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Predicting Intentions to Pursue Ballet Using an Extended Theory of Planned Behavior

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The purpose of this study is to verify the effect of the predictive variables in the TPB (attitudes, subjective norms, and perceived behavioral control) and the perceived benefits of ballet on the participation intentions of individuals. To fulfill this purpose, a survey study was conducted with 207 participants. The findings of the study suggest that in a context of participating in a highly symbolic and hedonic activity such as ballet, the symbolic and functional benefits' influence are both considered when making judgments about the hedonic benefits of the activity. Although it was hypothesized that the influence of symbolic benefits on hedonic benefits (attitude) would be stronger than the influence of functional benefits on hedonic benefits (attitude), results revealed that there were no statistically significant differences. However, analysis of the TPB variables revealed that subjective norms were most influential in predicting ballet participation intention, followed by hedonic benefits and perceived behavioral control. The analysis of direct and indirect effects revealed that the hedonic benefits (attitude) mediated the relationship between both symbolic and functional benefits and ballet participation intention.

Key word: benefits, Theory of Planned Behavior, ballet, participation

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Introduction

The rise of the term ‘work and life balance’ within Korean society highlights the growing importance that people place on leisure activities. According to the 2016 National Leisure Survey (Ministry of Culture, Sports and Tourism, 2016), 56% of the total respondents replied that they would increase the time they spend on leisure activities if they were given more time off. Furthermore, 33.9% of respondents replied that they spend more time on leisure activities than on work related activities. As such, leisure activities are no longer perceived as a supplementary means to an end in increasing labor productivity and efficiency, but as an end in itself where leisure activities in itself is meaningful.

However, closer inspection has revealed that many of the leisure time activities being pursued are inactive in nature. For example, the National Leisure Survey (Ministry of Culture, Sports and Tourism, 2016) revealed that 64.8% of the respondents chose to ‘watch TV’ on weekdays and 47.6% chose to ‘go to the movies’ on weekends or holidays. Furthermore, spinal disorders, chronic neck pain and type 2 diabetes in young adults have become increasingly prevalent (e.g., Oh, 2013; Lascar et al., 2018), while the suicide rate in Korea during the past 13 years ranks the highest among OECD member nations.

Meanwhile, past studies on the effects of dancing and dance sports reported that dancing can lead to emotional wellbeing by enhancing moods (Eyigor, Karapolat, Durmaz, Ibisoglu, & Cakir, 2009), providing a sense of accomplishment (Brown, McGuire, & Voelkl, 2008), decreasing anxiety (Gouvea, Antunes, Bortolozzi, Marques, & Bertolini, 2017), and providing emotional escape from everyday worries and problems (Quiroga Murcia, Kreutz, Clift, & Bongard, 2010), as well as physical benefits such as body composition, blood biomarkers, and musculoskeletal function (Yan et al., 2018).

As such, ballet has recently been gaining renewed attention as it has expanded to treat modern ailments caused by physical and mental exhaustion. Ballet as a form of performing arts has expanded into the realm of culture and leisure time activity (Shin, 2015), as can be seen by the proliferation of ballet studios and ballet fitness programs offered across Korea. As ballet continues to reach beyond being a passive ‘viewing’ experience, and into the realm of participation and therapy, it is important to understand the perceptions that people hold about ballet, as well as the factors that influence participation that are unique to ballet. However, past studies on ballet have predominantly focused on the educational aspects of ballet (e.g., Choi & Kim, 2015; Lee & Han, 2001), physical injury and mental disorders caused by ballet practices (e.g., Noh, Morris, & Andersen, 2011; Ravaldi et al., 2003), or physical movements unique to ballet (e.g., Smyth & Pendleton, 1994; Lepelley, Thullier, Koral, & Lestienne, 2006). Thus, there is a lack of literature regarding aspects that may lead to ballet participation, especially for the general public.

