

How Do Consumers Choose Whether to Watch Movies at Home or in Theaters?

Group 3

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MKT144 Marketing Research and Analytics
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Purpose of Research

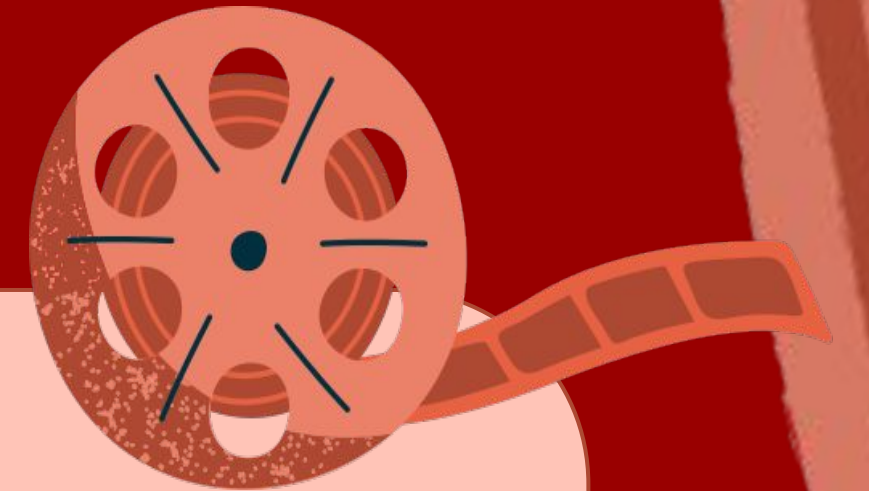
Importance

- To reveal how emerging industries can take over established industries through a technological advantage. (Li et al. 2022)

Goal

- We aim to find what drives a consumer to visit the movie theater vs stream movies at home.

Object Being Measured



Movie theaters and streaming services



Independent Variables

- Habitual Behavior(HB)
- Search Convenience(SC)
- Influencer effect(IE)
- Perceived Novelty(PN)
- Attention Control Scale(AC)
- Self congruence scale(SCS)
- Perceived safety scale(PSS)
- Anticipatory Excitement (AE)
- Importance of Ambiance(IA)
- Effects of pricing on consumer behavior(PB)
- Promotion effects on consumer behavior(PR)
- Consumer behavior towards accessible options(AO)
- Consumer innovativeness in adopting new products(CI)
- Customer technology savviness(TS)
- Entertainment finders(EF)
- Discount Pricing Strategy(PS)

Dependent Variables

- Behavioral Intention of repeated watching(BI)
- Perceived Enjoyment(PE)
- Engagement Level(EL)
- Value consumption(VC)
- Significance of word of mouth(WOM)

