

Life Fulfilment Sentiment Influence upon the Perceptions and Convictions of Art Consumers

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Abstract — The aim of this research is the analyse of the association between the Sentiment of Life Fulfilment and the Consumption of Art (frequency and budget allocated). In the same time, we will evaluate the influence of Sentiment of Life Fulfilment upon the perceptions and convictions regarding art, and art impact in the Romanian society.

The study was organised using data obtained from an experimental survey in which 120 persons from Southern Romania were interviewed. The data were analysed using Microsoft Office Excel, SPSS and include descriptive tables and graphs.

The obtained results show that art in at least one of its different forms is present every days in the life of our respondents, more than this the convictions regarding the impact of art in the life of individuals and in the life of society show a profound influence of art upon the lives of individuals and Romanian society.

Also, our study revealed that Art Consumption has a strong influence upon the Sentiment of Life Fulfilment, the influence of Art Consumption is also stronger than the influence of Material Comfort upon the feeling of Life Fulfilment.

Other important conclusion of our study is that the sentiment of Life Satisfaction affects the Consumption of Art, especially from the perspective of the budget allocated for the consumption of art and less in terms of the frequency of the consumption of art. The sentiment of Life Fulfilment also manifests influence on the convictions regarding the impact of Art and Works of Art upon the Life of each of us, as individuals, and upon the Life of the Society.

Index Terms— Arts, Quantitative Methods, Statistical Methods, Variables within Interrelationships, Consumption of art, Impact of convictions

1 INTRODUCTION

The influence of art upon the life of individuals and upon the life of society was the subject of several studies organized during last years.

The capacity of art to influence the life of individuals was analysed in the study moderate by de Diana Sorensen, (2011) Dean of the Departments of Art and Humanities at Harvard University, and the study presents the incontestable impact of art on researchers' life, in society and into individuals' life.

Eleonora Pantano published her research "Cultural factors affecting consumer behaviour: a new perception model" (2011) revelling the influence of culture on the behaviour of consumers of local products in the Calabria area. The results of the study show the major influence which culture has on consumers behaviour.

Catherine L. Bachleda and Asmae Bennani describe in the study "Personality and interest in the visual arts", published in 2016, the impact of the psychological components on the visual arts, and the results show that the most powerful influence on the behaviour of plastic art consumers are several traits of personality.

The Cultural Barometer (2016), presents the tendency manifested at international level to evaluate the impact of art in the social and economic environment. Studies organized in France or Canada, demonstrate that art has a strong influence in society, developing the independence of individuals, expanding the capacity of knowledge, developing the understanding and

the ability to act. Also, art participates in building social cohesion and developing society by encouraging civic participation. (Carmen Croitoru, Anda Becuț, Institutului National de Statistica; 2017, Barometrul de Consum Cultural O radiografie a practicilor de consum cultural. Editia 2017).

During this period, the influence of level of evolution of society and the impact of life fulfilment in society was reflected in a smaller degree. Therefore, in this research we aim also to identify the impact that the level of fulfilment in life has on each one of us as individuals and on today's society.

For research we opted for an experimental quantitative study, without statistical guarantees, that we carried out in the South of Romania, among the population with higher education. We opted for this target group because the high level of education implies a consistent exposure of this segment of population to the interaction with art and thus allows a deeper analysis of the impact of art on the population.

2. MAIN FACTORS ANALYSED

In assessing the degree of influence of Life Fulfilment on individuals and on society, we considered the impact of demographic variables: age, education, gender, income, but also the presence of art in the respondents' lives.

Also, we take into consideration the impact that Sentiment of Life Fulfilment can have on art consumers, from the perspective of those who have assumed the presence of art and have

allocated the resources necessary for its acquisition, regardless of form or domain.

The assessment of the degree of life satisfaction, as well as the impact of art on individuals are influenced by the perceptions and beliefs of the respondents regarding the usefulness and influence that art can have on individuals and societies, which is why in this analysis a chapter dedicated to these factors was included.

3. METHODOLOGY

The methods used to identify the relationships between factors were the Chi Square method, Cramer's V Test, and MONALIS (acronym from the Methodology of Onicescu Analysis in the Language of Informational Statistics).

Chi Square method, or the Association test, Chi was introduced by Karl Pearson (1857-1936) in 1900 and involves the verification of the hypothesis of association between two variables, which could be generated by answers obtained by applying a questionnaire.

After identifying the existence of the association between the segmentation variables, we used the Cramer's V test to verify how strong the connection between the two variables is.

After this classical analyze from statistical point of view we applied the Methodology of Onicescu Analysis in the Language of Informational Statistics which included the calculation of the next indicators: Probabilities or Relative Frequencies, Magnitude of the analyzed association, Informational Correlation, Onicescu Informational Correlation Coefficient and Yulle's Coefficient. All these indicators allowed us to verify the hypothesis of association and to identify the strengthens of associations and influences.

The detailed presentation of each method is included in the Bibliography.