The Theory of Planned Behavior is a major predictive model used in research regarding exercise

behavior (TPB; Ajzen, 1991). The TPB has been used successfully to predict a wide range of health-related behaviors (Conner & Sparks, 2005) including various physical activities (Cho, 2005; Bae et al., 2015; Kim, 2017; Lee, 2011; Huh & Choi, 2008). Since the conceptualization of the TPB, many subsequent studies have attempted to increase its predictive ability by extending the theory through addition of predictive variables (Cunningham & Kwon, 2003) that are more relevant to the situation or context of the study.

According to the TPB, the attitude that an individual has towards a behavior is one of the three major predictors of behavioral intention (along with subjective norm and perceived behavioral control). A stream of consumer behavior studies has indicated that attitudes about a product or service are formed based the perceived benefits of usage (i.e., Fock et al., 2005; Schlosser, 2003). However, most studies have focused on tangible products (Orth & De Marchi, 2007), service situations (Liang & Wen-Hung, 2004; Hur & Park, 2010), and spectating activities (Bauer, Stockburger-Sauer, & Exler, 2008), and have either used attitudes or benefits separately in predicting consumption behavior. No studies have exclusively investigated dance participation by combining the TPB and different types of benefits. Therefore, the purpose of this study is to verify the effect of the predictive variables in the TPB (attitudes, subjective norms, and perceived behavioral control) and the perceived benefits of ballet on the participation intentions of individuals.

Literature Review

The Theory of Planned Behavior

The Theory of Planned Behavior (TPB), an extension model of the Theory of Reasoned Action (Ajzen, 1985, 1991; Ajzen & Madden, 1986), is one of the most widely researched models for predicting behavioral intentions by social psychologists (Armitage & Conner, 2001; Collins & Carey, 2007; Fielding et al., 2008; Norman et al., 2007), including exercise and health-related behavior (see e.g., Biddle & Nigg, 2000). The TPB model suggests that actual behavior is determined by one's intention to engage in that behavior, while intentions are determined by the individual's attitudes, subjective norms, and perceived behavioral control. Attitudes refer to the attitudes toward the behavior and reflects the degree to which an individual evaluates or appraises a particular behavior as favorable or unfavorable. Subjective norms refer to the social pressure to take perform or not to perform the particular behavior. Perceived behavioral control refers to the refers to the ease or difficulty of performing the behavior in question as perceived by the individual, which reflects the past experiences and anticipated obstacles in performing the behavior (Ajzen, 1991).

Although the past literature has used the TPB extensively to investigate exercise behavior, there is a lack of studies in which it has been applied to dance participation. Of the few that have been conducted, most studies have simply grouped ‘dance’ as one of the categories for physical or leisure time activities (Anderson, Leyland, & Ling, 2017; Eves, Hoppéa, & McLaren, 2003; Rosen, 2000), while studies on a specific form of dance included only Latin dance (Pierro, Mannetti, & Livi, 2003) and Greek dance (Goulimaris, 2016). Thus, the review of previous studies resulted in the identification of a void in research regarding the TPB variables’ (i.e., attitude, subjective norms, and perceived behavioral control) effect on ballet participation intentions. Given that the past studies on exercise behavior as well as the studies investigating specific forms of dance have yielded positive effects of the TPB variables on participation intention, it is hypothesized that they will also positively influence ballet participation intentions. Also, the TPB provides room for extending the theory through the addition of predictive variables (Cunningham & Kwon, 2003) depending on the context or the behavior in question. Meanwhile, past studies have acknowledged perceived benefits as a significant aspect in the formation of attitudes. Therefore, the current study utilized an extended TPB model to include benefits to predict ballet participation.

Benefits and Attitudes

Benefits refer to the personal values and meanings that consumers bestow upon product or service attributes (Keller, 2007). Thus, benefits are the perception of what the consumers think that the product or service can do for them (Keller, 1993). In this view, the consumer is not purchasing the product’s attributes, as if there is a definite hierarchy of “better” attributes, but rather the consumer is purchasing the ability of the attributes of the product to allow them to reach a certain desired end-state (Cho, 2015).

