

# Study on the Purchase Intentions of Dance Drama

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## ABSTRACT

This study based on the existing literature on cultural identity, purchase motivation, and using the stimulus-organization-response (S-O-R) theory, this study offers a causal model of dance performance buying intention to investigate the relationship between customers' cultural identification, purchasing incentive, attitudes, and purchase intention. 525 questionnaires were collected for the study using a questionnaire survey approach, and 473 valid surveys were obtained. The Amos26.0 and Spss26.0 are used to analyze the data.

The study's results demonstrate that cultural identification and buy incentives both directly improve attitudes and increase consumers' intention to make a purchase. Cultural identification and buying intention, as well as purchasing motive and purchase intention, are mediated by attitudes.

**Keywords:** Dance drama, Cultural identity, Purchase motivation, Consumer attitude, Purchase intention.

## INTRODUCTION

The cultural industry's financial, fascinating, and intricate role in the global economy is growing in importance. Its emergence not only signifies the world economy's transition from a production-based to a consumption-oriented economy, but it also shows that culture is one of the key factors influencing economic growth during this time. The cultural or creative industry is a significant conduit for economic growth and development (Henry, 2007; Landoni et al., 2020), encompassing sectors that generate tangible or intangible artistic and creative products cultivate wealth, and produce income through the development of cultural assets and the provision of goods and services (both traditional and contemporary) grounded in knowledge (UNESCO, 2007). This sector encompasses six fundamental cultural domains: cultural and natural heritage, performances and celebrations, visual arts and crafts, literature and media, audiovisual and interactive media, and design and creative services (UNESCO-UIS, 2009). Dance drama is a literary and performing art classified within the cultural business.

Dance drama is an art form performed within a specific theater space, telling a story through choreographed dance movements and performances that capture the audience's hearts (Botha, 2006). Often, the themes of these stories are closely related to life, extracted from everyday experiences, and represent actual events and genuine emotions (Preston-Dunlop, 1980). Dance drama is a literary creation and performance art that has been included in the category of cultural industry.

Throughout the previous studies on dance drama, many studies were conducted from the perspective of the development history of dance drama or its characteristics. However, the area of purchase intent and buyback intent in theaters has received little attention, making it difficult to use academic arguments to explain why certain groups do or do not go to the theater (Damen, 2023). This study addresses the gap in the area by examining the factors influencing consumers' propensity to purchase dance dramas. In view of these gaps, this study employs the S-O-R theory as its research framework to investigate the factors influencing consumers' willingness to purchase dance

dramas. It draws on existing research in cultural creative products and art, including the purchase intention model for cultural creative products in museums (Lyu, 2023) and explores what factors affect consumers' willingness to buy dance dramas. Try to respond to the following enquiries: (1) Will cultural identity and purchase motivation affect consumers' willingness to buy dance drama? (2) Is there a theoretical causal model that matches the empirical data on the influencing factors of dance drama purchase intention? If there is a causal model, how can it be built?

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The stimulus-organic-response (S-O-R) theory is one of the most influential theories in understanding the cognitive psychological perspective of human behaviour (A. Mehrabian & Russell, 1974). This model influences the development of consumers' internal reactions (such as attitudes) by giving them physical or psychological stimuli (Evans, 2006), leading to behavioral intentions (Jacoby, 2002; Seunghyun Lee 2011). Specifically, external stimuli influence individual emotions and then drive specific behavioral performance (Gao, 2024; Lin, 2016). For example, in-store music and smells in shopping can significantly influence consumers' emotional state, positively influencing consumer behavior (Morrison, Gan, Dubelaar, & Oppewal, 2011). S-O-R theory has been widely applied to research in many fields, such as education (Goi, 2018), cultural and creative products (Li, 2024), and the retail industry (Morrison et al., 2011).

