

## Abstract

Leisure entertainment is one of the key elements in our daily life. Among a variety of forms of leisure entertainment, theatrical play i.e. drama is seen as a relatively inferior choice of leisure activity. Understanding numerous research done within motion-picture industry context have revealed that star power and play genre are the strongest predictors of audience's intention and play success, this study attempted to investigate the specific influence of actor's acting expertise and drama genre (comedy vs. non-comedy) on one's intention of attending the drama and explore if the induced perception towards drama explains this influence. 179 participants took part in the study to indicate their perception and drama-watching intention after seeing the drama posters. Results revealed the significant effect in joint influence of acting expertise and genre on drama-watching intention. Possible mechanism of perceived reflection was discussed. This study may be valuable for drama producer to develop effective strategies in producing theatrical plays, especially the non-comedic plays which are less entertaining to general audience, in order to attract more potential audience and make watching drama a superior form of leisure activity.