


## THE SUBJECTIVE QUALITY OF LIFE AND THE CULTURAL ACTIVITIES

**Ida Ercsey** (*Széchenyi István University, Hungary*) 

**László Józsa** (*Széchenyi István University, Hungary*)

### Abstract:

The objective of this paper is to explore the ways cultural activities influence on the evaluation of the consumers' Quality of Life (QoL). In this sense, and according to the results of previous researches, the main question is determining the global or multidimensional level of measurement. Furthermore, it is necessary deciding the broad or narrow interpretation and measurement of cultural activities.

In this research the relationship between the cultural activities and the subjective quality of life was investigated by two approaches (direct and indirect). Then a pilot study was conducted according to the aim of the research in pursuance of the exploratory research results. Findings show that most preferable cultural activities have a positive effect and influence on the different life domains. Finally, obtained results and main methodology questions for the empirical research are discussed.

**Keywords:** *subjective quality of life; outside and inside cultural activities; pilot study*

## LA CALIDAD DE VIDA SUBJETIVA Y LAS ACTIVIDADES CULTURALES

### Resumen:

El objetivo de este artículo es explorar las formas en que las actividades culturales influyen en la evaluación de la Calidad de Vida (CdV) de los consumidores. En este sentido, y según los resultados de investigaciones previas, la cuestión principal es determinar el nivel global o multidimensional de medida. Además, es necesario decidir sobre lo amplio o específico de la interpretación y medición de las actividades culturales.

En esta investigación la relación entre las actividades culturales y la calidad de vida subjetiva ha sido investigada siguiendo dos enfoques (directo e indirecto). Después se realizó un estudio piloto conforme al objetivo de la investigación en virtud de los resultados de la investigación exploratoria. Los resultados muestran que las actividades culturales más preferibles tienen un efecto e influencia positivos en los diferentes aspectos de la vida. Finalmente, se discuten los resultados obtenidos y las principales cuestiones metodológicas de la investigación empírica.

**Palabras clave:** *calidad de vida subjetiva; actividades culturales de exterior y de interior; estudio piloto*

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 Kautz Gyula Faculty of Economics (Széchenyi István University), Egyetem tér 1 9026-Győr (Hungary)  
e-mail: [ercsey@sze.hu](mailto:ercsey@sze.hu)

## 1. Introduction

Quality of life marketing is defined as a marketing practice designed to enhance the well-being of consumers while preserving the well-being of the firm's other stakeholders (Sirgy 2001). In this sense, the Quality of Life (QoL) construct has been applied to the consumption of products. However, there is little emphasis on services in the marketing literature quality of life (Lee and Sirgy 2004). Meanwhile, the subjective quality of life of people experiencing serious health concerns was examined in the area of the health psychology. Authors found that pigmentation disorder mainly caused self-consciousness, affected social, leisure activities, and daily routines. Dagger and Sweeney (2006) explored the relationship between service quality, service satisfaction and oncology patients' quality of life and behavioural intentions. Huszka (2010) examined the pupils' (aged 13-25) mental health and health-behaviour in his study in Hungary.

This study extends the field to the examination of the QoL construct in a non-health context by evaluating the influence of cultural activities on the consumers' quality of life. In the last ten years, there have been important changes in the market of the cultural industry. The cultural business has undergone changes in the financing of the sector, changes in consumers' demands for services, technological changes, and the entry of new competitors from abroad. Cultural infrastructures, cultural activities and creative industries can be a major part of a region's attractiveness and a tool for its economic development. Besides, culture can be a source of the common identity, the shared values, and it influences the quality of life of the population in the region. There are significant differences in the structure of household annual expenditure among the EU member states due to the different economic, cultural development and specific features in lifestyle. The share of expenditure on recreation and culture is the most notable in countries with high living standards (12.6% in Austria, 13.3% in Sweden), this main group accounting for 8.5% of the total expenditure in Hungary (Hungarian Central Statistical Office 2009).