Measures

Measure / Source	Alpha	Original Items	Modified Items
Habitual Behavior (Ort et al. 2021)	.95	<p>I end up watching more episodes in one sitting than I had intended to.</p> <p>I have postponed or canceled plans with family or friends because of my urge to watch TV.</p> <p>As time goes by, I feel I need to watch more and more episodes in a row to feel satisfied.</p>	<p>HB1. I end up watching more movies in one sitting than I had intended to.</p> <p>HB2. I have postponed or canceled plans with family or friends because of my urge to watch a movie.</p> <p>HB3. As time goes by, I feel I need to watch more and more movies in a row to feel satisfied.</p>
Search Convenience (Zeqiri et al. 2023)	.82	<p>I can find the desired products quickly.</p> <p>It is easy to understand the information and navigate the website of the online store.</p> <p>It is easy to follow product classification.</p> <p>A variety of products are available in the online store.</p>	<p>SC1. I can find the desired movies quickly on streaming services.</p> <p>SC2. It is easy to understand the information and navigate the platform for streaming services.</p> <p>SC3. It is easy to follow movie classification.</p> <p>SC4. A variety of movies are available in the streaming services.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Influencer effect (Önem et al 2024)	.94	<p>Watching the experiences of the SMI I follow triggers my need for that product.</p> <p>SMIs help me discover new trends in the market.</p> <p>The promotional videos SMI shares in their stories influence my purchase plans</p> <p>I think the products SMI promotes are of good quality.</p>	<p>IE1. Watching the experiences of the social media influencer I follow regarding movies triggers my need to visit the theater.</p> <p>IE2. Social media influencers help me to discover new trends in movie theaters.</p> <p>IE3. The promotional videos SMI shares in their stories influence my decision to buy theater tickets.</p> <p>IE4. I think the movie theaters SMI promotes are of good quality and value.</p>
Perceived Novelty (Wells et al. 2010)	.94	<p>I found using the hand-scanner to be a novel experience.</p> <p>Using the hand-scanner is new and refreshing.</p> <p>The hand-scanner represents a neat and novel way of making a [payment card brand] payment.</p>	<p>PN1. I found visiting the movie theater a novel experience.</p> <p>PN2. Visiting the movie theater is new and refreshing.</p> <p>PN3. The movie theater represents an interactive and novel way of watching a movie.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Attention Control Scale (Fajkowska et al. 2010)	.88	<p>When I am working hard on something, I still get distracted by events around me.</p> <p>It is easy for me to read or write while I'm also talking on the phone</p> <p>It is difficult for me to coordinate my attention between the listening and writing required when taking notes during lectures.</p>	<p>AC1. When I am concentrating on a movie, I still get distracted by events around me.</p> <p>AC2. It is easy for me to read or text while I'm also watching a movie.</p> <p>AC3. It is difficult for me to coordinate my attention between the movie and distractions on my phone at the theaters</p>
Self congruence scale (Han et al. 2015)	.92	<p>The customers who dine in this restaurant are very much like me.</p> <p>The customers who dine in this restaurant reflect the type of person I would like to be.</p> <p>The customers who dine in this restaurant are very much like the person I admire.</p>	<p>SCS1. The customers who watch movies in this theater are very much like me.</p> <p>SCS2. The customers who watch movies in this theater reflect the type of person I would like to be.</p> <p>SCS3. The customers who watch movies in this theater are very much like the person I admire.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Perceived safety scale (Hakim et al. 2021)	.86	<p>I am sure that the restaurants and bars I know/frequent are reliable in terms of ensuring health safety.</p> <p>I feel safe going to a restaurant to eat a meal, even if there is no medicine or vaccine for Covid-19.</p> <p>I always choose to go to bars and restaurants that I know/frequent.</p>	<p>PSS1. I am sure that movie theaters I visit are reliable in terms of ensuring health safety.</p> <p>PSS2. I feel safe going to a movie theater to watch a movie, even if there are no Covid-19 protocols.</p> <p>PSS3. I always choose to go to movie theaters that I know/visit frequently.</p>
Anticipatory Excitement (Schreiner et al., 2025)	.89	<p>I like to talk about upcoming movies I'm excited about.</p> <p>I share information about movies before they come out.</p> <p>I discuss trailers or news with my friends.</p>	<p>AE1. I often talk with others about upcoming movies before they are released.</p> <p>AE2. I share posts or videos about new movies on social media before release.</p> <p>AE3. I discuss movie trailers or release news with my friends.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Importance of ambiance (Upadhyay et al. 2009)	.79	<p>Politeness of staff positively impacts my experience at a restaurant.</p> <p>Comfortable seating options positively impact my experience at a restaurant.</p> <p>Cleanliness of the restaurant positively impacts my experience.</p>	<p>IA1. Politeness of staff positively impacts my experience at a movie theater.</p> <p>IA2. Comfortable seating options positively impact my experience at a restaurant.</p> <p>IA3. Cleanliness of the movie theater positively impacts my experience.</p>