### 2.1 Cultural identity and purchase motivation as stimulus factors (S)

Stimulus (S) refers to the external environmental factors in the purchase process (Demangeot, 2016). Research indicates that cultural identity, as an external environmental variable, might influence consumers' perception of scarcity and, consequently, their propensity to purchase (M. Zhang, Guo, Guo, & Jolibert, 2023). According to Schwartz (2012), cultural identity is a reflection of a person's self-construction and self-cognition within a particular cultural environment. Cultural identity formation depends on people's perception, understanding and experience of culture (Kranz, 2020; Yang, 2022). This identity includes customs, traditions, norms and values (Simmons, 2009), religion, rites of passage, language, eating habits and leisure activities (Bhugra, 2004). Nguyen, Lobo, and Greenland demonstrated a favourable correlation between cultural identification and attitude (Lobo, Greenland, & Planning, 2017). When customers feel they belong to a culture and align with its values, they generally exhibit more favourable attitudes towards products, companies, or services linked to that culture. The study of Zhang et al. (2020) also confirmed this conclusion, indicating that consumers' cultural identity significantly positively impacts their behavioral attitudes (G. Zhang, Chen, X., Law, R., & Zhang, M., 2020). Accordingly, we assume the following:

#### **H1: Cultural identity will positively affect consumers' attitudes toward buying dance drama.**

Dessler posits that the majority of psychologists feel that motivation originates from the stress created by the inadequacy of one or more fundamental wants. (Dessler, 1986). Edward Tauber elaborated on shopping motivation in a study in 1972, pointing out that the emergence of various social psychological needs of consumers is the premise of the emergence of shopping motivation, including role-playing, entertainment, the pursuit of new trends, self-satisfaction, social interaction, obtaining status and authority (Tauber, 1972). Tunsakul (2020) examines Generation Z customers in Thailand and demonstrates that hedonic motivation significantly influences their attitudes towards online buying (Tunsakul, 2020); that is, hedonic motivation plays a vital role in influencing people's attitude towards online shopping behavior. Le Roux (2016) found that utilitarian motivation positively impacts users' brand attitudes (Le Roux, 2016). Ajzen (2001) asserts that people's motivations might lead them to remember particular attitudes and various circumstances might lead to forming several attitudes towards the same thing. Accordingly, we assume the following:

## **H2: Purchase motivation positively influences consumers' attitude towards buying dance drama.**

### **2.2 Consumer Attitude (o)**

The organism, as the mediating component in the S-O-R model, primarily included emotional and cognitive states in the original model (A. Mehrabian, & Russell, J. A., 1974). In subsequent studies, studies such as Emotion (Jang & Namkung, 2009; Jani & Han, 2015), Attitude (Chang, 2011; Vergura, Zerbini, & Luceri, 2020), Customer value (Wu & Li, 2018) and others have been used to represent the organism of the consumer. Attitude is an important variable in analyzing individual consumption behavior (Costa, 2021; Li, 2024). Fishbein and Ajzen (1975) define an attitude as the extent of support or resistance towards an object (Fishbein & Ajzen, 1975). Consequently, an attitude can be seen as an individual's whole assessment of a specific object, idea, or behavior. In consumer behavior research, researchers believe that attitude is a feeling of consumers, which can be either positive or negative (Fauziah & Al Amin, 2021). This behavioral tendency involves consumers' emotional or behavioral tendency towards a certain product, brand or company. It reflects how pleasant or unpleasant people feel about something. Numerous research studies have established a correlation between customers' views and behavioural intentions. Wang's (2019) research further shows that brand attitude can indirectly improve purchase intention (Wang, 2019), and attitude plays an obvious role in explaining purchase intention (Dooyoung Choi, 2019). For example, a study on halal products (cosmetics) showed that the more positive or confident consumers were about halal products, the more consumers purchased halal products (Jannah, 2021). The empirical study on Chinese CBA sports sponsors TCL Group and Li Ning Group confirmed that customer attitude is an intermediary factor in the motivational process influencing purchase intention (Jianjun Li, 2022). Simultaneously, researchers discovered that cultural identity positively influences the inclination to purchase intangible cultural heritage products (M. Zhang et al., 2023). Accordingly, we assume the following:

