for developing events that resonate with the diversity and dynamism of the modern audience. It involves collecting and analyzing data about different audience segments, as well as anticipating cultural trends and changes in consumer preferences (Rhine, 2020). Additionally, the science of cultural marketing, internationally recognized, deserves attention at the national level, where the topic is scarcely addressed in the specialized literature, and marketing activities are practiced with reluctance in cultural organizations. The lack of cultural policies at the national level is acutely felt in public cultural institutions, which operate without an analysis of societal needs and have been successively organized and reorganized by central or local authorities. The absence of a clear national vision on cultural marketing results in strategies that are generally reactive and local, not integrated into a common national direction. Efforts are being made at the local and regional levels, but they lack broad support from a coherent cultural policy.

Although cultural institutions have started to explore the digital environment to attract audiences, the approaches are often fragmented (Văcean, 2024). Some institutions are active online and on social media, but the lack of a unified strategy means these efforts do not always reach a wide or diverse audience.

There is a significant need for collaborations with the private sector and for attracting alternative funding to compensate for the lack of budget; however, this is difficult due to the limited infrastructure and resources dedicated to developing such partnerships.

By processing statistical data, the children's choir will be able to improve its marketing strategies, attract more audience members, and increase the impact of the event they will organize (Brown et al., 2016). Careful data processing helps align the message and resources with the expectations and preferences of the target audience, ensuring a more efficient and sustainable long-term approach.

The 30th-anniversary concert marking the founding of the choir will contribute to raising awareness of the choir's repertoire, its child members, and the musical pursuits of children from various schools and kindergartens, aged between 3 and 18, all united by their passion for singing.

The choir conductor plays a pivotal role, skillfully instilling a love for quality music in children with diverse interests and at different stages of their growth. This represents a significant step toward the musical education of children (Vasilchenko, 2024).

Such an anniversary performance is therefore valuable, as it allows the children to interact with the Cluj audience and beyond, offering precious examples of the distinctiveness of Romanian choral culture. The event will accurately reflect the choir's level of artistic preparation, as well as the children's degree of education and spirituality. The successful execution and outcome of this project are guaranteed by the quality of the choral ensemble.

Preliminary investigation

The event will feature 44 children aged between 3 and 18, coming from the Sigismund Toduță Music College and 15 other schools and kindergartens in Cluj, as well as two violin students from the “Gheorghe Dima” National Academy of Music Cluj-Napoca. *JUNIOR VIP* Children's Choir aims to introduce a wide audience—both connoisseurs and general listeners—to various musical genres. Music will be presented as a lifestyle that enables the discovery of new emotions, perspectives, and ideas through participation in concerts held in a relaxed environment. Among the choir's priorities are fostering connections with the audience and bringing them closer to music, as well as engaging them in the artistic process (Gagim, 2003). Diversity, dialogue, and entertainment are the values through which culture will be disseminated to encourage cohesion, tolerance, and understanding within the community (Galac, 2020).

The originality of the event derives primarily from the integration of multiculturalism through the young artists, who will engage closely with the audience. Secondly, educating the public through non-invasive interventions can spark curiosity and inspire the voluntary pursuit of a type of music that is both high-quality and accessible, conveyed through the performance of children (Bolden et al., 2021). The *JUNIOR VIP* Children's Choir delivers a captivating and engaging lesson in art, profoundly emotional and inherently sensory. The innovative aspect of the project lies in meeting the diverse needs of the audience and rigorously managing the processes of planning, communication, design, and implementation.

The concert will contribute to fostering interest and love for musical art, cultivating the ability to perceive sounds, to listen, feel, and experience music, as well as to develop musical taste. The fact that the Cluj choral ensemble is organizing this large-scale project also affirms the identity of Romanian choral art and reinforces a correct understanding of the level of education and culture among the children and young people of Cluj.

The aim of this study is to identify the public's perception of the events organized by the *JUNIOR VIP* Children's Choir from Cluj-Napoca, to analyze the frequency of attendance, and to recommend improvements to enhance the choir's visibility. The successful organization of the event “*JUNIOR VIP 30*” aims to promote, increase visibility, and improve the choir's public image, involving a series of essential aspects to attract a broad audience and make the event memorable (Jumayev, 2024). The evaluation of the event's impact depends on how it is perceived by the media and the level of interest, whether real or presumed, shown by the public.

The main objective of this research is to organize a concert celebrating the 30th anniversary of the *JUNIOR VIP* Children's Choir from Cluj-Napoca and to highlight relevant aspects of audience satisfaction regarding the events organized by the *JUNIOR VIP* Children's Choir from Cluj-Napoca. The secondary objectives are: identifying perceptions of the performance of the *JUNIOR VIP* Children's Choir, analyzing the frequency of attendance at musical events held by the

JUNIOR VIP Children's Choir, and examining potential recommendations for improving the functionality of the *JUNIOR VIP* Children's Choir.