Results from a number of studies on QoL have shown that life satisfaction can be explained from satisfaction experiences within the different life domains (Campbell et al. 1976). This approach assumes that people construct the life satisfaction judgement in the bottom-up manner by assessing first the life domains in their lives and then aggregating across these conditions to arrive at the overall evaluation. However, Headey and Wearing (1991) suggested that top-down effects might occur because happy people actually have more good things happen to them. According to Diener (1984) both mechanisms are active in consumers and results depend on circumstances of specific research.

The aim of this paper is to explore the relationship between the consumers' cultural activities and their quality of life. In the marketing literature, little research has focused on the investigation to the assessment of cultural services and QoL. Michalos (2005) measured the impact of the arts broadly construed on the quality of life, and he found that the arts had a very small impact on the quality of life. However, there is a lack of research, which examines the impact of consumers' assessment of the cultural activities on the consumers' quality of life perceptions. We assume that culture industry offers valuable services, which enhance the emotional well-being, the social interaction, the knowledge, and these likely lead to positive quality of life perceptions. The paper is fundamentally structured in three parts: the first one explains the concept of QoL based on the literature; in the second part, the current research is presented; the final section sets out the conclusions of the study.

## 2. Theoretical background

This section contains the most outstanding definitions of the Quality of Life concept that have appeared in the literature during the last two decades. Conceptualisations of QoL are also reviewed.

### 2.1. Definitions of quality of life

According to the literature, there is no consensus about a definition of Quality of Life (QoL) which could be applied in all contexts. Researchers use different definitions depending on their specific research purposes and measuring objectives. For example, and from a subjective perspective in determining QoL, Meeberg (1993, p. 37) stated that "QoL is a feeling of overall life satisfaction as determined by the mentally alert individual whose life is being evaluated". At the same time, most researchers favour a complex assessment to the subjective QoL. Haas (1999) pointed out that "QoL is a multidimensional evaluation of an individual's current life circumstances in the context of the culture in which they live and the values they hold. QoL is primarily a subjective sense of well-being encompassing physical,

psychological, social, and spiritual dimensions. In some circumstances, objective indicators may supplement or in the case of individuals unable to subjectively perceive serve as proxy assessment of QoL”.

Other authors (Diener et al. 1997; Pollard et al. 2003) apply Subjective Well-Being (SWB) approaches. In this sense, Diener and Suh (1997. p. 191) reported that, “subjective well-being research is concerned with individuals’ subjective experience of their own lives. [...] Subjective well-being consists of three interrelated components: life satisfaction, pleasant affect, and unpleasant affect”. So, as we can see, the definitions of QoL and well-being are very different, but they show very similar elements.

## 2.2. Quality of life studies in the cultural industry

There are few extant QoL studies focused on the relationship between the culture and individual QoL (see Table 1). Among them, four studies specifically investigate the impact on QoL from taking part in cultural activities (Coffman 2002; Burack et al. 2003; Michalos 2005; Wood and Smith 2004). More of them involve listening to (Burack et al. 2003) or making music (Coffman 2002; Wood et al. 2004) and focus on QoL of active senior citizens or elderly residents live in nursing homes. Michalos (2005) investigated the specific impact of arts participation on individual QoL and the subjective well-being of the Canadian respondents.

In general, the examination of the subjective QoL is made in several levels and by measuring it with multi item scales. Diener (1984), the illustrious researcher of QoL, developed the Satisfaction With Life Scale (SWLS) in accordance with the hierarchy model to the global level and the level of life domains. The global evaluation of the individuals’ satisfaction with their life includes five items based on the factor analysis. The Satisfaction With Life Scale has been used in a number studies that have examined subjective life satisfaction, either applying the original scale (e.g. Allman 1990) or an adapted one according to the research topic (e.g. Veenhoven 2001). In the international comparative context, Pavot et al. (1998) highlighted the time factor, which has an important role in the development of levels to SWB. So, if the temporal orientation of response is a particular concern, it would be worthwhile considering using their Temporal Satisfaction With Life Scale (TSWLS), a 15 item scale which features the original five SWLS items reworded with specific reference to the past, to the present and to the future.