Keller further described that this perception of benefits can be categorized into functional, hedonic, and symbolic benefits. Here, functional benefits refer to the more intrinsic advantages that consuming the product or service provides. Further, functional benefits are usually linked to basic psychological needs or motivations such as well-being and health (Lee, 2008). Symbolic benefits are on the more extrinsic advantages of product or service consumption. They refer to the more non-essential and additional advantages that can be gained from the consumption of a product or service. These advantages are usually attributed to non-product-related attributes such as social display or the expression of individuality and the desire for out-directed self-esteem (Orth & De Marchi, 2014). Meanwhile, hedonic benefits refer to the pleasure of emotions and cognitive stimulation that results from the consumption of a product or service. They are also related to the attributes of the product or service as well as non-product-related attributes such as usage images (Keller, 1998).

Previous theorizations and studies have conceptualized perceived benefits as antecedents of attitudes (Fock et al., 2005) that depend on the situation and product attributes. Shavitt (1989) claimed that attitude objects, and their attributes, offer differing degrees of benefits and serve multiple functions. For example, a relatively expensive jacket with a university logo has functional benefits when worn at home on a cold day. However, when worn at a university football game, it has symbolic benefits in that it represents team affiliation and can act as a status symbol due to the high price, as well as having hedonic benefits in that it adds to the experience of viewing the game. Thus, the context in which the product is used is important in shaping the perception of the product. Furthermore, different product categories interact differently with the environment in forming attitudes. Schlosser's (2003) study on shopping atmosphere, found that aesthetically pleasant atmospheres increased the attitudes on products that have symbolic benefits (goblets for wedding toasts, jewelry, and perfume), but not for products with functional benefits (toothbrush, vacuum cleaner, can opener).

According to the aforementioned studies, the different types of benefits contribute differently to the attitude towards an object, and they the importance placed on a particular type of benefit is subject to change depending on the context. However, there is a lack of studies investigating predominately hedonic experiences such as dance participation. Of the various types of dance, ballet is typically perceived as an activity that requires the individual to express their emotions and ideas artistically through ballet routines (i.e., hedonic aspect), and requires unique physical abilities (i.e., functional aspect) (Moon, 2013), as well as an activity that is considered to be a distinctive and exclusive world of "high culture" (Wulff, 2001; Cohen-Bull 2003; Wolff 2003).

Regarding the relationship between symbolic, functional, and hedonic benefits, Keller (1993) suggested that measures of attitude are more appropriate for consumer products, while Hirschman and Holbrook (1982) suggested the consumption that primarily involves fantasy, emotion, and multi-sensory experiences should be explained through hedonic variables. A comparison between Ajzen's (2002) scale items for attitude with the scale items for hedonic benefits revealed that items were quite similar. Therefore, it was deemed appropriate to replace the construct for attitude with hedonic benefits in a ballet participation context. It was thus hypothesized that the perceived symbolic and functional benefits will positively influence the hedonic benefits (attitudes) toward ballet.

Based on the literature review, they hypotheses of the current study are as follows:

H1: The perceived symbolic benefits of ballet participation will positively influence the perceived hedonic benefits (attitude) of ballet participation.

H2: The perceived functional benefits of ballet participation will positively influence the perceived hedonic benefits (attitude) of ballet participation.

H3: The perceived hedonic benefits (attitude) of ballet participation will positively influence

intentions to participate in ballet.

H4: The perceived subjective norms about ballet participation will positively influence intentions to participate in ballet.

H5: The perceived behavioral control regarding ballet participation will positively influence intentions to participate in ballet.

H6: The influence of the symbolic benefits on the hedonic benefits (attitude) will be statistically greater than the influence of functional benefits on hedonic benefits (attitude).

Method

Participants

Online and offline questionnaires were distributed to a total of 215 individuals in Seoul, South Korea, of which 207 were used in the final analysis after excluding incomplete responses. Participants consisted entirely of females (100%, N = 207) in their 20s and 30s (M = 26.19, SD = 4.82) of which 9.7% (n = 20) were married and 90.3% (n = 187) were not. In terms of education level, 63.3% of the participants (n = 131) held a college degree, followed by a graduate degree (24.6%, n = 51), a high school degree (12.1%, n = 25). As for income level, 33.8% of participants (n = 70) indicated an average monthly household income higher than 6,000,000 KRW, 17.4% (n = 36) reported between 5,000,000 KRW and 6,000,000 KRW, 13.0% (n = 27) between 2,000,000 KRW and 3,000,000 KRW, 11.6% (n = 24) lower than 2,000,000 KRW, 10.1% (n = 21) between 2,000,000 KRW and 3,000,000 KRW, 9.2% (n = 19) between 5,000,000 KRW and 6,000,000 KRW, and 4.8% (n = 10) preferred not to answer.