#### **H5: Consumer attitude will positively affect the purchase intention of dance drama**

#### **H6: Consumer attitude is an intermediary between cultural identification and purchase intention.**

#### **H7: Consumer attitude is an intermediary between buying motivation and purchase intention.**

### **2.3 Consumers' purchase intention as a response (R)**

Approach and evasion Reactive elements, such as behaviours or intentions, may be considered (Sherman, 1997). The final element, response, is the willingness to buy, which denotes the subjective likelihood that a consumer will purchase a product (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019). According to Mullet and Karson (1985), purchase intention can be defined as an attitude towards consumers' purchase of a certain product. This attitude is formed by balancing customers' internal self-knowledge with their exterior commodity information. It is a crucial indication for forecasting consumer behaviour (Mullet & Karson, 1985). In other words, purchase intention is a necessary process for consumers to carry out purchase behavior and plays a decisive role in whether the purchase behavior occurs (I. D. Ajzen, B. L., 1992). On the psychological level of consumers, the consumer will is divided into positive will and negative will (Zeithaml, 1988). According to Schiffman et al. (2015), a positive expression of purchase intention can more accurately represent the likelihood that customers will buy a certain good or service (Schiffman & Wisenblit, 2015).

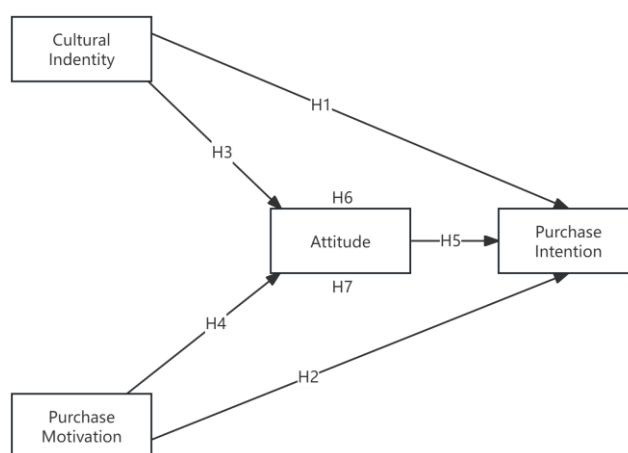
Numerous studies have detailed how cultural identity and purchase motivation influence consumers' purchase intentions. Consumers typically purchase and use products that reflect their cultural position, identity, and affiliations. In other words, individuals are more likely to act when their situation is consistent with their current cultural identity in mind (Oyserman, 2009). For example, a recent study on intangible cultural heritage products showed that cultural identity positively affects the purchase intention of intangible cultural heritage products (M.

Zhang et al., 2023). Cultural identity significantly influences individuals' behavioural intentions (Muthuswamy & Basri, 2023). In the field of luxury goods, some scholars have pointed out that there is a correlation between the willingness, motivation and personal values to buy luxury goods (Sonny Nwankwo, 2014). Noh and Lee (2011) discovered that personal and social motivations positively influence purchase intentions in social commerce. (Noh & Lee, 2011). Some experts have examined customers' purchasing motivations for ecological items from a food viewpoint (Herberger, 1975) and organic foods and their relationship to purchasing decisions (Kushwah, 2019). Miranda (2009) concluded that hedonic motivation in several product categories, such as bread, shampoo, clothing, and cosmetics, can influence consumers' purchase intention (Miranda, 2009). Accordingly, we assume the following:

**H3: Cultural identity significantly influences consumers' purchasing intentions about dance drama**

**H4: Purchase significantly influences consumers' purchase intention to buy dance drama**

Figure 1 illustrates the framework that has been built based on the material that has been examined above and the formulation of hypotheses.



**Figure 1** Theoretical Model

## METHODS

### 3.1 Instrument development

The questionnaire has three sections. The first section, the explanation section, is intended to allay participants' and researchers' concerns. The second section contains the interviewees' basic information, such as their age, income, degree of education, preferred dance drama, and style. At the same time, the questions are set to exclude the interviewees who have yet to watch or buy dance drama tickets. Finally, the scale is measured. The questionnaire has three variables and contains 37 measurement items. Respondents were asked to mark the boxes corresponding to their opinions on a 5-point Likert scale, which included answers ranging from strongly disagree (1 point) to agree (5 points).