Just one of four studies of QoL in the culture industry (Table 2), the one by Coffman and Adamek (1999), conceptualised it. All of them applied a subjective QoL approach, as considering it as perceived by consumers; however, the operationalization of QoL shows differences. So, some studies operationalize QoL in terms of life satisfaction while the others operationalize it in terms of happiness and subjective wellbeing (Michalos 2005) or as a global entity. Michalos (2005) investigated the specific impact of arts participation on individual QoL and the subjective well-being of the Canadian respondents was measured on a four items scale (*satisfaction with one’s life as a whole, satisfaction with one’s standard of living, satisfaction with one’s overall quality of life, and happiness*). When analysing the relationship between arts and QoL, this author formulated many feelings and beliefs (43 items) to be measured in a Likert scale depending on respondents’ perception on what was the effect and function of the arts activities. According to the results from a factor analysis, three groups from 28 variables were extracted: the first factor (7 items) contained the items with a positive effect on health; the second factor (11 items) contributed the knowledge; and the third one (10 items) help to build the community. In order to measure the cognitive dimension of SWB, the author considered 16 parts in life domains and added more items to the previous list (for example, the evaluation of the city, provincial, and federal government support to the activity).

**Table 1.** Focus and target population of the researches of QoL in cultural industry

Author/s	Focus	Target population
Burack et al. (2003)	Music listening	Older people of nursing homes (USA)
Coffman and Adamek (1999)	Music making	Active senior citizens (USA)
Michalos (2005)	Arts participation	Residents in a city (Canada)
Wood and Smith (2004)	Participation in live music events	Active participants (England)

Source: own elaboration from quoted contributions

**Table 2.** Conceptualisation and measurement of QoL in culture industry

Author/s	Conceptualisation	Measurement
Burack et al. (2003)	Multi and uni-dimensional, satisfaction with global QoL	7 items
Coffman and Adamek (1999)	Multidimensional, global QoL	Importance of factors
Michalos (2005)	Uni and multi-dimensional, satisfaction with QoL, subjective wellbeing and happiness	Global measures of life satisfaction, overall happiness and subjective wellbeing, satisfaction with 19 domains
Wood and Smith (2004)	Subjective wellbeing, overall QoL, subjective and objective domains	Not applicable

Source: own elaboration from quoted contributions

Three of the contributions included in Table 2 used both qualitative and quantitative methods accordingly to the intended objective and the available/required information. In the exploratory phase of research, the dimensions and mechanism of the QoL evaluation and the most preferred cultural activities by the interviewees were determined. Specifically, Wood and Smith (2004) applied only quantitative methods to measure the relationship between the cultural activities and the global and dimensional level of QoL, and they gained experiences about participants' perceptions of music events.

To be precise, three different research approaches can be identified in these four selected papers. The first one, used by Coffman and Adamek (1999), is a multi-dimensional approach to QoL, which explores the factors that contribute to it as perceived by special population. In their paper, based on older people, it is supposed that the relative importance to QoL of taking part in culture-related activities may vary for other target groups. Besides, the older people who decided to be active members of a band evaluated as more important the cultural participation to QoL.

The second approach (Burack et al. 2003; Michalos 2005) is a global concept involving measurement of the effect of cultural activities in a general sense on QoL as a whole. Findings show that even in case of those residents interested in arts, their active participation has little influence on the overall life satisfaction compared with their families or partners. To be precise, Burack et al. (2003) found no statistical differences between emotional stages before and after listening to music in case of nursing home seniors in USA.

Finally, the approach used by Wood and Smith (2004) considers only qualitative methods to understand the association between a specific cultural activity (participation on live music event) and QoL. This research shows the positive impact of live music on the individuals' emotional state, but the music does not influence directly on the material life conditions.

Table 3 shows the research methods and results of the above four selected researches on QoL. Summarily, and according to the empirical results obtained in cross-cultural studies, we can state that the people' subjective QoL was influenced by the state of development to the country and the individual's social, and economic status in society.