The effects of pricing on consumer behavior (Ulker-Demirel et al. 2018)	.89	<p>Matinee ticket pricing options are important to my watching preferences.</p> <p>Club membership options at movie theaters are important to my watching preferences.</p>	<p>PB1. If a theater offers discounted matinee tickets, I am more likely to go to a movie theater.</p> <p>PB2. If a theater offers memberships, I am more likely to go to a movie theater.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Promotion's effects on consumer behavior (Ulker-Demirel et al. 2018)	.75	<p>Critic reviews are important to my watching preferences.</p> <p>Audience reviews are important to my watching preferences.</p>	<p>PR1. If critics reviews are positive, I am more likely to see a movie in theaters.</p> <p>PR2. If audience reviews are positive, I am more likely to see a movie in theaters.</p>
Consumer behavior towards accessible options (Ulker-Demirel et al. 2018)	.73	<p>Accessibility to a film by pay-per-view or cable channels is important to my watching preferences.</p> <p>Accessibility to a film via internet is important to my watching preferences.</p>	<p>AO1. If a film is available on pay-per-view or cable channels, I am more likely to watch it at home.</p> <p>AO2. If a film is available via internet/streaming services, I am more likely to watch it at home.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Consumer innovativeness in adoption of new products (Hassan 2017)	.81	<p>I buy new mobile phones out of a need for the functional benefit they can provide.</p> <p>I buy new mobile phones out of a need for uniqueness that they can provide.</p>	<p>CI1. I go to the theater to watch new movies out of a need for the functional benefit it can provide to my viewing experience.</p> <p>CI2. I go to the theater to watch new movies out of a need for the uniqueness it can provide to my viewing experience.</p>
Customer Technology Savviness (Santiago et al. 2021)	.70	<p>I prefer to read information on the internet rather than in a brochure.</p> <p>I am interested in new technology.</p> <p>It is easy to locate the information I want on the internet.</p>	<p>TS1. I prefer to watch movies on streaming services rather than in a theater.</p> <p>TS2. I am interested in new streaming services.</p> <p>TS3. It is easy to locate the movie I want to watch on streaming services.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Entertainment Finders (Molano-Acevedo et al. 2022)	.98	<p>I like to participate in this community because it entertains me.</p> <p>Having fun is my main reason for participating in this entertainment community.</p> <p>When I want updated information on the brand of show business, I look for this community.</p>	<p>EF1. I like to watch movies in theaters because it entertains me.</p> <p>EF2. Having fun is my main reason for watching movies in theaters.</p> <p>EF3. When I want to see new movies, I look at what's in theaters.</p>
Discount Pricing Strategy (Al-Salamin et al. 2016)	.68	<p>Low prices of products increase my willingness to buy them.</p> <p>I prefer to buy my needs during sales seasons.</p> <p>I always drive a bargain when buying a product.</p>	<p>PS1. Low prices of theater tickets increase my willingness to buy them.</p> <p>PS2. I prefer to buy my tickets during sales seasons.</p> <p>PS3. I always drive a bargain when buying tickets.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Behavioral Intention of Repeated Watching (X. Zhang et al., 2023)	.75	<p>I tend to watch classic movies and TV series many times rather than just once.</p> <p>I am willing to watch classic movies and TV series I have seen with others.</p> <p>I like watching a certain movie and TV series repeatedly.</p>	<p>BI1. I tend to rewatch movies on streaming services rather than watch them once on cable.</p> <p>BI2. I am willing to rewatch movies on streaming platforms with friends or family instead of on cable.</p> <p>BI3. I enjoy rewatching movies on streaming services rather than relying on cable programming.</p>
Perceived Enjoyment (Van der Walt et al. 2024)	.92	<p>I enjoy doing this activity.</p> <p>This activity is a good source of fun.</p> <p>I prefer this activity compared to other pastimes.</p>	<p>PE1. I enjoy watching movies.</p> <p>PE2. Watching movies is a good source of fun.</p> <p>PE3. I prefer watching movies compared to other pastimes.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Engagement Level (O'Brien et al. 2010)	.80	<p>I lose track of time when using this system.</p> <p>I am absorbed in what I am doing.</p> <p>I feel frustrated while using this system.</p>	<p>BI1. I tend to rewatch movies on streaming services rather than watch them once on cable.</p> <p>BI2. I am willing to rewatch movies on streaming platforms with friends or family instead of on cable.</p> <p>BI3. I enjoy rewatching movies on streaming services rather than relying on cable programming.</p>
Value Consumption (Wiley. 2005)	.80	<p>I come to malls to find a variety of products.</p> <p>I come to malls to comparison-shop to find the best for my money.</p> <p>I come to malls to find good prices.</p>	<p>VC1. I use streaming services to find a variety of movies.</p> <p>VC2. I use streaming services to comparison-shop to find the best for my money.</p> <p>VC3. I use streaming services to find good prices.</p>

