

Abstract

Entertainment is one of the key elements in our everyday life that plays a role during our leisure. Performing arts is a relatively inferior form of entertainment for people in Hong Kong. This study investigated theatre goers' motivations in attending theatrical performances and obtained five dimensions that drive them to go to theatre. The dimensions include pleasure, convenience, experience, intellectual enrichment and nostalgia. This study also conducted correlation analyses of the five dimensions with the audiences' demographical information and the frequency of attendance in the past and future 12 months. It was found that except nostalgia, all the dimensions had correlations with the demographics and / or past and / or future frequency of attendance. The study also compared the five dimensions with different established theories regarding motivation and with similar studies conducted across the globe. It was found that nostalgia is a unique dimension that can be found only in Hong Kong; it was also unique that the dimension of socialization was not a factor to drive Hong Kong audiences to attend theatrical performances. This study may help the marketers of theatre companies or the government in planning their future programmes and promotion strategies to attract potential audiences.

Keywords: Theatre audience, audience motivations, consumer psychology, consumer behaviour