**Table 3.** Research methods and results of the selected researches on QoL

Author/s	Research methods	Results (effects on QoL)
Burack et al. (2003)	Qualitative and quantitative	No effects
Coffman and Adamek (1999)	Qualitative and quantitative	Significant effects
Michalos (2005)	Quantitative	Small positive effects
Wood and Smith (2004)	Qualitative	Positive effect on emotional effects

Source: own elaboration from quoted contributions

### 3. Current research

This section of the paper is divided into three parts, starting with an overview on the consumption of cultural services in Hungary. Later on, topical questions are formulated and, finally, some comments on methodological issues of the empirical study are included and obtained results are presented.

#### 3.1. Consumption of cultural services in Hungary

In a general sense, several empirical studies have analysed the consumption of cultural services in Hungary based on the level of the person and the household (Bukodi et al. 2006; Csepeli and Prazsák 2008; Gfk. Hungary and Tárki 2008; Sági 2008). These studies focus on the temporal change, the intensity of different categories of cultural activities and concentrate the main differences explained on the basis of social and wealth status. Table 4 summarizes the main features of these researches.

In case of households, we have to emphasize the impact of the urbanization grade from the point of view of the place of residence. The households in capital and county placements are above the average, but the households in villages are below the average in terms of cultural products consumption. Regarding personal consumption, differences on the score due to the place of residence are considerable. In case of personal cultural consumption we can take also into account differences between the inside (at home) and outside (out of home) cultural activities. According to data, the outside cultural activities are dependent on the consumers' ages (Bukodi et al. 2006). Individuals aged 31-40 years mostly go to movies, theatre, concerts and outside cultural activities are decreasing late in life, as people follow domesticity. Besides, the consumers' consumption of the cultural products is increasing to advance up on the educational levels. The research concludes that in Hungary the cultural consumption has a significant relationship with the social status, the education level, the occupation, and the income. Therefore, the consumers' cultural lifestyle is associated with the dimensions of the social status.

Other research acknowledges that lifestyle of Hungarian population determines its consumption (Gfk. Hungary and Tárki 2008). Elite consumers purchase more expensive and pre-organization required cultural services. At the same time, individuals in the middle cluster prefer simpler easy-accessible cultural activities needing less resources. We should also refer to the special situation of hedonist young individuals, as they are at the first place in the consumption of the simple and easy accessible culture, but they are also above the average of the high quality and expensive culture supposedly due to the university lifestyle. So they differ from the individuals in the "low cluster", which reject the high quality culture.

In all fields from trade to culture, we can appreciate the rise of network relationships between organizations, groups, and individuals. Moreover, the rise in cross-border communication will also erode the operational authority and the competence of the nation. Experts' opinions vary as to whether this development is negative or positive. The digitalisation of the culture is an ongoing process with which all cultural organisations are confronted. Nowadays the culture is a visual matter owing largely to the dominance of television, film, and advertising.

**Table 4.** Results and target population of examination of cultural consumption

Author/s	Results	Measurement
Bukodi and Róbert (2006)	Household ↔ personal cultural consumption Differences: age, education	Households <i>N</i> = 2020
Csepeli and Prazsák (2008)	Groups based on culture conception (1-4) Clusters based on attitude (1-4) Groups based on internet usage (1-2) Association among 3 typologies, contracted groups (1-8)	Internet users above 15 years <i>N</i> = 1000
Gfk. Hungary TÁRKI (2008)	Consumer groups (1-8) ↔ cultural consumption Differences: income, lifestyle	14-75 ages individuals <i>N</i> = 3049
Sági (2008)	Cultural segments (1-4) Differences: demographical, social features	Adult individuals <i>N</i> = 2907

Source: own elaboration from quoted contributions

Researchers opposed watching TV to participation in cultural activities outside the individuals' house and they found that 56% of the population do not watch TV programmes at all. It was also concluded that the place of residence and the occupation influence the average length of time a person watches television on workday and at the weekend. So, for example, the frequency of TV watching is above average in county placements and non-workers watch less television on any day of the week than workers. The results showed that the relationship between the fact of watching television and age of analysed individuals follows and U-shape on workdays in case of individuals aged under 30 and those elderly individuals over 60 watch much more TV. At the same time, results for the middle aged people are in line with seniors at weekends. The study also found that the time a person spends watching television decreases along the hierarchy pattern basic-middle-high education.