Measures

Measure / Source	Alpha	Original Items	Modified Items
Significance of word-of-mouth (Bansal, Voyer 2000)	.76	<p>The closer I am to someone, the more I trust their opinion on services.</p> <p>The closer I am to someone, the more I ask for their opinion on services.</p> <p>The more someone knows about a service, the more I look for their opinion.</p>	<p>WOM1. The closer I am to someone, the more I trust their opinion on movie theaters.</p> <p>WOM2. The closer I am to someone, the more I ask for their opinion on movie on movie theaters.</p> <p>WOM3. The more someone knows about movies, the more I look for their opinion about movie theaters.</p>

Qualtrics Survey

Introduction



Default Question Block

Survey on your movie theater related behaviors:

Dear Participant,

We invite you to participate in a brief survey that aims to gather valuable insights into consumers intentions towards streaming services and movie theaters. Your feedback is essential in helping to improve marketing strategies within the movie theater industry.

This survey is designed to evaluate consumers' feelings and preferences towards streaming services and movie theaters through a series of statements rated on a 1 to 5 scale, 1 being least likely and 5 being most likely. The survey should take about 10 minutes. By gathering your responses, we aim to understand which aspects are most influential in the consumer's decision in how they pick a streaming service or theater to watch a movie.

Your honest opinion plays a crucial role in our feedback for

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improvement. We want to assure you that all responses will remain strictly confidential. Your answers will be anonymized and used solely for the purpose of this research. Your personal information will never be shared or disclosed to any third parties.

Thank you for your participation. We greatly appreciate the time and effort you're dedicating to this survey.

Warm regards,

Hofstra University Students:

Nadia Ayari

Ralph Barba

Elizabeth Chester

Souji Morris

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Hofstra University

Professor Boonghee Yoo

For the following section, please make sure you answer carefully. Choose the answer that is most accurate and best fits you.

Qualtrics Survey

Background Questions

Do you prefer to watch movies at home via streaming services or in theaters?

- Streaming services
- Theaters

If you prefer streaming services, what is the main reason?

- Convenience
- Variety of options
- Fair pricing/deals
- Flexibility
- I prefer movie theaters

If you prefer movie theaters, what is the main reason?

- Experience
- Variety of options
- Fair pricing/deals
- Social activity
- I prefer streaming services

How often do you visit the movie theater? (Choose one)

- Never
- Rarely
- Occasionally
- Frequently
- Always

How often do you use streaming services? (Choose one)

- Never
- Rarely
- Occasionally
- Frequently
- Always

How many streaming platforms (e.g., Netflix, Disney+, Hulu, Prime Video) are you subscribed to?

- None
- 1
- 2
- 3
- 4 or more

Qualtrics Survey

Background Questions

Do you visit a specific movie theater? If so, which one?

- I don't visit the movie theaters
- AMC
- Regal
- Cinemark
- CMX Cinemas
- Others (Specify)

When you use a streaming service, what type of movies are you usually watching?