Measures

Measurements for all dimensions were on a seven-point Likert scales ranging from (1) strongly disagree to (7) strongly agree. Measures for the TPB variables attitude, subjective norm, and behavioral control were measured by adopting Ajzen's (2002) scales. *Attitude* towards behavior (Cronbach's α = .93) consisted of five items such as "for me to participate in ballet is beneficial", and "For me to participate in ballet is pleasant". *Subjective norm* (Cronbach's α = .93) consisted of three items including (a) "Most people who are important to me think that I should participate in ballet" (b) "It is expected of me to participate in ballet" and (c) "The people in my life whose opinions I value would approve of me participating in ballet". *Perceived behavioral control* (Cronbach's α = .90) consisted of four items such as "For me to participate in ballet would be possible" and "Participating

in ballet is completely under my control".

The perceived benefits of participating in ballet were measured by adapting the questionnaire items used by Cho (2015), Park (2008), and Yu (2006). *Symbolic benefits* (Cronbach's α = .84) consisted of five items such as "By participating in ballet I can distinguish myself amongst others" and "I can feel unique by participating in ballet". *Functional benefits* (Cronbach's α = .84) consisted of four items such as "By participating in ballet I can improve my physical abilities" and "By participating in ballet I can obtain a great physique". *Hedonic benefits* (Cronbach's α = .87) consisted of five items including items such as "Ballet is an attractive activity" and "Ballet participation is energizes me".

The dependent variable *intention to participate in ballet* (Cronbach's α = .97) was measured by revising Ajzen's (2002) three item intention scale. Items included (a) "I intend to participate in ballet", (b) "I plan to participate in ballet in the future", and (c) "I will participate in ballet in the future".

Finally, demographic characteristics regarding gender, age, level of education, occupation, household income, marital status, and average monthly household income were collected.

Data Analysis

Data preparation, frequency analysis, descriptive statistical analysis, and scale item reliability analysis were performed using SPSS version 23.0. Confirmatory Factor Analysis (CFA) and hypotheses testing and model verification were conducted using Structural Equation Modeling (SEM) were conducted using the AMOS statistical package.

Results

Assessment of Measures

The mean score for functional benefits (M = 6.18, SD = .84) was the highest followed by hedonic benefits (M = 4.99, SD = 1.17), symbolic benefits (M = 4.71, SD = 1.16), perceived behavioral control (M = 4.42, SD = 1.50), and subjective norms (M = 2.42, SD = 1.50). As for the dependent variable, ballet participation intentions, the mean score was 3.65 (SD = 1.92). Initial analysis of the internal consistency of measured constructs, through inspection of the Cronbach's α values, indicated that all constructs except for the functional benefits (Cronbach's α = .34) exceeded the recommended threshold of .70 (Nunnally & Bernstein, 1994). For the functional benefits, an acceptable Cronbach's α value of .85 was reached after the removal of the item "I can acquire a great physique by practicing ballet." Reliability analysis results are presented in Table 1.

Table 1. *Reliability Analysis for Scale Items.*

Construct	*M*	*SD*	Cronbach's α
1. Symbolic Benefits	4.71	1.16	0.84
2. Functional Benefits	6.18	0.84	0.84
3. Hedonic Benefits	4.99	1.17	0.94
4. Subjective Norm	2.42	1.50	0.93
5. Perceived Behavioral Control	4.42	4.50	0.90
6. Participation Intention	3.65	1.92	0.97

Analysis of the squared multiple correlations indicated that the symbolic benefit item "I can feel unique by participating in ballet" and the hedonic benefit items "Ballet is an attractive activity" and "Ballet participation provides the opportunity to experience aesthetic movements" did not reach the accepted threshold of 0.4 and were therefore removed. The correlation matrix for the constructs are presented in Table 2.