The study by Csepeli and Prazsák (2008) was aimed to explore the relationship between Internet and its influence in cultural terms on Hungarian Internet users. According to the obtained results, they stated that there is an association among the kind of culture understanding, the frequency of Internet usage, the mode of the Internet usage, and the supposed impact of Internet on the culture of users. These authors recognized four clusters based on the culture understanding: i) a popular culture approach cluster; ii) a high culture approach cluster; iii) a cultural nihilistic cluster; and iv) a heterogeneous culture approach cluster.

On the above basis, consumers with either a popular or an heterogeneous culture approach put much more significance on participating online activities than consumers with high culture understanding. In virtue of the different attitudes of the groups towards Internet, a new variable was established. Additionally, it was found with peculiar characteristics: on the one hand, the "net-citizens" who rarely use Internet and do not apply much services; on the other hand, the "net-tocrats" who often and widely use it. The results showed a more positive impact of the Internet usage on the culture of consumers depending on the degree they show a more comprehensive attitude towards the culture. They research results conclude that the relationship between the Internet and the culture is not so problematic for Internet users as other people think it is.

### 3.2. Research questions

This paper relates to an empirical study which is part of a larger and long-term research aiming to go deeper on the knowledge of QoL levels of the Hungarian people as well as to determine the ways to develop it. Additionally, a second goal deals with the determination of managerial implications about marketing tools for cultural organizations and managers.

In this context, subjective QoL appears as a complex concept and there are many different factors which influence it. Subsequently, and accordingly to a previous research (Ercsey et al. 2011), here we will consider only one side of the topic and then the main objective of the empirical research will be analysing how consumers' cultural participation influences on their subjective QoL. To be precise, we can raise two problems in our research and we will have to formulate the research questions to answer such issues.

Thus, on the one hand, the main question in studies on subjective QoL seems to be focused on the way the relationship between the global well-being and the satisfaction with various life domains is established. Opposite to an utilitarian's evaluation view, individuals make a calculus and summarize the "good" and "bad" components in their decision-making processes. Following an alternative theory, the assessment of QoL is inverse, according to a top-down procedure.

Consequently the first research question appears as follows: *how is the relationship between the global subjective QoL and the satisfaction with specific life domains?*

The results from subjective QoL studies report that not only economic and health factors influence on the individual' well-being, but there are other factors also influencing the high or low well-being levels. On this basis, it can be assumed that delivered cultural services and cultural activities positively contribute (i.e. they have a positive effect) on the perceived subjective QoL.

Accordingly, the second research question will be: *how cultural activities in which consumers participate influence their perceived subjective quality of life?*

Understanding the way individuals assess QoL and how and why they participate in cultural activities will be a previous step in order to later determine relationships with other significant variables in the field of the marketing of the non-profit industries.

### 3.3. Exploratory pilot research

Based on the results from focus group interviews an initial scale measuring QoL was developed for the purpose of this study. Additionally, scales from previous international researches (Diener 1984; Michalos 2005) were applied to measure subjective QoL.

Specifically, we measured the perceived QoL with one item (“in general, how satisfied are you with your life?”) on a 1-5 points Likert scale at global level. According to the hierarchy model of QoL, we used three categories (top-down and bottom-up concepts, and QoL assessment based on the most important factors). Besides, we identified the main related life-domains (health, family-living partnership, friends, work-career, financial security, housing, leisure time, environment, spiritual life), and we measured the importance and satisfaction of these life-domains on the second level of subjective QoL. Subsequent steps included: i) refining the initial scale to measure QoL; ii) analysing the relationship between cultural activities and QoL; iii) identifying potential problems from a practical view in the research procedure; and iv) estimation of variability in outcomes to help determining sample size.

The target population of our research comprised individuals over 14 years old participating in cultural activities in a Hungarian region located at the West side of the country, where there are a number of cultural organizations operating. The sampling method was non-random in order to use quotas for towns and villages and the sample selection was stratified by age as well (Gyulavári et. al. 2012). The final number of participants was 238 people. 54% of the respondents were women and 46% were male. 35% of the respondents lived in county seats. Regarding age categories in the sample, 27% of respondents were aged 14-25, 48 % were aged 26-45, and the remaining 25% were aged 46-70.