- I don't use streaming services
- Newer movies
- Older movies
- Same-day releases (on streaming and in theaters)
- Straight-to-streaming releases

How important is the social aspect (going with friends/family) to your decision to see a movie in a theater? (Choose one)

- I don't visit the movie theater
- Not important (I'm okay with going alone)
- Slightly important
- Moderately important
- Very important
- Extremely important (I will not go alone)

Qualtrics Survey

Independent Variables – Habitual Behavior

For the following section, please make sure you answer each statement carefully. Each statement is rated on a scale of 1 through 5, with 1 being "Strongly disagree" and 5 being "Strongly agree."

Please indicate how strongly you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
HB1. I end up watching more movies in one sitting than I had intended to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HB2. I have postponed or canceled plans with family or friends because of my urge to watch a movie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HB3. As time goes by, I feel I need to watch more and more movies in a row to feel satisfied.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Search Convenience

Please indicate how strongly you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
SC1. I can find the desired movies quickly on streaming services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
SC2. It is easy to understand the information and navigate the platform for streaming services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SC3. It is easy to follow movie classification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SC4. A variety of movies are available in the streaming services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Influencer Effect

Please indicate how strongly you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
IE1. Watching the experiences of the social media influencer I follow regarding movies triggers my need to visit the theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IE2. Social media influencers help me to discover new trends in movie theaters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
IE3. The promotional videos social media influencers shares in their stories influence my decision to buy theater tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IE4. I think the movie theaters social media influencers promotes are of good quality and value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Perceived Novelty

Please indicate how strongly you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
PN1. I found visiting the movie theater a novel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PN2. Visiting the movie theater is new and refreshing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PN3. The movie theater represents an interactive and novel way of watching a movie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Attention Control Scale

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
AC1. When I am concentrating on a movie, I still get distracted by events around me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AC2. It is easy for me to read or text while I'm also watching a movie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AC3. It is difficult for me to coordinate my attention between the movie and distractions on my phone at the theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Independent Variables – Self Congruence Scale

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
SCS1. The customers who watch movies in this theater are very much like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
SCS2. The customers who watch movies in this theater reflect the type of person I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SCS3. The customers who watch movies in this theater are very much like the person I admire.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Perceived Safety Scale

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
PSS1. I am sure that movie theaters I visit are reliable in terms of ensuring health safety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PSS2. I feel safe going to a movie theater to watch a movie, even if there are no Covid-19 protocols.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
PSS3. I always choose to go to movie theaters that I know/visit frequently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Anticipatory Excitement

Please indicate how strongly you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
AE1. I often talk with others about upcoming movies before they are released.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AE2. I share posts or videos about new movies on social media before release.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AE3. I discuss movie trailers or release news with my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Independent Variables – Importance of Ambiance

Please indicate how strongly you agree or disagree with the following statements.

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	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
IA1. Politeness of staff positively impacts my experience at a movie theater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IA2. Comfortable seating options positively impact my experience at a restaurant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IA3. Cleanliness of the movie theater positively impacts my experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Pricing Effects on Consumer Behavior

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
PB1. If a theater offers discounted matinee tickets, I am more likely to go to a movie theater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PB2. If a theater offers memberships, I am more likely to go to a movie theater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Independent Variables – Promotion Effects on Consumer Behavior

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
PR1. If critics reviews are positive, I am more likely to see a movie in theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PR2. If audience reviews are positive, I am more likely to see a movie in theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Consumer Behavior Towards Accessible Options

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
AO1. If a film is available on pay-per-view or cable channels, I am more likely to watch it at home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
AO2. If a film is available via internet/streaming services, I am more likely to watch it at home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Consumer Innovativeness in Adopting New Products

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
CI1. I go to the theater to watch new movies out of a need for the functional benefit it can provide to my viewing experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CI2. I go to the theater to watch new movies out of a need for the uniqueness it can provide to my viewing experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Customer Technology Savviness

Please indicate how strongly you agree or disagree with the following statements.