Table 2. *Correlation Matrix and Squared Correlations Among Constructs.*

Construct	1	2	3	4	5	6
1. Symbolic Benefits	1.00	0.13	0.07	0.04	0.00	0.02
2. Functional Benefits	0.36	1.00	0.12	0.01	0.05	0.06
3. Hedonic Benefits	0.27	0.34	1.00	0.23	0.28	0.39
4. Subjective Norm	0.19	0.11	0.47	1.00	0.18	0.42
5. Perceived Behavioral Control	0.06	0.23	0.53	0.43	1.00	0.36
6. Participation Intention	0.13	0.25	0.62	0.65	0.60	1.00

Note. Values below the diagonal are correlation estimates. Values above the diagonal are squared correlation estimates.

Next, confirmatory factor analysis was conducted on the remaining scale items and results are presented in Table 3. The AVE values for all constructs exceeded the threshold of 0.5 (Fornell & Larcker, 1981) with the exception of symbolic benefits and perceived behavioral control. However, the standardized regression weights exceeded the threshold of 0.5 and composite reliability values surpassed the 0.7, thus, it was judged that convergent validity was achieved. Furthermore, a comparison

of the AVE values with square multiple correlations show that the AVE values exceeded the correlations in all cases, indicating discriminant validity for each construct (Fornell & Larcker, 1981).

The fit indices of the confirmatory factor analysis were as follows: $\chi 2(174) = 363.51$, $p < .001$, $\chi^2/df = 2.09$, CFI = 0.95, NFI = 0.91, IFI = 0.95, TLI = 0.94, and RMSEA = 0.08. Most of values returned acceptable levels, it was deemed that goodness of fit was achieved.

Table 3. *Confirmatory Factor Analysis Results and Validity Measures.*

Factor names and items	*M*	*SD*	β	AVE	CR
Subjective Norm	**2.42**	**1.50**		**0.65**	**0.85**
Most people who are important to me think that I should participate in ballet	2.40	1.49	0.90		
It is expected of me to participate in ballet	2.56	1.66	0.89		
The people in my life whose opinions I value would approve of me participating in ballet	2.29	1.63	0.94		
Perceived Behavioral Control	**4.42**	**4.50**		**0.47**	**0.78**
For me to participate in ballet would be possible	4.27	1.70	0.83		
If I wanted to, I could participate in ballet	4.23	1.75	0.93		
Participating in ballet is completely under my control	4.23	1.76	0.94		
It is mostly up to me whether or not I participate in ballet	4.94	1.60	0.65		
Symbolic Benefits	**4.71**	**1.16**		**0.36**	**0.69**
By participating in ballet I can distinguish myself amongst others	4.78	1.62	0.83		
By participating in ballet I can highlight my social and economic status	3.98	1.54	0.57		
People will notice that I participate in ballet	4.59	1.56	0.83		
I can differentiate myself with others by participating in ballet	4.71	1.46	0.77		
Functional Benefits	**6.18**	**0.84**		**0.56**	**0.83**
By participating in ballet I can improve my physical abilities	6.17	0.99	0.81		
By participating in ballet I can build muscle	6.13	1.02	0.79		
By participating in ballet I can improve my physical balance	6.26	0.96	0.79		
Participating in ballet will improve my posture	6.16	1.12	0.64		
Hedonic Benefits	**4.99**	**1.17**		**0.66**	**0.85**
Ballet participation excites me	4.25	1.59	0.86		
Ballet participation is energizes me	4.37	1.63	0.96		
Ballet participation makes me cheerful	4.43	1.64	0.92		

Factor names and items	*M*	*SD*	β	AVE	CR
Intention	**3.65**	**1.92**		**0.75**	**0.90**
I intend to participate in ballet in the future	3.82	1.96	0.95		
I plan to participate in ballet in the future	3.57	1.96	0.97		
I will participate in ballet in the future	3.56	1.99	0.96		

Note. AVE, average variance extracted. CR, composite reliability. Bold values represent the construct level.