### 3.2 Sampling and data collection

The electronic questionnaire survey used to gather the study's data was provided by Questionnaire Star. These interviewees are all Chinese adults over the age of 18, and all have experience buying tickets for dance shows. Random sampling techniques were used to extract and collect samples in Henan Province, China. After excluding

55 invalid questionnaires, the responses of 473 respondents (n=473) were available for further analysis, with a recovery rate of 89.24%.

Regarding gender, the number of men watching dance dramas is slightly higher than that of women. In terms of age, respondents aged between 35 and 49 account for the highest proportion, reaching 45%, indicating that the audience of this survey is mainly young people aged between 35 and 49. Regarding education, about 30.9% of the respondents have obtained a college diploma, 5.7% have earned a master's degree, 42.5% have earned a bachelor's degree, and only 3.8% have obtained a doctor's degree. It shows that the respondents with undergraduate degrees account for the highest proportion in this survey. In terms of occupation, the highest proportion of respondents are managers/administrators and white-collar workers. According to the monthly household income, the income of the respondents in this survey is mostly between 9215 and 20442 yuan.

**Table 1** Customer Behavior characteristics of the respondent (n=473)

variables		n (%)	variables		n (%)
Gender	Male	240 (50.7)	Age	18-24 years old	152 (32.1)
	Female	233 (49.3)		35- 49 years old	213 (45.0)
Education				Over 50 years old	108 (22.8)
	Diploma or under	81 (17.1)	Occupation	Professional	85 (18)
	Advance Diploma	146 (30.9)		Executives, administration and managerial	44 (46.4)
	Bachelor's degree	201 (42.5)		White collar / service sector	159 (33.6)
	Master's degree			Manual	54 (11.4)
	Doctor's degree /PHD	18 (3.8)		Not in employment	131 (27.7)
Income	Less than 9215 RMB	69 (11.7)			
	9215 to 20442 RMB	260 (55.0)			
	20443 to 32195 RMB	98 (20.7)			
	32196 to 50220 RMB	25 (5.3)			
	More than 95055 RMB	9 (1.9)			

#### 4. DATA ANALYSIS RESULTS

##### 4.1 Reliability and Aggregation Validity Analysis

Exploratory factor analysis was employed to assess the measurements. The scale's dependability was initially assessed. In reliability analysis, a value of  $\alpha$  approaching 1 indicates more reliability. A value of  $\alpha$  approaching 0 indicates diminished confidence (Leontitsis & Pagge, 2007). Table 2 indicates that Cronbach's Alpha values for all

variables in this study ranged from 0.809 to 0.937. Cronbach's Alpha for the entire sample data attained 0.934, surpassing the requisite threshold of 0.7 (Bagozzi, 1991), i confirming the scale's reliability. The questionnaire exhibits strong consistency. Second, the researchers used the KMO and Bartlett sphericity test to test whether the collected data could be used for factor analysis (Jamil, Baharuddin, Sulaiman, Rosle, & Harun, 2020; Lavrakas, 2008). The results showed that  $KMO > 0.6$  (Shrestha, 2021) and Bartley sphericity test  $P < .05$  (Tabachnick, Fidell, & Ullman, 2013; Williams, Onsmann, & Brown, 2010) are suitable for factor analysis. In this study, the overall KMO value of the scale of potential variables was 0.939, and P value  $P < .05$ , indicating that the data in this study was suitable for factor analysis. Third, factor loading, check reliability and variance extraction (AVE) are used to test the convergence validity. As shown in Table 2, the factor load values of all items are within the acceptable range of 0.7 (Chin, 1998). The value range of composite reliability is 0.786 to 0.939, which meets the requirements (Bagozzi, 1991). The AVE values of all variables exceed 0.5 (Hair, 2011), which, as recommended, indicates that each variable has strong convergence.