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	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
TS1. I prefer to watch movies on streaming services rather than in a theater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TS2. I am interested in new streaming services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TS3. It is easy to locate the movie I want to watch on streaming services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Entertainment Finders

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
EF1. I like to watch movies in theaters because it entertains me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EF2. Having fun is my main reason for watching movies in theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EF3. When I want to see new movies, I look at what's in theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Independent Variables – Discount Pricing Strategy

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
PS1. Low prices of theater tickets increase my willingness to buy them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PS2. I prefer to buy my tickets during sales seasons.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PS3. I always drive a bargain when buying tickets.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Dependent Variables – Behavioral Intention of Repeated Watching

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
BI1. I tend to rewatch movies on streaming services rather than watch them once on cable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI2. I am willing to rewatch movies on streaming platforms with friends or family instead of on cable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
BI3. I enjoy rewatching movies on streaming services rather than relying on cable programming.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Dependent Variables – Perceived Enjoyment

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
PE1. I enjoy watching movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PE2. Watching movies is a good source of fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PE3. I prefer watching movies compared to other pastimes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Dependent Variables – Engagement Level

Please indicate how strongly you agree or disagree with the following statements.

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Qualtrics Survey Software

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
EL1. I lose track of time when I am watching movies on streaming services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EL2. I become deeply absorbed in movies when watching through streaming platforms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EL3. I feel less frustrated watching movies on streaming services than on cable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Dependent Variables – Value Consumption

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
VC1. I use streaming services to find a variety of movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VC2. I use streaming services to comparison-shop to find the best for my money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
VC3. I use streaming services to find good prices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Dependent Variables – Significance of Word of Mouth

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
WOM1. The closer I am to someone, the more I trust their opinion on movie theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WOM2. The closer I am to someone, the more I ask for their opinion on movie on movie theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WOM3. The more someone knows about movies, the more I look for their opinion about movie theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey

Socio-Demographics

For the following section, please answer honestly. These questions are just for classification purposes and will be anonymized.

What gender do you identify with?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

What is your age?

Age (years) 0 10 20 30 40 50 60 70 80 90 100

What is your living situation?

- Living alone
- Living with family
- Living with roommates
- Living with a partner

Employment Status

- Full time employed
- Part time employed
- Student
- Unemployed
- Retired

What is your personal annual income?

- Less than \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$149,999
- More than \$150,000

Qualtrics Survey

Socio-Demographics

In which country do you currently reside?

Which race or ethnic group do you most identify with?

- Black / African American
- White / Caucasian
- Hispanic / Latinx
- Asian
- Native American or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Middle Eastern / North African
- Multiracial
- Prefer not to say

Table 1. Sample Characteristics

Table 1. Sample Characteristics(n=75)			
Variable		Frequency	Percent
Gender			
	Male	26	34.7
	Female	38	50.7
	Non-binary/third gender	7	9.3
	Prefer not to say	4	5.3
Living situation			
	Living alone	11	14.7
	Living with family	45	60
	Living with roommates	15	20
	Living with a partner	4	5.3
Employment Status			
	Full time employed	23	30.7
	Part time employed	15	20
	Student	31	41.3
	Unemployed	3	4
	Retired	3	4

Table 1. Sample Characteristics

Annual Income			
	Less than \$10,000	30	40
	\$10,000-\$19,999	11	14.7
	\$20,000-\$29,999	3	4
	\$30,000-\$39,999	1	1.3
	\$40,000-\$49,999	5	6.7
	\$50,000-\$59,999	5	6.7
	\$60,000-\$69,999	6	8
	\$70,000-\$79,999	1	1.3
	\$80,000-\$89,999	2	2.7
	\$90,000-\$99,999	1	1.3
	\$100,000-\$149,999	2	2.7
	More than \$150,000	8	10.7

