

MEDIA REPUTATION AND DEMAND FOR FRENCH PUBLIC THEATRE

Abstract:

Regression models often reveal a low statistical significance for the quality variables that are used to explain theatrical demand. I posit that opposing opinions on quality are the cause of this. A regression equation is constructed in order to explain demand with continuous variables for price and volume, and with dummy variables for drama critics, "directors-cum-managers", public authorities and repertoire classification. I use detailed data on demand for French "theatrical institutions" from 1995 to 1997 to test this model. To some extent, the results support the hypothesis that the media reputation of shows, as expressed in the form of drama reviews, and the artistic reputation of "directors-cum-managers", which are listed on the programme, have an opposite effect on attendance. Nevertheless, the least squares coefficients show that the most reliable sign of quality remains the reputation of the theatrical institution.

Supprimé :

Supprimé :

Supprimé : »

Supprimé : , to some extent,

Supprimé : critics

Supprimé : the «

Supprimé : »

Supprimé : s

Supprimé :

Supprimé : al

Key words: quality judgements, reputation, mediator, theatre, demand modelling