
Sun-Young Lim, Kyung Hee University
Min-Jun Kim, Kyung Hee University
Jae-Hyuck Kim, Kyung Hee University
Jeoung-Hak Lee (Advisor), Kyung Hee University

Sport Development - Sport Development (Physical Activity) virtual asynchronous
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The high-concept that emerged in today's entertainment culture with the advent of the Fourth Industry Revolution has made our lives changing rapidly. Furthermore, in modern society emotional consumption including emotions, meaning, individuality and enjoyment is increasing to overcome excessive stress (Eom & Lee, 2014)

Recently in Korea, various collaboration performances using high concept have been actively performed in the field of dance arts, too. For examples are ‘Cirque Du Soleil’ which is a combination of Circus and dance, ‘ballerina that loves B-boy’ which is a combination of ballet and break dance and ‘Dancing 9 (TV program of Korea)’ of dance battle audition formation (Son & Han, 2016). High-concept collaboration dance performance was popular and loved by the Korean audiences, which was not seen in tradition dance performance phenomenon.

These dance performances are a combination of invisible forms that provide satisfaction and emotion through empathy and communication to the audience who always wants something new (Daniel Pink, 2005).

Therefore, this study suggest way to effectively solve the chronic problem of Korean dance art field, which is the ‘limited audience’ by meeting the desires of high-concept collaboration dance performance and stimulating the sensibility of the audience. For that, this study was to examine and predict the potential expectation emotion, spectator intention of high-concept collaboration dance audience using the four variables of ETPB. Also, this study indicated through the moderating effect of access burden (negative image about dance) the relation between ETPB and spectator intention. In other word, this study aims to provide an important fundamental data for establishing a differentiated audience attraction strategy for high-concept collaboration dance performance in the highly competitive performing Korean arts market.

To achieve this purpose of the study conducted a survey to 350 Korean potential audiences who had experience watching high-concept collaboration dance performance contents. Out of total 350 questionnaires collected, 335 questionnaires were used for final analysis excluding 15 questionnaires that were not answered properly. For the analysis of results, frequency analysis, confirmatory factor analysis, reliability analysis, correlation analysis, structural equation model analysis, multiple group analysis by using SPSS 23.0 and AMOS 24.0 Version.

The results of the study are as follow. First, attitude and perceived behavioral control as which are predictive factors of ETPB had a significant effect on the expectation emotion of Korean potential audiences. Second, subjective norm and past experience as which are predictive factors of ETPB did not significant effect on the expectation emotion of Korean potential audiences. Third, expectation emotion had a significant effect on the high-concept collaboration dance performance spectator intention of Korean potential audiences. Fourth, moderating effect of access burden had a significant effect on the relationship between ETPB.

Through these study results, it was confirmed that attitude, perceived behavior control and expectation emotion were the determinant factors of Korean spectator intention to high concept collaboration dance performance. Therefore, it is necessary to establish differentiated marketing strategy to increase for attitude, perceived behavioral control, expectation emotion and accessibility of audience in order to continuously Korean potential audiences attraction high-concept collaboration dance performance.