According to the results of this pilot study the respondents’ age influenced on the overall evaluation of subjective QoL, as in case of younger ones their QoL in terms of overall satisfaction with life was higher than in case of individuals in other age groups (see Table 5).

However, this result is inconsistent with others from previous researches which concluded that youths, middle aged, and seniors can be equally happy and satisfied (Veenhoven 1996; Diener and Suh 1997; Easterlin 2001). Specifically, Diener and Suh (1997) found that satisfaction level slightly increase with age –because expectations converge with possibilities–, otherwise the intensive and positive feelings decrease. There are also some researches which show a positive relationship between subjective QoL and age (Horley and Lavery 1995).

The results of the pilot study also showed that both top-down (33%), and bottom-up (30%) mechanisms exist in the respondents’ evaluation of QoL. Moreover, respondents mostly evaluate their QoL based on the most important factors (37%). When individuals make judgements about their life they evaluate their overall life and the specific life conditions. Based on the participants’ opinion, we can state that satisfaction with important determinants of their life impact on the overall level of QoL. Also based on results, the most important life domains are health, financial security, family, and friendship.

A correlation analysis was carried on in order to interpret the relationship among the overall evaluation of QoL and each one of considered life domains. On the basis of the results of this correlation analysis, it was found that there is a significant association between the overall satisfaction of QoL and the satisfaction with the important life domains. As shown in Table 6, we found middle positive association between the satisfaction with respondents’ health, their subjective evaluation of financial status, their perception of family relationships, and their satisfaction with leisure activities.

**Table 5.** Evaluation the global QoL by age categories

Age	Overall satisfaction with life	
	Mean	Standard deviation
14-25	4.11	0.682
26-45	3.85	0.718
46-70	3.66	0.828
Total	3.85	0.750

**Table 6.** Relationship between global QoL and life domains

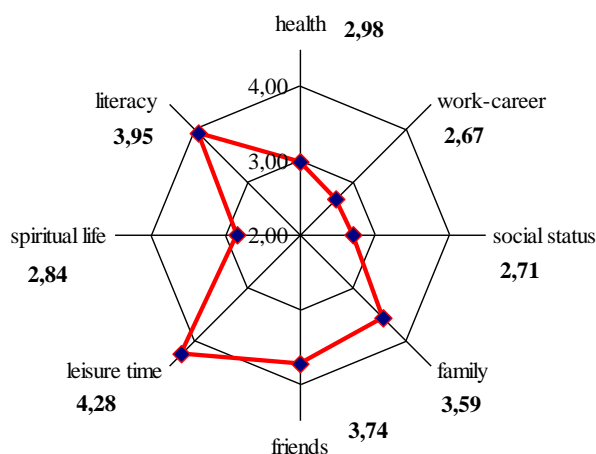
Global QoL	Correlation analysis	Life domains of subjective QoL
Satisfaction with overall QoL	$r = 0.330$ $Sig. = 0.01$	Satisfaction with health
	$r = 0.333$ $Sig. = 0.01$	Satisfaction with financial status
	$r = 0.340$ $Sig. = 0.01$	Satisfaction with family life
	$r = 0.290$ $Sig. = 0.01$	Satisfaction with leisure time

Lomranz et al. (1990) conducted a research in 1980s in 16 countries which results pointed to the fact that satisfaction with social relationships and health become more important in elder age groups. These authors found that the number of factors of well-being decreased in line with life-age. Additionally, and according to Koo et al. (2004), it seems that the seniors' age is not directly related to the decline of the perceived QoL in such elder age groups, but it is related to other issues as the low education level, the lack of husband/wife or companion, the adverse health status, and the lack of social contact.

In our case, the results of the pilot study also showed that age influences the subjective evaluation of important life domains in a negative sense. Younger respondents were more satisfied than the older ones with their health state, their friendly relationships, and the way they spent leisure time.

