

Abstract

A dissertation on "Saxophone Pub & Restaurant: Musical Taste, Identity and Cultural Boundary of the City Dwellers" explored the Jazz and Blues music consumption pattern in the Saxophone Pub & Restaurant. The researcher sought out the answers for the following questions: (1) who were the Saxophone Pub customers, (2) their prime interest in visiting and listening to the music at the Saxophone Pub, and (3) the total reflection on socio-cultural implications.

The researcher employed the study of Taste and Cultural consumption based upon the assumption that differences among pub visitors were related to taste and life pattern. The researcher reached upon the following conclusions:

More than half of the Saxophone Pub customers were foreigners. More than half of Thai customers were middle class city dwellers, male, from late teens (22-23 age) to adult, with medium socio-economic status, bachelor degree. They liked Blues and Jazz or had the cultural identity in connection to Blues and Jazz. The main reason for the visit was to enjoy one of the Bangkok's best live music band with get-together friends.

With regard to the Socio-cultural implications from the pub and its visitors, the researcher found that Saxophone Pub served the normative purpose as being the night entertainment place for city people. Beyond that it served as the collective cultural consumption enticing the following and blending of both the players and listeners into the same stream.

The join of common emotion confirmed and reproduced the receptive pattern and value insights of Blues & Jazz together with the sharing of cultural music taste of the same type.