4. RESULTS AND DISCUSSIONS

4.1 Short demographical definition of our respondents

The experimental study doesn't offer any statistical guaranty, offering just a reflection of a part of population in a specific moment. The sample which includes 120 respondents who expressed their desire to answer to the questionnaire is presented below from demographic point of view.

65% of the respondents are at least 39 years old. 59% of the respondents are women and 41% are men. Most of the respondents graduated higher education (54%), 34% graduated Master or Doctoral programs.

30% of the respondents expressed their total agreement regarding the material comfort and 70% of them expressed their disagreement or partial agreement regarding the fact that they have a comfortable life.

9% of the respondents had incomes less than 2000 RON, 23% had incomes greater than 9000 RON, 34% had incomes between 2000 and 4500 RON, 34% had incomes between 4500 and 9000 RON.

79% of the respondents consider that art was present in their life (39% partial agreement and 40% total agreement).

4.2. Life Fulfilment sentiment impact in art consumption and art impact in the society

Aristotle definition for the happiness was always associated with the Life Fulfilment sentiment: "There is a certain classification of goods that no one will challenge: external goods, body goods and soul goods. All these belong to the happy man." Pol., 1339B, 13, Aristotle, translator Alexander Boumgarten (2001), in "Politica".

The sentiment of life fulfilment involves a fulfilment of most important needs and manifest in the same time an important influence on each of these aspects.

In my questionnaire I evaluate the Life Fulfilment sentiment: 40% of the respondents expressed their complete agreement that they have a fulfilled life; 49% of the respondents expressed partial agreement regarding the fulfilled life and 11% expressed disagreement concerning the fulfilled life.

The impact of Sentiment of Life Fulfilment upon the perception regarding Material Comfort.

One of the first part of research take into consideration the assessment of association Life Fulfilment Sentiment - Material Comfort. The analyse revealed that the Life Fulfilment sentiment and the perception of Material Comfort are in a strong association.

Table 1. MONALISE Method applied for Association Life Satisfaction - Material Comfort

		Cause (Life Satisfaction)			
Effect (Material Comfort)	Col.1	2	3	4	5
	The feeling of life fulfilled / Material Comfort	Acord on life fulfilled	Complete Acord on life fulfilled	Total	P1, p2
	Acord Material Comfort	64	20	84	76.19%
	Complete Acord on Material Comfort	8	28	36	22.22%
	Total	72	48	120	60.00%
	Acord Material Comfort	3.4			

6	7	8	9	10	11
Partial Ac- cord	Very satis- fied	odd s	in- ter*-	Cco r	Kcor
3.20	la o pers	3.4	1792	0.37	0.80
0.29	pt. 1	0.31	160	0.06	0.51
11.20	OddR	11.2 0	11.20	0.44	0.68

We can see that the Odds that those who have expressed Partial Agreement regarding the Life Fulfilment are 3.4 times more likely not to change their considerations regarding the Material Comfort comparing to those who have expressed their Total Agreement regarding the Life Fulfilment. The other indicators: Informational Correlation is 0.44, Onicescu Correlation Coefficient is 0.68, Magnitude of association is 11.2, and Yule's Q 0.84%.

Generally, in social environment the association between two different variables involve an influence of both variables upon each other, more precisely if one variable influences a second variable – we can suppose that the second variable also influence the first one.

Analyzing the impact of Perception of Material Comfort upon the Sentiment of Fulfilment in Life we can see we have also an association. The indicators are: Odds is 2.1, Informational Correlation is 0.35, the Coefficient of Correlation Onicescu is 0.55. For having a more profound image of this association we can include a variable of control, the chosen variable is gender. Comparing the impact of the sentiment of Life Fulfilment on perception regarding Material Comfort for women and then for men, we obtained the following situation: in the case of the Men, Odds is 2.3, the Informational Correlation is 0.58, and the Onicescu Correlation Coefficient is 0.88, showing the influence of the Sentiment of Life Fulfilment on the Perception regarding the Material Comfort; in the case of women the Informal Correlation is 0.38, the Onicescu Correlation Coefficient is 0.57, and Odds is 4.1.

We can conclude that the influence of Life Fulfilment Sentiment upon the Perception of Material Comfort is manifested in both case: women and men, but the influence upon the women is much stronger.

Analysing the impact of Material Comfort upon the Feeling of Life Fulfilment we can find a similar image: the impact of Material Comfort upon the sentiment of Life Fulfilment is stronger for Women.

Comparing the influence of the Life Satisfaction upon the Perception regarding the Material Comfort and the influence of Material Comfort upon the Sentiment of Life Fulfilment in the case of Women and Men, we can see that in both cases the Sentiment of Life Fulfilment has a stronger influence on the Material Comfort comparing with the Influence of the Material Comfort upon the Sentiment of Life Fulfilment.

The analyse using the control variable demonstrate that our conclusion was correct, the Sentiment of Life Fulfilment has a stronger influence on the Material Comfort comparing with the Influence of the Material Comfort upon the Sentiment of Life Fulfilment.

