

The Factors Affecting on The Choice of Drama In The Theater Audience (Case study: Mashhad)

Masoud Taghiabadi ¹, Hamid Taghiabadi ²

Abstract

This article aims to study the audience of the theater and the factors that affecting on the choice of drama in them, which is carried out by survey method. The study population includes all people who bought tickets from "Mashhad Gisheh" site in the second six months of 1397 and some of the audience who have taken tickets in person. Sampling of this research was done in a simple random sampling method among respondents. The sample size was calculated using the Cochran formula of 369 people, but in the end, 375 people were analyzed as the final sample.

Findings from the Pearson test indicate that between the choice of the drama with the actor (0.359), the subject matter and the genre (0.342), advertising including publicity (film posters, etc.) and word-of-mouth (0.155) and the director (0.411) have a positive and significant relationship. There is a significant and a negative relationship between watching a trailer and choice of the drama (-0.131). Also, there is no correlation between reading critique of theatre and choosing a drama (significance is 0.063 and correlation is 0.093). Also, in the multiple regression test, the adjusted coefficient of determination was 0.357% that indicates independent variables have a significant effect on the choice variable (35.7%) in which the actor variable with the adjusted beta coefficient (0.331) has the highest share.

Keywords: audience, theater, choice of drama, mashhad, Use and satisfaction

1. Ph.D candidate in Communication Sciences, Allameh Tabatabai University, Tehran
masoud.taghiabadi@gmail.com

2. Ph.D in Persian Literature, Islamic Azad University, Tehran

khatteman@gmail.com