**Table 2** Analysis of Reliability and Aggregation Validity

Variates	Measurement Index	Factor loading	Cronbach's $\alpha$	AVE	CR
Cognitive appraisal	CA3	0.769	0.734	0.551	0.786
	CA2	0.783	0.718		
	CA1	0.786	0.773		
Emotional experience	EME3	0.782	0.755	0.602	0.820
	EME2	0.795	0.795		
	EME1	0.800	0.778		
Behavioral performance	BE3	0.749	0.758	0.610	0.824
	BE2	0.734	0.753		
	BE1	0.813	0.828		
Identity recognition	IR3	0.744	0.795	0.607	0.822
	IR2	0.737	0.759		
	IR1	0.817	0.782		
Social motivation	SM9	0.869	0.792	0.631	0.939
	SM8	0.821	0.789		
	SM7	0.774	0.803		
	SM6	0.791	0.778		
	SM5	0.784	0.781		
	SM4	0.759	0.801		
	SM3	0.760	0.795		
	SM2	0.774	0.805		
	SM1	0.764	0.804		
Personal motivation	PM6	0.793	0.755	0.583	0.894
	PM5	0.789	0.742		
	PM4	0.749	0.783		
	PM3	0.783	0.739		
	PM2	0.777	0.786		
	PM1	0.808	0.776		
Cognitive Attitude	CT3	0.791	0.802	0.650	0.918
	CT2	0.824	0.802		

	CT1	0.725	0.836		
	AT3	0.811	0.780		
Affective Attitude	AT2	0.801	0.818		
	AT1		0.799		
	PI5	0.714	0.755	0.600	0.882
	PI4	0.741	0.747		
Purchase intention	PI3	0.719	0.782		
	PI2	0.75	0.789		
	PI1	0.773	0.797		
Overall reliability and validity		Cronbach' s $\alpha$ value =0.943, KMO value = 0.939			
Bartlett's test of sphericity		Approximate chi square = 10455.262		Df = 703	Sig. = 0.000

#### 4.2 Discriminant validity analysis

Table 3 presents the findings of the discriminant validity analysis. The findings indicated that the square root of the average variance extracted (AVE) for each construct was superior to that of all related constructs, consistent with the recommendation of Fornell et al. (Fornell, 1981), hence confirming the establishment of discriminant validity.

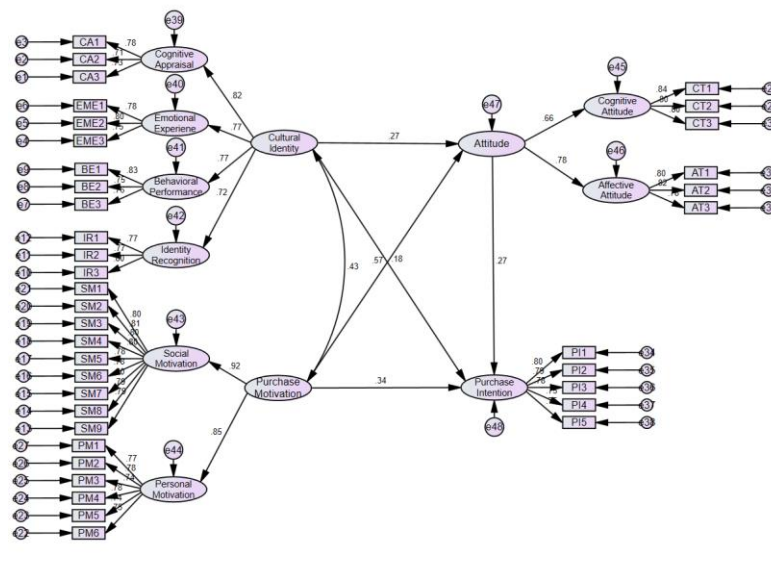
**Table 3** Discriminant validity analysis

	Purchase Intentionl	Cognitive Attitude	Affective Attitude	Social Motivation	Personal Motivation	Identity Recognition	Behavioral Performance	Emotional Experience	Cognitive Appraisal
Purchase Intention	1.012								
Cognitive Attitude	0.449	0.964							
Affective Attitude	0.422	0.523	1.067						
Social Motivation	0.520	0.427	0.343	0.908					
Personal Motivation	0.576	0.524	0.478	0.796	1.153				
Identity Recognition	0.456	0.364	0.361	0.289	0.408	0.973			
Behavioral Performance	0.322	0.200	0.220	0.166	0.292	0.508	0.868		
Emotional Experience	0.282	0.326	0.236	0.211	0.315	0.457	0.514	0.839	
Cognitive Appraisal	0.286	0.264	0.203	0.171	0.299	0.478	0.516	0.516	0.737