Table 1. Sample Characteristics

		Frequency	Percent
List of Countries			
	Argentina	1	1.3
	Belgium	2	2.7
	Botswana	1	1.3
	Canada	4	5.3
	Sweden	1	1.3
	United Kingdom of Great Britain and Northern Ireland	2	2.7
	United States of America	64	85.3
Race and Ethnicity			
	Black/African American	6	8
	White/Caucasian	40	53.3
	Hispanic/Latinx	10	13.3
	Asian	9	12
	Native Hawaiian or Other Pacific Islander	1	1.3
	Multiracial	3	4
	Prefer not to say	6	8
Age	Mean=29.2(1-100)		

Table 2. Measures and Reliability

Habitual Behavior (.68)

- I end up watching more movies in one sitting than I had intended to
- I have postponed or canceled plans with family or friends because of my urge to watch a movie
- As time goes by, I feel I need to watch more and more movies in a row to feel satisfied

Influencer Effect(.83)

- Watching the experiences of the social media influencer I follow regarding movies triggers my need to visit the theater
- Social media influencers help me to discover new trends in movie theaters
- The promotional videos social media influencers share in their stories influence my decision to buy theater tickets
- I think the movie theaters social media influencers promote are of good quality and value

Perceived Novelty(.78)

- I found visiting the movie theater a novel experience
- Visiting the movie theater is new and refreshing
- The movie theater represents an interactive and novel way of watching a movie

Self Congruence(.70)

- The customers who watch movies in this theater are very much like me
- The customers who watch movies in this theater reflect the type of person I would like to be
- The customers who watch movies in this theater are very much like the person I admire

Anticipated Excitement(.70)

- I often talk with others about upcoming movies before they are released
- I share posts or videos about new movies on social media before release
- I discuss movie trailers or release news with my friends

Importance of Ambiance(.73)

- Politeness of staff positively impacts my experience at a movie theater
- Comfortable seating options positively impact my experience at a movie theater
- Cleanliness of the movie theater positively impacts my experience

Table 2. Measures and Reliability

Effect of Promotion on Consumer Behavior(.74)

- If critics reviews are positive, I am more likely to see a movie in theaters
- If audience reviews are positive, I am more likely to see a movie in theaters

Pricing Strategy(.73)

- Low prices of theater tickets increase my willingness to buy them
- I prefer to buy my tickets during sales seasons
- I always drive a bargain when buying tickets

Behavioral Intention of Repeated Watching(.87)

- I tend to rewatch movies in streaming services rather than watch them once on cable
- I am willing to rewatch movies on streaming platforms with friends or family instead of on cable
- I enjoy re-watching movies on streaming services rather than relying on cable programming

Perceived enjoyment(.71)

- I enjoy watching movies
- Watching movies is a good source of fun
- I prefer watching movies compares to other pastimes

Significance of Word of Mouth(.74)

- The closer I am to someone, the more I trust their opinion on movie theaters
- The closer I am to someone, the more I ask for their opinion on movie theaters
- The more someone knows about movies, the more I look for their opinion about movie theaters

Table. Regression Result on Behavioral Intention of Repeated Watching

<i>Variables</i>	<i>Coefficients</i>
(Constant)	3.031 ***
Habitual Behavior	0.110
Influencer Effect	-0.126
Perceived Novelty	0.034
Attention Control	-0.012
Self Congruence	-0.184
Perceived Safety	0.558 ***
Anticipated Excitement	0.084
Pricing Behavior	-0.079
Promotion and Reviews	0.141
Innovativeness	0.108
Entertainment Finders	-0.366 *
Pricing Strategy	0.025
R ²	0.245
F-value	1.681

n = 75; * p < 0.05; ** p < 0.01; *** p < 0.001; **** p < 0.0001

FINDING:

Consumers' intention of repeated watching increases most when viewers have a higher perceived safety, and decreases most when viewers consider themselves "entertainment finders"