Research Hypotheses

The hypotheses that underpinned the research (Mureşan & Bacali, 2019) and, implicitly, the development of the questionnaire are:

H01: Most of the subjects consider that the involvement of the children in an anniversary concert of the *JUNIOR VIP* Choir contributes to the development of their social and emotional skills and enhances their self-confidence.

H02: Most of the local community recognizes the importance of the *JUNIOR VIP* Children's Choir in promoting culture and the arts among children and within the broader community.

H03: It is believed that the anniversary concerts of the children's choir have a positive impact on the audience, both within the local community and beyond it.

H04: Many of the collaborations with other cultural organizations and educational institutions in organizing the anniversary concert of the *JUNIOR VIP* Children's Choir contribute to increasing the visibility and quality of the event.

H05: The majority of the public are satisfied with the quality and diversity of the events organized by the children's choir and are willing to support and promote the choir's activities in the future.

H06: Most of the audience at the *JUNIOR VIP* Children's Choir concerts comes from urban areas.

H07: Most of the subjects listen to music and have musical skills.

H08: Many of the investigated subjects do not have formal music education.

H09: The subjects most often listen to symphonic and vocal music genres.

H010: Most of the subjects participate in the events organized by the *JUNIOR VIP* Choir.

H011: At least half of the subjects will recommend the extraordinary show "*JUNIOR VIP 30*" to their relatives, friends, and colleagues.

H012: The major quality of the artistic act appreciated by the audience are the professionalism, positive emotions conveyed, repertoire, performance, originality, positive energy, organization, harmony, artistic ingenuity.

H013: More than two-thirds of the respondents. Consider that the large hall of the Romanian Opera Cluj-Napoca is suitable for hosting the "*JUNIOR VIP 30*" anniversary concert.

H014: At least half of the respondents learned about the *JUNIOR VIP* Children's Choir from the press.

Methodology

Research tools

This research used the survey method, and the study instrument was the questionnaire, which was designed around the research aim and objectives. The use of the questionnaire offers considerable advantages: it is a cost-effective method, does not require intense effort from the interviewer, and often contains standardized responses, which facilitates the analysis and comparison of results. In this case, the funnel technique was used, so the order of the questions follows a logical and coherent progression, starting with introductory, general questions, continuing with the more relevant or sensitive ones, and concluding with questions identifying the study participants.

The questionnaire consists of 21 items, using short, clear, concise, relevant, and non-threatening questions. The questions are formulated in a neutral and balanced way, without influencing or directing the respondents' answers in any direction. Each item is unique, easy to understand, and provides valuable data for analysis and interpretation. The first questions are

introductory and general, aimed at building the subject's confidence, both in themselves and in the person conducting the marketing research. One of the questions accesses the subject's memory, being an open-ended question. The questionnaire includes both closed scales, dichotomous and multiple-choice questions, as well as scale-type questions. (Teglaş & all., 2024) The last four questions are identification questions, used to analyze the responses in the questionnaire to identify the study participants and to describe the given sample.

The use of both open-ended (unstructured) questions, where subjects express their views freely, and closed (structured) questions, which provide response options, was combined to conduct quantitative research. Additionally, opinion questions about the views of participants in the respective concerts were included.

Before distributing the questionnaire, the questions were tested on a small group of 9 target subjects to determine whether the questions were clearly phrased to be understood correctly, whether they were understood from all perspectives, whether they appeared in the correct order in the questionnaire, and whether the provided answers were sufficient. Another aspect tested was the time required to complete the questionnaire. Based on the pre-testing, changes were made to the questionnaire, and the respondents were subsequently excluded from the investigated population.

The administration of the questionnaire is done through a computerized system. The data obtained from applying the questionnaire on the Google Forms platform to the 98 respondents will be analyzed according to the statistics generated by the Statistical Product and Service Solutions (SPSS) program (Jaba & Grama, 2004): frequencies, standardization, correlations, multiple responses, the T-test, Split analysis, and the Chi-square test.

The Research Design

The study is descriptive, with the main goal of describing the level of audience satisfaction. It does not aim to establish causal relationships, but rather to provide an overview of the perceptions and experiences of the event participants.

The study is non-experimental because it does not involve the manipulation of variables. Data is collected about the audience's satisfaction as perceived by the respondents, without any interventions.

The study is cross-sectional, with data being collected at a single point in time, after a series of events, to assess satisfaction at that moment. It focuses on analyzing the public's perception of the *JUNIOR VIP* Children's Choir from Cluj-Napoca, the frequency of attendance, and any potential improvements that can be made to aspects such as the venue, staging, sound, costumes, set design, and the quality of the choir's performance or collaborations.

The research is quantitative and non-representative, meaning the results cannot be generalized to the entire population. The results are localized to the specific sample studied (the findings will only reflect the opinions and satisfaction of the group of participants who responded to the questionnaire or survey). If representative sampling methods are not used, the conclusions cannot be extended to the entire population of event participants. The research is quantitative because it is based on a questionnaire containing numerical or scaled responses. These data will be analyzed statistically to determine the level of satisfaction. The research is non-representative if the sample is not selected in a way that is representative of all participants in the *JUNIOR VIP* Choir events, as the results cannot be generalized to the entire population of participants.