Hypotheses Testing

The results of the structural model are graphically presented in Figure 1, and the path coefficients are presented in Table 4. The overall goodness of fit indices of the structural model are as follows: $\chi^2(178) = 434.78$, $p < .001$, $\chi^2/df = 2.44$, CFI = 93, NFI = 0.99, IFI = 0.93, TLI = 0.92, and RMSEA = 0.08. The data shows a good fit with the hypothesized structural model. Results showed that the symbolic benefits (standardized $\gamma = .16$, $p < .001$, supporting Hypothesis 1) and functional benefits (standardized $\gamma = .31$, $p = .04$, supporting Hypothesis 2) of ballet positively influences the hedonic benefits of ballet. Furthermore, hedonic benefits (standardized $\gamma = .33$, $p < .001$, supporting Hypothesis 3), subjective norm (standardized $\gamma = .42$, $p < .001$, supporting Hypothesis 4), and perceived behavioral control (standardized $\gamma = .49$, $p < .001$, supporting Hypothesis 5) had positive influences on the intention to participate in ballet.

To test the mediating effects of hedonic benefits on the relationship between symbolic benefits and ballet participation intention as well as between functional benefits and ballet participation intentions, a bootstrapping method (Kim, 2017) was performed. The results revealed that hedonic benefits fully mediated the relationship between symbolic benefits and hedonic benefits (standardized $\gamma = .09$, $p < .001$) as well as the relationship between functional benefits and hedonic benefits (standardized $\gamma = .06$, $p < .001$).

Finally, to test Hypothesis 6 in which it was predicted that the influence of symbolic benefits on hedonic benefits (attitude) would be greater than the influence of functional benefits on hedonic benefits (attitude), an inter-path coefficient comparison analysis was conducted (Woo, 2017). In such a model, if the difference between the chi-square values of the unconstrained model and equal constrained model exceed 3.84, it can be concluded that a statistically significant difference in the influence between the variables. However, results indicated that the chi-square difference equaled, therefore not statistically different in their influence.

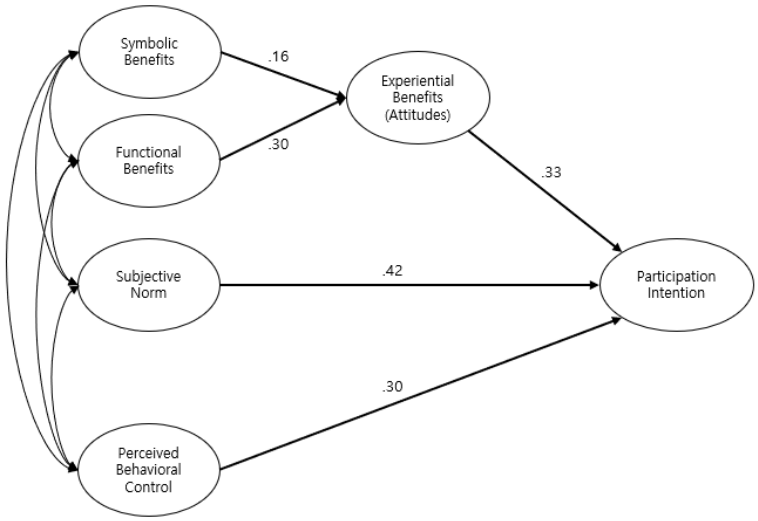

Figure 1. *Structural model and path analysis of ballet participation intention*

Table 4. *Path Analysis Results.*

Path			Unstandardized Coefficients B	Standardized Coefficients β	S.E.	C.R	*p*
Symbolic Benefits.	→	Hedonic Benefits	0.20	0.16	0.10	2.06	*
Functional Benefits	→	Hedonic Benefits	0.58	0.31	0.16	3.62	***
Hedonic Benefits	→	Participation Intention	0.42	0.33	0.07	6.08	***
Subjective Norm	→	Participation Intention	0.48	0.42	0.07	7.05	***
Perceived Behavioral Control	→	Participation Intention	0.49	0.30	0.10	4.77	***

Note. *$p < .05$. **$p < .01$. *** $p < .001$.