The relationship between the cultural activities and subjective QoL was analysed based on two approaches. So, firstly, in case of consumers of cultural activities we highlighted the typical positive change directly in reference to the life domains of subjective QoL. As expected, the majority of respondents reported an important role of cultural activities in their leisure time and enhancement of their literacy. Furthermore, we experienced an appreciable effect in the maintenance of friendly, family, and partner relationships. Our findings do not correspond with those from previous researches in the health field, as we identified less positive changes in individuals' health status in case of participation of the cultural events. Figure 1 shows the results of the association between cultural activities and the considered dimensions of subjective QoL.

Secondly, an indirect method was applied to evaluate the association between cultural activities and subjective QoL. In order to get further insight into the differences in consumers' evaluation, we determined the usage levels of the participation in cultural programs and frequencies according to the data obtained in the pilot study, and the intensity of the influence of cultural activities on the diverse QoL domains was analysed. In this sense, the respondents' demographical and social features were taken into consideration when interpreting the associations.

**Figure 1.** Association (intensity of positive changes 1-5) between cultural activities and considered life domains

Source: own elaboration



**Table 7.** Relationship between the frequency of outside cultural activities and QoL

Global QoL	Correlation analysis			Life domains of subjective QoL
Frequency of going to theatre	$F = 2.416$	$Sig. = 0.037$	$\eta^2 = 0.049$	Satisfaction with health
	$F = 2.333$	$Sig. = 0.043$	$\eta^2 = 0.047$	Satisfaction with family life
	$F = 2.843$	$Sig. = 0.016$	$\eta^2 = 0.057$	Satisfaction with spiritual life
Frequency of going to cinema	$F = 3.400$	$Sig. = 0.006$	$\eta^2 = 0.067$	Satisfaction with health
	$F = 4.486$	$Sig. = 0.001$	$\eta^2 = 0.086$	Satisfaction with friend relationship
	$F = 2.260$	$Sig. = 0.049$	$\eta^2 = 0.045$	Satisfaction with spiritual life
Frequency of going to pop concerts	$F = 3.082$	$Sig. = 0.010$	$\eta^2 = 0.061$	Satisfaction with family life

In case of personal cultural consumption we considered the differences between inside (at home) and outside (out of home) cultural activities. Obtained results showed that most popular outside cultural programs were movies, theatre, libraries, and pop concerts or music events. Significant differences were found based on age and place of residence. So youths preferred movies and pop concerts, while middle-aged adults liked theatre performances. Youngest and oldest respondents went much more to museums. As expected, the participation rate in symphony concerts were the lowest ones.

An ANOVA analysis was intended to analyse the relationship between the satisfaction with different life domains and the usage level of the outside cultural activities. According to the results, (Table 7), the usage level of the most preferable cultural activities positively influences the different life domains, but this impact is small. Furthermore, individuals who went more often to theatre had higher satisfaction levels with their health status, family life, and spiritual life. The intensity stages from going cinema are reflected in a more favourable evaluation of friendly relationships, health status, and spiritual life. Besides, the attendance to pop concerts positively influenced the satisfaction with family life.

According to results regarding inside cultural activities, watching TV prevails in case of every age categories, that is, no matter the respondents' age. So, individuals find less time to, e.g., reading books, and then it would be important to know which type of books they take in their hands. In terms of frequency, middle-aged adults and seniors are more used to readership than youths.

In the last years the role of the third location of cultural activities has grown. These are free grounds, places and free buildings. Young individuals especially prefer free outdoor festivals. Considering gender, significant differences were found in case of females, but 26% of older persons (46-70) had never attended an outdoor festival. In case of ticket festivals, the participation of young individuals was high, and the rate of dismissive persons was the highest for elder adults.

ANOVA analysis was also used to analyse the association between attendance to festivals and the dimensions of subjective QoL (see Table 8). Results for young individuals point to a positive significant effect in their evaluation of friendly relationships.

This way the qualitative phase of the empirical research has contributed to prepare and conduct a quantitative research in near future. Following the appropriate method, a questionnaire will be designed and tested to ensure the content validity of subjective QoL dimensions.