All the hypotheses refer to the investigated sample, which is non-random and unrepresentative.

To obtain the data, a convenience sampling method was used.

Study participants

A total of 98 subjects participated in the present study, with ages ranging from 7 to over 65 years. Two respondents are under 14 years old, 14.3% are between 15 and 23 years old, 51% are between 22 and 44 years old, 29.6% are in the [45, 64] age range, and 3.1% are over 65 years old. Of the 98 participants, 76.5% are female, while 23.5% are male.

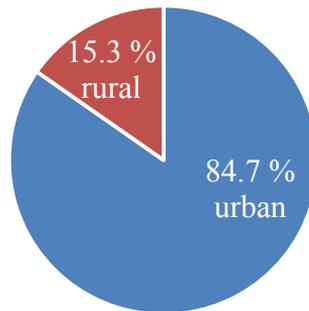


Figure 1. Respondents' Residence

Of the total 98 respondents, 84.7% live in urban areas, while the remaining 15.3% live in rural areas (figure 1). Since most of the choir's events take place in urban areas, where concert halls are available, there is a deviation from the sample mean, $M = 1.15$, with a standard deviation of $S = 0.362$ units below and above the mean.

Analyzing the level of education, an interesting aspect can be observed: the vast majority (85.7%) of respondents have higher education (Bachelor's, Master's, or postgraduate studies).

Thus, it is confirmed that 84.7% of the audience at the *JUNIOR VIP* Children's Choir concerts come from urban areas, and 85.7% have higher education. Additionally, 76.5% of the respondents are women.

Of the 98 participants in the study, 99% listen to music, and 66.3% have musical skills. 39.8% state that they have musical studies, and the most listened to music genre is vocal (25.1%).

Results

Frequencies

Table 1. How often do you attend the events of the *JUNIOR VIP* Children's Choir?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY OFTEN	40	40.8	40.8	40.8
	OFTEN	22	22.4	22.4	63.3
	SOMETIMES	22	22.4	22.4	85.7
	RARELY	11	11.2	11.2	96.9
	NEVER	3	3.1	3.1	100.0
	Total	98	100.0	100.0	

Source: Authors' own research.

40.8% of respondents state that they attend JUNIOR VIP Children's Choir events very frequently, 22.4% attend concerts often, 22.4% say they occasionally go to choir events, while 11.2% declare that they rarely attend these events (Table 1). Only 3.1% of those surveyed have never attended a JUNIOR VIP Children's Choir event in Cluj-Napoca.

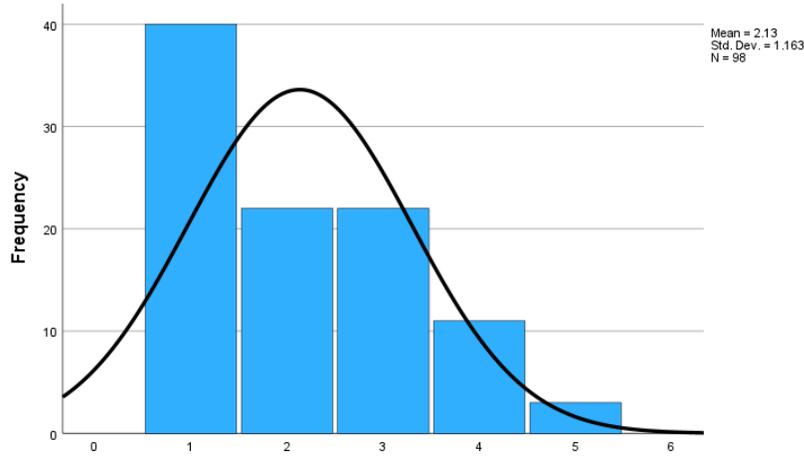


Figure 2. Participation in the events of the JUNIOR VIP Choir

According to the analysis presented in figure 2, the Gauss curve (Cătoiu, 2000) shows that regarding the participation of the 98 respondents in events, their number deviates from the sample mean, $M = 2.13$, by 1.163 standard deviation units below and above the mean.

Therefore, we confirm the hypothesis that our subjects are expected to prefer attending events organized by the JUNIOR VIP Choir in Cluj-Napoca.

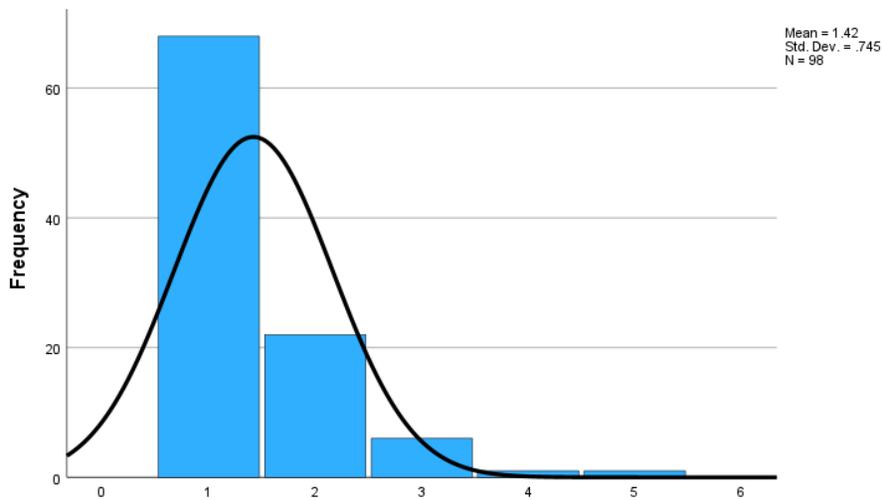


Figure 3. The probability of recommending the anniversary concert of the JUNIOR VIP Children's Choir to relatives, friends, or colleagues

