

Abstract

This study attempts to examine whether there are any significant differences between ratings of barriers to attending classical music concerts and other cultural events, amongst Hong Kong and Macao audiences. Data was taken from two questionnaire studies conducted by the Chinese University of Hong Kong in 2019 on audience members of Hong Kong Philharmonic Orchestra (“HKPO”), and the Macao Orchestra (“OM”) respectively. The questionnaires contained a section listing out 25 factors, and participants were asked to rate, on a scale from 1 to 6, whether they disagree or agree that such factor is a barrier hindering their participation in concerts of HKPO, concerts of OM, arts and cultural events in Hong Kong or arts and cultural events in Macao. The 25 items were reduced to 14, after filtering out the items with a mean less than 3.5. A factor analysis was performed on the 14 items, which returned 3 factors, namely practical barriers, barriers relating to motivation, and barriers relating to attractiveness of the event. ANOVA was carried out to investigate the main effects of location (Hong Kong or Macao) and form of art (classical music or arts and cultural events), which suggested that location had an effect on factors 2 and 3, art had an effect on factors 1-3, whilst an interaction effect was observed for factor 1. Future research may consider investigating the reasons behind such effects.