Discussion

The purpose of this study was to apply an extended TPB model that incorporates functional, symbolic, and hedonic benefits to the TPB model to explain ballet participation intentions. In this study, hedonic benefits were viewed as equivalent to the attitude toward ballet participation, due to the fact that ballet participation is not a tangible product, but is a type of hedonic consumption. Thus, attitudes do not form from tangible attributes of the product, but from the expected experience it is perceived to provide. The analysis of direct and indirect effects revealed that the hedonic benefits (attitude) mediated the relationship between both symbolic and functional benefits and ballet participation intention. Keller (1993) argued that consumer attitudes become increasingly positive as the benefits provided by the product or service increase and that the market for the product or service exists due to these benefits that consumers pursue. Similarly, Haley (1968) contended that benefits are important constructs in predicting brand attitudes. However, past studies investigating the link between benefits and attitudes have primarily focused on brand or product attitudes and have not investigated the role of benefits on highly hedonic consumption, such as dance participation. The findings of the current study suggest that in a context of participating in a highly symbolic and hedonic activity such as ballet, the symbolic and functional benefits influence are both considered when making judgments about the hedonic benefits of the activity. These findings support Hirschman & Holbrook's (1982) notion that the mechanisms behind hedonic consumption differ from general consumption behavior, and that hedonic research is more appropriate in explaining multi-sensory and emotionally charged performances such as ballet and opera.

Although it was hypothesized that the influence of symbolic benefits on hedonic benefits (attitude) would be stronger than the influence of functional benefits on hedonic benefits (attitude), analysis results revealed that there were no statistically significant differences. However, analysis of the TPB variables revealed that subjective norms were most influential in predicting ballet participation intention, followed by hedonic benefits and perceived behavioral control. Taken together, this can be interpreted in the same vein as the findings of Shin & Yoon (2016) who found that consumers participating in ballet tend to not want to reveal themselves as ballet participants when they are novices or just beginning to learn. Thus, it can be assumed that the symbolic benefits do not necessarily manifest until a certain level of skill or experience is acquired, and that participation intention relies more on the perceived norms, or "how others will think of me". However, follow-up studies are required to confirm this interpretation. With regard to perceived behavioral control having the lowest influence, this is in line with common perceptions that ballet is a 'difficult' activity that requires competitiveness, discipline, self-control, and a notion of the 'appropriate' body type (Bourdieu, 1990), thus, high levels of behavioral control are required to increase intentions to participate.

Theoretical and Practical Implications

The current study holds significance in that it is the first study to apply an extended theory of planned behavior model specifically to ballet participation. Although past studies have treated ballet as a viewing experience, scant research exists on ballet as a participatory activity, therefore it is important to understand what influences individuals to participate. Further, this study contributes to the literature by applying benefits to the TPB model, the role of benefits, and hedonic benefits in particular, may be different in the context of a 'high-culture', emotional, and multi-sensory activity, such as ballet, as compared to general consumer products and services. Practically, managers in the ballet industry may appeal to the consumers by highlighting the hedonic aspects of ballet participation and by appealing to the emotions and motives for self-expression. Also, regarding perceived behavioral control, it would seem important to implement communication strategies that deliver the message that ballet as a participation activity is different from the common perceptions of classical ballet. In other words, it may be beneficial to communicate that ballet as an activity does not require high levels of self-discipline and physical strain.

Limitations and Directions for Future Studies

Due to the exploratory nature of the current study, many limitations are present. First, the current study utilized a short attitudinal scale that may not cover all the different aspects that contribute to attitude formation. Thus, future studies may wish to incorporate a multi-dimensional measure of attitude. Second, the participants in the current study were females residing in Seoul. Since subjective norms play a role in predicting participation intentions, cultural influences may render differing results. Therefore, future studies may expand the participants to different areas. Third, this study utilized existing measures for benefits and the TPB variables. Given that ballet is a unique form of participation, future studies may develop measures that take into consideration the unique aspects of ballet, as well as explore more variables that may add to the explanatory power of the TPB model.

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