According to the Gauss curve (figure 3), the frequency of recommending the anniversary performance to relatives, friends, and colleagues deviates from the sample mean, $M = 1.42$, by $S = 0.745$ standard deviation units below and above the mean. Thus, it is observed that 91.8% of respondents CERTAINLY will recommend the “JUNIOR VIP 30” performance, 6.1%

PROBABLY will recommend the concert, and 1% will definitely not recommend it. (Table 2). Therefore, the hypothesis that more than half of the subjects will recommend the extraordinary performance “*JUNIOR VIP 30*” to relatives, friends, and colleagues is confirmed.

Table 2. What is the probability of recommending the “JUNIOR VIP 30” concert to your relatives, friends, or colleagues?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CERTAINLY	68	69.4	69.4	69.4
	YES	22	22.4	22.4	91.8
	PROBABLY	6	6.1	6.1	98.0
	NO	1	1.0	1.0	99.0
	SURE, NO	1	1.0	1.0	100.0
	Total	98	100.0	100.0	

Source: Authors’ own research.

In response to the open-ended question: “What did you like the most about the events of the *JUNIOR VIP* Children’s Choir from Cluj-Napoca?” information was collected that is very important for the choir's conductor, artistic manager, and, of course, the children who are part of the choir.

Some of the responses from the participants in the survey include: the repertoire, performance, originality, positive energy, organization, harmony, artistic ingenuity, quality of the artistic act, competence, props, costumes, dedication, talent, sensitivity, enthusiasm, discipline, exceptional performances full of emotion, sensitivity, involvement, joy, songs from various music genres, vocal homogeneity, a wide musical discourse program, stage movement, the connection between the children and the conductor, their confidence, joy, and liveliness, the arrangement of the venue, the dedication of both the children and the conductor, the friendly atmosphere, and the unity of the choir.

Table 3. What did you like the most about the events of the *JUNIOR VIP* Children's Choir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PROFESSIONALISM	72	73.5	73.5	73.5
POSITIVE EMOTIONS	25	25.5	25.5	99.0
VARIETY	1	1.0	1.0	100.0
Total	98	100.0	100.0	

Source: Authors’ own research.

73.5% of respondents appreciate the professionalism conveyed during the events of the *JUNIOR VIP* Children’s Choir from Cluj-Napoca, 25.5% experience positive emotions during the choir's concerts, while 1% observe the variety of the program. (Table 3)

According to the analysis conducted, the Gaussian curve shows that out of the N = 98 respondents, those who enjoy the *JUNIOR VIP* Children’s Choir events deviate from the sample mean (M = 1.28) by 0.471 standard deviations below and above the mean.

Therefore, we confirm the hypothesis that professionalism and the positive emotions conveyed are what the audience enjoys the most.

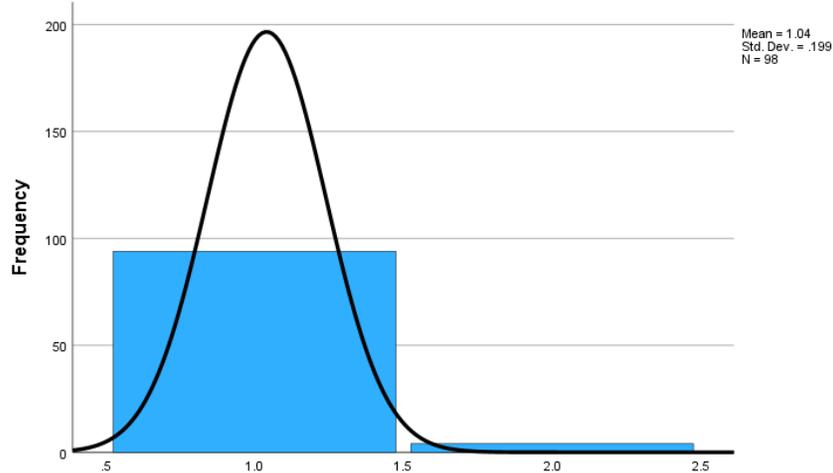


Figure 4. The Grand Hall of the Romanian National Opera in Cluj-Napoca is suitable for hosting the anniversary concert of the *JUNIOR VIP* Children's Choir

95.9% of the total respondents (N = 98) believe that the main hall of the Romanian Opera in Cluj-Napoca is suitable for hosting the anniversary concert "*JUNIOR VIP 30*" while 4.1% do not consider the main hall of the Romanian Opera in Cluj-Napoca to be an appropriate venue for the anniversary concert. The Gaussian curve (figure 4) shows that those who consider the main hall of the Romanian Opera Cluj-Napoca to be suitable for hosting the "*JUNIOR VIP 30*" anniversary concert deviate from the sample mean (M = 1.04) by 0.199 standard units below and above the mean.