#### 4.3 Structural model and hypotheses testing

Based on the above research findings, this study creates the structural equation model diagram (FIG. 2) using AMOS26.0 to examine the structural link between variables further. We assessed structural equation model fit

using the following criteria: CMIN/DF, RMSEA, NFI, IFI, TLI, CFI, and GFI. Most criteria were over the designated limits: the RMSEA value was 0.021, and the CMIN/DF values were 1.205. The model exhibits a strong fit overall, with NFI, IFI, TLI, CFI, and GFI above 0.9.



**Figure 2** Diagram of the Structural Equation Model

After the structural equation model is validated using fitting index analysis, the model route is examined, as seen in Table 4. The findings indicate that the p-values for the five hypotheses are all below 0.05. Cultural identification ( $\beta = 0.176$ ,  $p < 0.001$ ) and buy motivation ( $\beta = 0.340$ ,  $p < 0.01$ ) exerted significant positive influences on purchase intention. Cultural identity ( $\beta = 0.272$ ,  $p < 0.01$ ) and purchasing motive ( $\beta = 0.572$ ,  $p < 0.001$ ) exerted strong positive influences on attitude. Attitude ( $\beta = 0.269$ ,  $p < 0.001$ ) positively influenced purchase intention. All hypotheses H1, H2, H3, H4, and H5 are deemed valid.

**Table 4** Path analysis results

Hypothetical	Pathway relationship	Unstandardized path coefficients	S.E.	C.R.	P	Standardized path factor( $\beta$ )	Test results
H1	Cultural identity → Purchase Intention	0.279	0.071	3.927	***	0.176	Accepted
H2	Motivation → Purchase Intention	0.399	0.146	2.730	0.006	0.340	Accepted
H3	Cultural identity → Attitude	0.268	0.092	2.922	0.003	0.272	Accepted
H4	Motivation → Attitude	0.418	0.059	7.100	***	0.572	Accepted
H5	Attitude → Purchase Intention	0.369	0.088	4.201	***	0.269	Accepted



#### 4.4 Mediation effect test

This study further investigates the mediating role of attitude between cultural identity and buy intention, as well as between purchase motivation and purchase intention, using AMOS 26.0. Assuming that the findings of H6 and H7 are accurate, Figure 5 illustrates how attitude indirectly mediates the relationship between cultural identification and buy intention and between purchase motive and purchase intention.

**Table 5** Test of mediating effect

Hypothetical	Trails	Parameter	Estimate	Lower	Upper	P	Test results
H6	Cultural Identity→Attitude →Purchase Intention	Indirect Effect	0.073	0.016	0.181	0.012	Accepted
		Direct Effect	0.176	0.013	0.314	0.034	
		Total Effect	0.249	0.115	0.367	0.001	
H7	Purchase Motivation→ Attitude→Purchase Intention	Indirect Effect	0.154	0.033	0.305	0.017	Accepted
		Direct Effect	0.340	0.130	0.522	0.005	
		Total Effect	0.494	0.377	0.600	0.000	

## 5.CONCLUSIONS

This study's primary goal is to examine the impact of cultural identification and purchase motivation on purchase intention so as to understand consumers' decision-making behavior and consumption preferences. This study takes dance drama as the entry point, analyzes the current research and development trend of dance drama, draws on the research results in the fields of cultural creative product consumption, art and cultural product consumption behavior, and intangible cultural heritage product consumption motivation, and puts forward a causal model that affects the purchase intention of dance drama, enriching the theoretical vision of dance drama research. It closes the gap in this field's research.

