

Running Head: IDENTIFY MOTIVATOR & HYGIENE FACTOR OF THEATER VISIT

What Encourage or Discourage Hong Kong Residents to Attend Theater? A

Correlation Study for Identifying Motivators and Hygiene Factors of

Theater-attending Behaviors

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### **Abstract**

The present study offers different approach on studying theater-visiting motivation by integrating factors with Herzberg's Hygiene-Motivator Theory. 801 Hong Kong respondents were asked concerning how far they would agree the 25 motivation variables under the six dimensions (i.e. spiritual, emotional, social, intellectual, sensual and practical) making them want to visit theater and unwanted to visit theater respectively. Degree of respondents' future visit intention of theater performance was then correlated with the mentioned 25 motivation variables under the six dimensions. It is found that both motivators and hygiene factors involve variables from all six dimensions under the general sample. In particular, all variables of practical dimension act as hygiene factor among infrequent theater visitors, all variables of intellectual and sensual dimensions act as motivators among frequent theater visitors.

*Keywords:* Theater, audience motivation, hygiene factors, motivators, correlation