In conclusion, the hypothesis that the main hall of the Romanian Opera Cluj-Napoca is suitable for hosting the "*JUNIOR VIP 30*" anniversary concert is valid.

Standardized scores

The statement: "The main hall of the Romanian Opera in Cluj-Napoca is suitable for hosting the anniversary concert "*JUNIOR VIP 30*" deviates from the sample mean (M = 1.04) by 0.199 standard units below and above the mean (Table 4).

Table 4. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you consider the Grand Performance Hall of the Romanian National Opera Cluj-Napoca suitable for hosting the anniversary concert " <i>JUNIOR VIP 30</i> "?	98	1	2	1.04	0.199
Valid N	98				

Source: Authors' own research.

The statement: "The main hall of the Romanian Opera in Cluj-Napoca is suitable for hosting the anniversary concert "*JUNIOR VIP 30*" deviates from the sample mean (M = 1.04) by 0.199 standard units below and above the mean (Table 4).

Thus, the hypothesis that respondents consider the main hall of the Romanian National Opera in Cluj-Napoca to be an appropriate venue for the "JUNIOR VIP 30" anniversary concert holds, with the deviation being extremely small.

The highest z-score of 4.82288 is obtained for subject 23 and three other participants, while the lowest score is -0.20523 for the remaining subjects. The scores of these four subjects are atypical, being very high, 4.8 times higher than the mean. The other participants have a normal level, with results being 1 unit lower than the mean but still within the range of (-1, +1).

Correlations

Table 5. Pearson Correlation „gender – musical skills”

		Gender	Do you have musical skills?
Gender	Pearson Correlation	1	0.140
	Sig. (2-tailed)		0.170
	N	98	98
Do you have musical skills?	Pearson Correlation	0.140	1
	Sig. (2-tailed)	0.170	
	N	98	98

Source: Authors’ own research.

Corelația „gen – aptitudini muzicale” este una bivariată. Există o corelație pozitivă mică, Since the Pearson correlation coefficient is $r = 0.140$, as observed in Table 5, the degree of correlation is low. This correlation, subject to analysis, is not statistically significant.

The correlation between the likelihood of recommending the special performance "JUNIOR VIP 30" to relatives, friends, and colleagues and the age range you fall into is bivariate. There is a small (minor) negative correlation between the two variables, with the Pearson correlation coefficient being $r = -0.231$.

The correlation between having music education and the age range is bivariate, approaching a moderate positive Pearson correlation ($r = 0.393$).

Multiple response questions

Out of the 98 participants in the study (292.9% of cases), 72 of them, accounting for 73.5% of the cases, listen to vocal music, 59 respondents (60.2%) listen to vocal-symphonic and scenic music, 56 of them (57.1% of cases) regularly listen to symphonic music, 65 of them (66.3% of cases) listen to modern music, and 35 respondents (35.7% of cases) listen to folk music. (Table 6)

Table 6. Frequencies (musical genres)

Musical genres		Responses		Percent of cases
		N	Percent	
Musical genres	Symphonic	56	19.5%	57.1%
	Vocal	72	25.1%	73.5%
	Vocal-symphonic and scenic	59	20.6%	60.2%
	Folk	35	12.2%	35.7%
	Modern	65	22.6%	66.3%
Total		287	100.0%	292.9%

a. Dichotomy group tabulated at value 1.

Source: Authors’ own research.

Out of the 98 participants, only 95 responded (134 responses) (Table 7). The majority (63.2% of cases) heard about the JUNIOR VIP Children’s Choir from Cluj-Napoca through the

press or TV/radio, 20% learned about the choir from the internet/Facebook, and 13.7% heard about it from friends.

Table 7. How did you hear about the choir?

		Responses		Percent of cases
		N	Percent	
How did you hear about the choir? ^a	Internet/facebook	19	14.2%	20.0%
	Press, radio/TV	60	44.8%	63.2%
	Friends	13	9.7%	13.7%
	Choir concerts	9	6.7%	9.5%
	Other means	33	24.6%	34.7%
Total		134	100.0%	141.1%

a. Dichotomy group tabulated at value 1.

Source: Authors' own research.

The activity of the choir was evaluated by 96 study participants with 553 responses. The evaluation of the *JUNIOR VIP* Children's Choir from Cluj-Napoca was based on the following aspects: the conductor's performance (97.9%), the choir's performance (93.8%), followed closely by the stage direction and scenic movement (82.3%), the stage program (80.2%), the concert schedule (79.2%), costumes (78.1%), and the concert hall facilities (64.6%).