4.3. The impact of life fulfilment into perceptions and convictions regarding art

Personal convictions and perceptions are one of the most subjective and most profound results of art influence in the society. In this chapter we can see which are the relations between sentiment of Life Fulfilment and different convictions regarding art impact in the life of individuals and in the life of society.

The convictions analysed are presented below:

- Usefulness of art: 82% of respondents expressed their total agreement regarding the usefulness of art.
 - Art influence on life of individual: 24% of respondents expressed partial agreement and 64% total agreement about the influence of art on their lives.
 - Art influence on life of society: 33% of respondents expressed partial agreement and 53% total agreement regarding the capacity of art to influence the society.
- Participation of art on the consolidation of the community: 33% of respondents expressed their partial agreement and 58% their total agreement regarding the capacity of art to participate to the consolidation of community.

The influence of art on the behaviour of art consumers: 51% of respondents expressed partial agreement and 25% total agreement regarding the influence of art on the behaviour of art consumers.

Influence of artwork on community and society: 50% expressed their partial agreement and 26% total agreement about the influence of artwork on community and society.

Applying Chi Square method and Cramers'V Test we can observe that Life Fulfilment Sentiment influences all Personal Convictions analysed regarding the impact of art on individual and society / community. Results are presented in the following table.

		The respondent consider he has a fulfilled life				
		Disagree - Partial Agreement	Total Agreement	Grand Total	Chi Square	Cramer's V
Do you consider the art is useful?	Disagree - Partial Agreement	18	4	22	3.44	0.17 Weak
	Total Agreement	53	44	97		
Do you consider the art influences your life?	Disagree or irresolute	10	4	6	16.85	0.37 Moderate
	Partial Agreement	21	7	29		
	Total Agreement	41	37	77		
Do you consider that art influences the life of society?	Disagree or irresolute	12	5	17	4.69	0.20 Weak
	Partial Agreement	28	12	40		
	Total Agreement	32	31	63		
Art participates in the consolidation of the society.	Disagree or irresolute	7	4	11	10.04	0.29 Weak - Moderate
	Partial Agreement	31	8	39		
	Total Agreement	34	36	70		
Work of art influences the behaviour of art consumers	Disagree or irresolute	17	12	29	5.49	0.21 Weak
	Partial Agreement	42	19	61		
	Total Agreement	13	17	30		
Work of art influences the behaviour of society/community	Disagree or irresolute	17	12	29	5.90	0.22 Weak
	Partial Agreement	41	19	60		
	Total Agreement	13	18	31		
	Partial Agreement	38	23	61		
	Total Agreement	12	15	27		

Table 2. Chi Square method, Cramer's V Test Impact of life ful

filment on perceptions and beliefs of the population

In the social environment the associations between different variables or factors are generally weak or moderate. The results of Chi Square test revealed that the sentiment of Life Fulfilment influences the conviction regarding the usefulness of art. The Life Fulfilment Sentiment manifest the strongest influence upon the conviction regarding the capacity of art to influence the life of respondent.

The most personal response - the capacity of art to influence the life of individual is in the strongest association with the sentiment of Life Fulfilment.

The convictions regarding the capacity of art to influence the life of society and to participate to the consolidation of society are also influenced by the sentiment of Life Fulfilment.

Other two convictions influenced by the Life Fulfilment are: work of art influences the behaviour of art consumers and Work of art influences the behaviour of society/community. Applying the same Chi Square test, the influence of Life Fulfilment Sentiment upon the budget allocated for art consumption was shown, and the lack of influence upon the frequency of art consumption in the different forms.

6. CONCLUSIONS

Analysing the impact of Sentiment of Life Fulfilment upon the Perception of Material Comfort we discovered there is a strong association, the influence of Life Fulfilment upon the perception regarding Material Comfort is stronger comparing to the influence of Material Comfort upon the Life Fulfilment. The conclusion was validated also by using the gender as a variable of control. Other aspect revealed was that influences were stronger for women comparing to the impact in the case of men.

Personal convictions and perceptions regarding art impact upon life of individuals and life of society were other variable analysed in the association with the Life Fulfilment sentiment. The art is present in our life, all respondents have access and consume art in at least one form in a daily frequency. 18% of respondents go weekly to cinema, 18% of respondents go monthly to theatre, 33% of the respondents read literature every day, 75% of respondents listen music daily.

The convictions of respondents regarding the impact of art and artwork in personal lives and in society demonstrate the deep influence of art in Romanian society.

Usefulness of art, Art influence on life of individual, Art influence on life of society, Participation of art on the consolidation of the community are the convictions analysed. Also, I analysed the convictions regarding Influence of artwork on community and society and on consumer life.

Applying Chi Square method and Cramers'V Test observed that Life Fulfilment Sentiment influences all Personal Convictions analysed regarding the impact of art on individual and society / community. I mention also that the conviction regarding the capacity of art to influence the life of individual is in the strongest association with the sentiment of Life Fulfilment.

All these aspects analysed demonstrate that the Life Fulfilment sentiment is a complex context influenced an having the capacity to influence the life of individuals, the perceptions and convictions of individuals.

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