

### **Abstract**

Individual difference, in terms of demographic variables of sex, age, education level and experience on drama viewing, seems to be one of the influential factors in performance evaluation. One may be interested in which dimensionality of performance could predict the overall audience experience by using Net Promotion Score (NPS) as measurement. This study aims to investigate the relationship between the individual difference and the evaluation, as well as the relationship between performance evaluation and NPS. Though NPS is a rather new concept in studying the consumer behavior in theatre, we believe that by finding out their relationship it would provide an insight to the theatre organization on their further development.

The study was carried out across 24 performances in Hong Kong during April 2015 to January 2016 and 3878 questionnaires ( $N=3878$ ) were involved in the analysis.

Surprisingly, the result showed that sex and the prior experience on drama viewing are with no or only minor influential power in performance evaluation. It can be noted that an effect of age on cognitive, emotion and sensation aspects in performance is significant and the effect of education level on cognitive and emotion aspects is also remarkable. As expected, Net Promotion Score (NPS) can be predicted by most of the dimensionality in performance evaluation. Two interaction effects were found in predicting NPS, which are age & emotion as well as education & emotion. From this study, we can confirm that not only the performance itself, individual difference would also affect the performance evaluation as well as the NPS.