T Test

Table 8. One-sample statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do you usually listen to music?	98	1.01	0.101	0.010

Source: Authors' own research.

Out of the total 98 respondents, the majority are accustomed to listening to music (Table 8). It is observed that there is a deviation from the sample mean $M = 1.01$ with a standard deviation of $S = 0.101$ units, both below and above the mean, and a standard error mean of 0.01.

Table 9. One-Sample Test

Test Value = 2 for 2 different samples

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Do you usually listen to music?	-97.000	97	< 0.001	< 0.001	- 0.990	- 1.01	- 0.97

Source: Authors' own research.

The significance level is set to $p = 0.05$. The confidence interval is 95%.

For the situation in Table 9, the scores within the confidence interval do not cross zero because they have negative values ranging from -1.01 to -0.97. Therefore, the mean of our sample is statistically significantly different from the mean of the compared sample. This indicates that the respondents have different preferences, some are accustomed to listening to music, while others are not. In other words, the subjects do not have the same listening habits.

Out of the total 98 respondents, some have music studies, while others do not, with a deviation from the sample mean $M = 1.6$ and a standard deviation of $S=0.492$ units, both below and above the mean, and a standard error mean of 0.05.

The significance level is set to $p = 0.05$, and the confidence interval is 95%.

The scores within the confidence interval do not cross zero because they have negative values ranging from -0.5 to -0.3. Therefore, the mean of our sample is statistically different from the mean of the compared sample. This indicates that some respondents have music studies, while others do not.

Split analysis

Table 10. Respondents' age range vs. residence

The age range in which you fall		Frequency	Percent	Valid Percent	Cumulative Percent
Under 14 years old	Valid	URBAN	1	50.0	50.0
		RURAL	1	50.0	100.0
		Total	2	100.0	100.0
15 - 23 years old	Valid	URBAN	13	92.9	92.9
		RURAL	1	7.1	100.0
		Total	14	100.0	100.0
24 – 44 years old	Valid	URBAN	43	86.0	86.0
		RURAL	7	14.0	100.0
		Total	50	100.0	100.0
45 – 64 years old	Valid	URBAN	23	79.3	79.3
		RURAL	6	20.7	100.0
		Total	29	100.0	100.0
Over 65 Years old	Valid	URBAN	3	100.0	100.0

Source: Authors' own research.

Out of the total 98 respondents, 2 are under 14 years old, one (50%) from the urban area, and the other (50%) from the rural area, with a deviation from the sample mean $M = 1.5$ and $S = 0.707$ standard deviation units below and above the mean (Table 10).

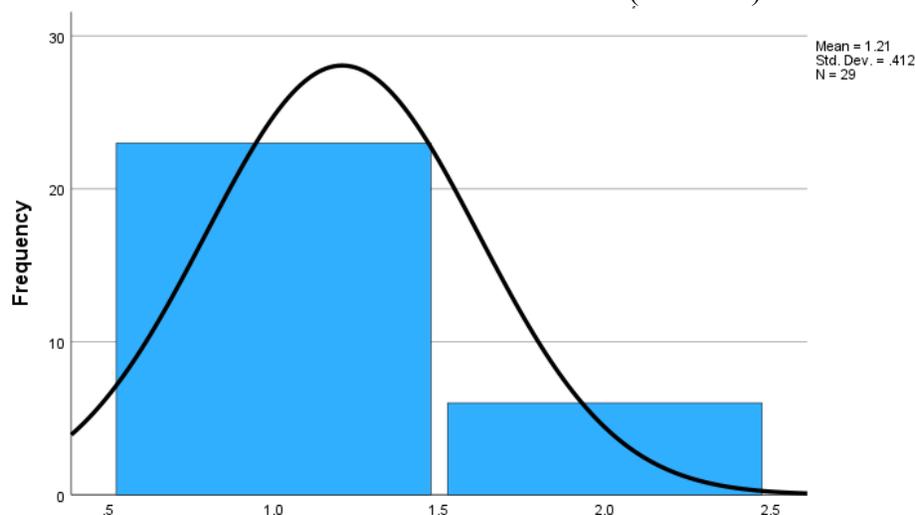


Figure 5. Respondents' age range 45 - 64 years vs. residence

Among the 98 respondents, 14 are in the age range of 15-23 years, with 13 (92.9%) from the urban area and only one (7.1%) from the rural area. The deviation from the sample mean $M = 1.07$ and $S = 0.267$ standard deviation units below and above the mean is observed.

50 participants are in the age range of 24-44 years, with 43 respondents (86%) from the urban area and 7 (14%) from the rural area. A deviation from the mean $M = 1.14$ with $S = 0.351$ standard deviation units below and above the mean is observed.

Among the respondents aged 45-64 years ($N = 29$), 79.3% ($N = 23$) are from the urban area, and the rest are from the rural area. A deviation from the mean $M = 1.21$ with $S = 0.412$ standard deviation units below and above the mean is observed (figure 5).

All participants ($N = 3$) over 65 years old are from the urban area, with a deviation from the sample mean $M = 1$ and $S = 0$ standard deviation units below and above the mean.