**Table 8.** Association between attendance to festivals and subjective QoL

Free grounds, places and buildings	ANOVA results			Subjective QoL
Participation usage of free outdoor festivals	$F = 3.446$	$Sig. = 0.009$	$Eta^2 = 0.056$	Satisfaction with friends relationships
Participation usage of ticket festivals	$F = 3.130$	$Sig. = 0.009$	$Eta^2 = 0.061$	Satisfaction with friends relationships

#### 4. Conclusions

Nowadays, the majority of Hungarian families have primarily decreased their cultural expenses as a consequence of the declining in the living conditions. Increase in prices of cultural services due to operational cost has been an additional circumstance contributing to this fact. Moreover, the structure of the cultural consumption demand has changed but, however, the need of classical cultural products remains.

The findings of the conducted pilot study suggest that Hungarian consumers value a range of aspects of their life and make judgements on two stages: on the one hand, global satisfaction with life as a whole; on the other hand, satisfaction regarding various life domains. The perceived subjective QoL was measured by using one item in the global level based on the results of previous focus group interviews and the scales included in previous international researches. Later on, relevant life domains were identified (health, family-living partnership, friends, work-career, financial security, housing, leisure time, environment, spiritual life), and we measured the importance and satisfaction of these life-domains for individuals in the second level of subjective QoL. Then a middle positive association was found between the satisfaction with respondents' health, their subjective evaluation of financial status, their perception of family relationships, and their perceived overall life satisfaction.

The relationship between the cultural activities and subjective QoL was analysed based on two approaches. Firstly, we highlighted the typical positive change directly in reference to the life domains of subjective QoL in case of consumers of cultural activities. In this sense, as expected, the majority of respondents reported an important role of cultural activities in their leisure time and enhancement of their literacy. Secondly, an indirect method was applied to analyse the association between cultural activities and subjective QoL. In order to get further insight into the differences in consumers' evaluation, we determined the usage levels of the participation in cultural programs and frequencies based on the data from the pilot study, and then we analysed how the intensity stage of the cultural activity influences the different domains of QoL. At this point, we can conclude that usage level of the most preferable cultural activities positively influences the different life domains that were considered (health status, family life, friend relationships, and spiritual life) but this impact is small. Additionally, we found a positive significant effect from festivals attendance and the subjective evaluation of friendly relationships by individuals. It is also interesting to highlight that there is a big difference among the results of the indirect and the direct approach method in case of health status.

An initial scale for measuring to the perceived QoL has been developed on the basis of focus group interviews, the results from the pilot study, and the scales in previous researches. In this sense, the exploratory phase of our empirical research has contributed to prepare and conduct a quantitative research in near future. Specifically, the target population in such quantitative research will be integrated by individuals over 14 years old which have participated in cultural activities in two Hungarian regions. One of this regions is geographically located in the middle of the country while the other one is located in the West side, and in both cases with many cultural organizations in there. The planned sampling method is non-random, using quotas for towns and villages and stratifying the sample by age. We will formulate the hypotheses to be tested through the research questions and, on this basis, we will design and test the questionnaire to ensure the content validity of the QoL scale.

In accordance with potential practical problems in the research procedure, as well as related to the estimation of the variability in outcomes, different issues should be taken in mind. To be precise, we attempted to determine the cultural activities influencing people's perception on QoL and we found too broad and too narrow cultural participation in the sample considering individuals' experience. Subsequently we will have to reflect on the quality of the culture in QoL research. According to the age and social-education status, essential differences among groups in cultural activities were perceived (preferences, frequency, involvement, quality...). This raises two interesting questions: i) could we assume that the importance of the cultural activities and their influence on QoL will be the same for all individuals?; ii) are there particular live stages in which cultural activities affect much more on the perceived QoL?

The effect of cultural activities on global QoL may be weak, but their effect on individual QoL domains may be stronger. A better understanding of these relationships can provide cultural managers relevant insights when knowing consumers' experiences and behavioural intentions, and so allow them to adjust their cultural services to meet the consumers' needs.

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