First, the study's findings demonstrate that cultural identity significantly improves attitudes and purchase intentions. The H1 and H3 hypotheses are validated. This shows that cultural identity, as a social psychological mechanism, can enhance consumers' purchase intentions and attitudes. Prior research corroborates the assertion that a robust association exists between cultural identification and buying intention (Swoboda, Pennemann, & Taube, 2012), consumers are generally inclined to purchase and use products that express their cultural status, cultural identity and cultural affiliation(M. Zhang et al., 2023; Y. Zhang, & Khare, A., 2009). This implies that customers are more likely to express a strong desire to purchase a brand or product that aligns with their cultural background or identity. Furthermore, cultural identification has an impact on consumers' behavior and attitude, in addition to their buy intention. Further evidence that cultural identification might influence consumers' perceptions of businesses or products comes from research by Lobo and Greenland (2017). These studies demonstrate that cultural identification is a strong cognitive and behavioral motivator in addition to customers' emotional attachment.

Second, the study's findings demonstrate that purchase motivation significantly improves both purchase intention and attitude. H2 and H4 hypotheses are validated. As an important factor driving consumer behavior, purchase motivation can not only significantly affect consumers' attitudes toward products but also significantly enhance their purchase intention. This result is consistent with (Grossman & Shapiro, 1986; Wee, Ta, & Cheok, 1995). The

results were consistent, further confirming the key role of purchase motivation in consumer behavior. Specifically, when a product meets consumer expectations and needs, consumers feel satisfied and are more willing to buy the product (Pang, 2021).

Lastly, H5 supports this, and the results further demonstrate that attitudes positively affect purchasing intentions. Customers are more inclined to engage in a behaviour if they have a favorable attitude towards it (Ghazali, 2017; Shimul, 2022). As pointed out by Ajzen & Fishbein (1977), attitude can guide consumers' thoughts, emotions and behaviors, and it is the most important in any analysis of consumer behavior (I. Ajzen & Fishbein, 1977). This conclusion is consistent with that of Ang (Hoon Ang, Sim Cheng, Lim, & Kuan Tambyah, 2001)、Kwong (Kwong, Yau, Lee, Sin, & Tse, 2003)、Penz (Penz & Stottinger, 2005)、Novela (Novela, 2020)、Koklic (Koklic, 2019).

In addition, the study's findings support H6, which states that attitude somewhat mediated the relationship between cultural identification and purchasing intention. This indicates that attitudes have an indirect impact on customers' buying intentions in addition to direct influences from cultural identification. Customers' buying intentions for dance dramas will be strengthened when they have a favorable opinion of these performances. This result aligns with a Jianjun Liu (2022) investigation. At the same time, attitude also plays a part of the mediating role in purchase motivation and purchase intention, and H7 is supported. This suggests that consumers' purchase motivation can be further translated into actual purchase intentions through positive attitudes. This finding is consistent with Grossman and Shapiro (Grossman & Shapiro, 1986)、Wee (Wee et al., 1995).

To sum up, cultural identity and purchase motivation not only affect consumers' attitudes independently but also further promote consumers' purchase intention through interaction with each other.

### **LIMITATIONS AND FURTHER RESEARCH**

This study possesses certain limitations in some aspects. These limitations may affect the broad applicability of the findings and the comprehensiveness of the interpretation.

Firstly, the respondents of this study are mainly residents living in Henan Province, China. Due to the influence of regional and cultural differences, the conclusions given in this paper may be limited to a certain extent. They cannot fully represent consumer behavior in other regions. Therefore, in the future, the findings of this article can be confirmed in other nations or locations.

Secondly, the examination of customers who have purchased tickets for dance drama performances is the main topic of this study. However, no detailed distinction was made between different types of consumers, such as the different behaviors that male and female consumers may exhibit when purchasing dance drama tickets, which could have an impact on the study conclusions. Future studies can take into account the segmentation of customer types to fully comprehend the purchase patterns and decision-making processes of different consumers, increasing the precision and relevance of the research.

Finally, this study mainly starts with the external factors that affect dance drama and discusses the influence of these factors on consumers' purchase intention. However, failure to fully consider the characteristics of the dance drama itself, such as the type of dance drama, dance drama performance environment, etc., may have an impact on consumers' purchase intention. Future studies can start from the characteristics of dance drama itself, to explore and consider how the types of dance drama and the performance environment of dance drama affect consumers' purchase intentions so as to expand the current research.

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### DISCLOSURE STATEMENT

No potential conflict of interest was reported by the authors.

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