Chi-square (X^2) test for association

The Chi-square test is one of the most widely used and well-known tests for analyzing qualitative variables. It can determine whether or not there is independence between two variables. The fact that two variables are independent means that there is no relationship between them, and therefore, they do not depend on each other.

A. Do you have musical studies?

Hypotheses:

The null hypothesis H_0 : The respondents equally have or do not have musical studies.

The alternative hypothesis H_1 : There are differences between the musical studies of the respondents.

Table 11. Descriptive statistics regarding how many respondents have musical studies

	N	Mean	Std. deviation	Minimum	Maximum
Do you have musical studies?	98	1.60	0.492	1	2

Source: Authors' own research.

Table 12. Statistical indicators regarding how many respondents have musical studies

	N observed	N expected	Rezidual
YES	39	49.0	-10.0
NO	59	49.0	10.0
Total	98		

Source: Authors' own research.

Table 13. Chi-square test for the question: Do you have musical studies?

Chi-Square	4.082 ^a
Df	1
Asymp. Sig.	0.043

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 49.0.
Source: Authors' own research.

It is expected that at least half of the respondents ($N = 49$) will have musical studies (Table 12). Out of the total of 98 respondents, 39 have musical studies, with a deviation from the sample mean $M = 1.6$ and $S = 0.492$ standard deviations below and above the mean (Table 11). The Chi-square test results are $X^2(1, N=98) = 4.082$ (Table 13). The probability of obtaining this Chi-square value if the null hypothesis is true is $p = 0.043$, which is lower than $p = 0.05$, indicating that the data is significantly different from random data. Therefore, 39 respondents have musical studies, while the rest do not (figure 6).

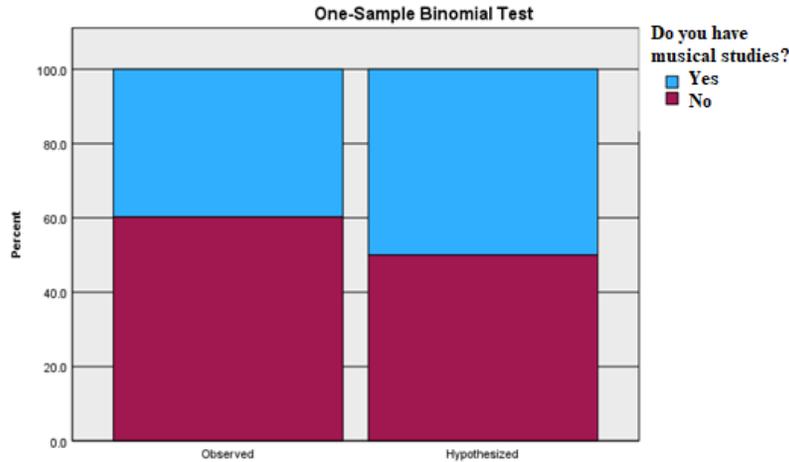


Figure 6. Percentage of respondents with respect to observed/expected values

B. What genres of music do you appreciate?

Hypotheses:

The null hypothesis H_0 : The respondents equally listen to symphonic music.

The alternative hypothesis H_1 : There are differences between the music genres appreciated by the respondents.

Of the total of 98 respondents, 56 prefer symphonic music, showing a deviation from the sample mean $M = 0.57$ with $S = 0.497$ standard deviation units below and above the mean. Chi-square, $X^2(1, N=98) = 2$. The probability of obtaining this Chi-square if the null hypothesis is true is $p = 0.157$, which is greater than $p = 0.05$. Therefore, the respondents listen to symphonic music, and the null hypothesis is confirmed.

Table 14 shows the decisions made following the Chi-square test applied to 5 questions in the questionnaire.

Table 14. Chi-square test decisions

The null hypothesis	Test	Sig. ^a	Decision
1 Do you have musical studies? = YES and NO occur with probabilities 0,500 and 0,500.	One-Sample Binomial Test	0.043	The null hypothesis is rejected.
2 What genres of music do you appreciate? Symphonic = YES and NO occur with probabilities 0,500 and 0,500.	One-Sample Binomial Test	0.157	The null hypothesis is maintained.
3 What genres of music do you appreciate? Vocal = YES and NO occur with probabilities 0,500 and 0,500.	One-Sample Binomial Test	0.055	The null hypothesis is maintained.
4 Do you consider it appropriate to involve collaborators with outstanding prestige and professional competence for the events organized by the JUNIOR VIP Children's Choir? = YES and NO occur with probabilities 0,500 and 0,500.	One-Sample Binomial Test	<0.001	The null hypothesis is rejected.
5 Would you be willing to purchase CDs/DVDs/music tracks with recordings of the JUNIOR VIP Children's Choir? = YES and NO occur with probabilities 0,500 and 0,500.	One-Sample Binomial Test	<0.001	The null hypothesis is rejected.

a. The significance level is 0.050.

Source: Authors' own research.

The purpose of the statistical test is to test the null hypothesis H_0 and to prove that the null hypothesis H_0 is false. If the p-value is less than the significance level ($p < 0.05$), there is enough evidence to reject H_0 in favor of H_1 . If the p-value is greater than the significance level ($p > 0.05$), there is not enough evidence to reject H_0 . Since the null hypotheses 1, 4, and 5 were not confirmed, in these cases, the alternative hypotheses are valid.

Discussions

It is confirmed that most of the audience at the *JUNIOR VIP* Children's Choir concerts come from urban areas (84.7%) and are women, accounting for 76.5%. 85.7% of respondents have a university education. Out of the 98 participants in the study, 99% listen to music, and 66.3% have musical skills. 39.8% declare that they have music studies, and the most listened-to music genre is vocal (25.1%). Most of the tested subjects participate in events organized by the *JUNIOR VIP* Choir in Cluj-Napoca. It is confirmed that more than half of the subjects will recommend the extraordinary performance "*JUNIOR VIP 30*" to relatives, friends, and colleagues. Professionalism and the positive emotions conveyed are what the spectators enjoy.

Respondents consider it appropriate to hold the anniversary concert "*JUNIOR VIP 30*" in the grand hall of the Romanian National Opera Cluj-Napoca, with an extremely small deviation.

Out of the 98 participants in the study, 72 of them listen to vocal music, 59 respondents listen to vocal-symphonic and scenic music, 56 of them usually listen to symphonic music, 65 of them listen to modern music, and 35 respondents listen to folk music.

Out of the 95 respondents, the majority (63.2%) learned about the *JUNIOR VIP* Children's Choir from the press or TV/radio, 20% heard about the choir from the internet/Facebook, and 13.7% heard about it from friends. It follows that the respondents have different preferences, some are accustomed to listening to music, while others are not.

Out of the total of 98 respondents, 2 are under 14 years old, one (50%) from an urban area, and the other (50%) from a rural area, with a deviation from the sample mean of 1.5 with 0.707 standard deviation units above and below the mean. Of the 98 respondents, 14 are in the 15-23 age range, 13 (92.9%) are from urban areas, and one (7.1%) is from a rural area, with a deviation from the sample mean of 1.07 with 0.267 standard deviation units above and below the mean. 50 participants in the study are in the 24-44 age range, with 43 respondents (86%) from urban areas and 7 (14%) from rural areas, with a deviation from the sample mean of 1.14 with 0.351 standard deviation units above and below the mean.

Among the respondents aged 45-64 years ($N = 29$), 79.3% ($N = 23$) are from urban areas, and the rest are from rural areas, with a deviation from the sample mean of 1.21 with 0.412 standard deviation units above and below the mean. All the participants ($N = 3$) in the survey over 65 years old are from urban areas, with a deviation from the sample mean of 1 with 0 standard deviation units above and below the mean.

Conclusions

This study investigated the level of appreciation of participants at the 30th anniversary celebration of the *JUNIOR VIP* Children's Choir Cluj-Napoca. The results obtained from the research, based on responses recorded from the respondents, were processed and analyzed using database management and analysis software (SPSS). (Unguresan, 2024)

The objectives were achieved: the public's perceptions of the performance of the *JUNIOR VIP* Children's Choir were identified, the frequency of attendance at musical events organized by

the JUNIOR VIP Children's Choir was analyzed, and potential recommendations for improving the functionality of the JUNIOR VIP Children's Choir were examined.

As a result of the conducted study, it appears that most of the audiences of the *JUNIOR VIP* Children's Choir concerts come from urban areas, are women, and have university education.

Most of the subjects listen to music, have musical skills, the music genre they listen to is vocal, and they do not have formal music education. More than half of the subjects participate in events organized by the *JUNIOR VIP* Choir from Cluj-Napoca and wish to recommend the extraordinary show "*JUNIOR VIP 30*" to their relatives, friends, and colleagues.

The professionalism and the positive emotions conveyed are what the spectators enjoy.

The respondents consider it appropriate to hold the anniversary concert "*JUNIOR VIP 30*" in the main hall of the Romanian National Opera from Cluj-Napoca.

The main limitation of the research conducted lies in the inability to generalize the study's conclusions to the entire country, as the tested subjects were only from Cluj County. Another limitation of the research was the inability to interact with the subjects being investigated. This may have affected the honesty of the respondents. Additionally, the fact that it was not possible to answer any questions the subjects may have had contributed to this limitation. (Remete, 2022; Rădoi, 2021) Random sampling was not done with subjects from across the country, as they could not consistently attend the concerts of the *JUNIOR VIP* Children's Choir in Cluj-Napoca. Therefore, the results obtained are significant only at the level of the sample studied or possibly at the level of Cluj County.

The *JUNIOR VIP* Children's Choir has the noble mission of being an important cultural vector, playing a significant role in shaping the young generations of the society it represents. Their performances contribute significantly to defining the personality of future adults. It is imperative that they respond to new challenges in the way they communicate the artistic act, in the context of increasing competition from cinema, television, and the explosion of multimedia applications. These efforts will be reflected in knowledge, education, and, last but not least, civic spirit.

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