Table. Regression Result on Perceived Enjoyment

<i>Variables</i>	<i>Coefficients</i>
(Constant)	2.311 ***
Habitual Behavior	0.126
Influencer Effect	-0.089
Perceived Novelty	0.035
Attention Control	0.029
Self Congruence	0.218
Perceived Safety	-0.095
Anticipated Excitement	0.306 ***
Pricing Behavior	0.031
Promotion and Reviews	0.097
Innovativeness	0.01
Entertainment Finders	-0.113
Pricing Strategy	0.078
R ²	0.390
F-value	3.297 ***

n = 75; * p < 0.05; ** p < 0.01; *** p < 0.001; **** p < 0.0001

FINDING:

Consumers' perceived enjoyment increases most when they have a higher anticipated excitement, and decreases most when they consider themselves "entertainment finders"

Table. Regression Result on Engagement Level

<i>Variables</i>	<i>Coefficients</i>
(Constant)	1.385
Habitual Behavior	0.282 *
Influencer Effect	0.010
Perceived Novelty	0.117
Attention Control	0.163
Self Congruence	-0.112
Perceived Safety	0.051
Anticipated Excitement	0.143
Pricing Behavior	-0.012
Promotion and Reviews	0.034
Innovativeness	-0.078
Entertainment Finders	-0.027
Pricing Strategy	0.140
R ²	0.216
F-value	1.420

n = 75; * p < 0.05; ** p < 0.01; *** p < 0.001; **** p < 0.0001

FINDING:

Consumers' engagement level increases most when they have a higher habitual behavior, and decreases most when they have a higher sense of self congruence

Table. Regression Result on Value Consumption

<i>Variables</i>	<i>Coefficients</i>
(Constant)	2.403 **
Habitual Behavior	0.319 **
Influencer Effect	0.083
Perceived Novelty	-0.203
Attention Control	0.203
Self Congruence	-0.202
Perceived Safety	-0.107
Anticipated Excitement	0.056
Pricing Behavior	0.27
Promotion and Reviews	-0.027
Innovativeness	-0.041
Entertainment Finders	0.077
Pricing Strategy	-0.016
R ²	0.238
F-value	1.613

n = 75; * p < 0.05; ** p < 0.01; *** p < 0.001; **** p < 0.0001

FINDING:

Consumers' value consumption increases most when they have higher habitual behavior, and decreases most when they have a higher perceived novelty or sense of self congruence

Table. Regression Result on Significance of Word Of Mouth

<i>Variables</i>	<i>Coefficients</i>
(Constant)	2.181 **
Habitual Behavior	0.162
Influencer Effect	-0.038
Perceived Novelty	-0.095
Attention Control	-0.037
Self Congruence	-0.093
Perceived Safety	0.029
Anticipated Excitement	-0.017
Pricing Behavior	0.016
Promotion and Reviews	0.297 *
Innovativeness	-0.047
Entertainment Finders	0.053
Pricing Strategy	0.213
R ²	0.211
F-value	1.380

n = 75; * p < 0.05; ** p < 0.01; *** p < 0.001; **** p < 0.0001

FINDING:

Consumers' significance of word of mouth increases most when reviews are higher, and decreases most when the perceived novelty is higher

GLM – Statistics

	Value Label	N
Gender - 1	Male	26
2	Female	38
3	Non-binary / Third gender	7
4	Prefer not to say	4
Employment Status - 1	Full time employed	23
2	Part time employed	15
3	Student	31
4	Unemployed	3
5	Retired	3

GLM – Behavioral Intention of Repeated Watching

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14.602 ^a	12	1.217	1.579	.122
Intercept	374.234	1	374.234	485.487	<.001
Gender	2.090	3	.697	.904	.444
Employment Status	6.589	4	1.647	2.137	.087
Gender * Employment Status	2.137	5	.427	.555	.734
Error	47.792	62	.771		
Total	1407.889	75			
Corrected Total	62.394	74			

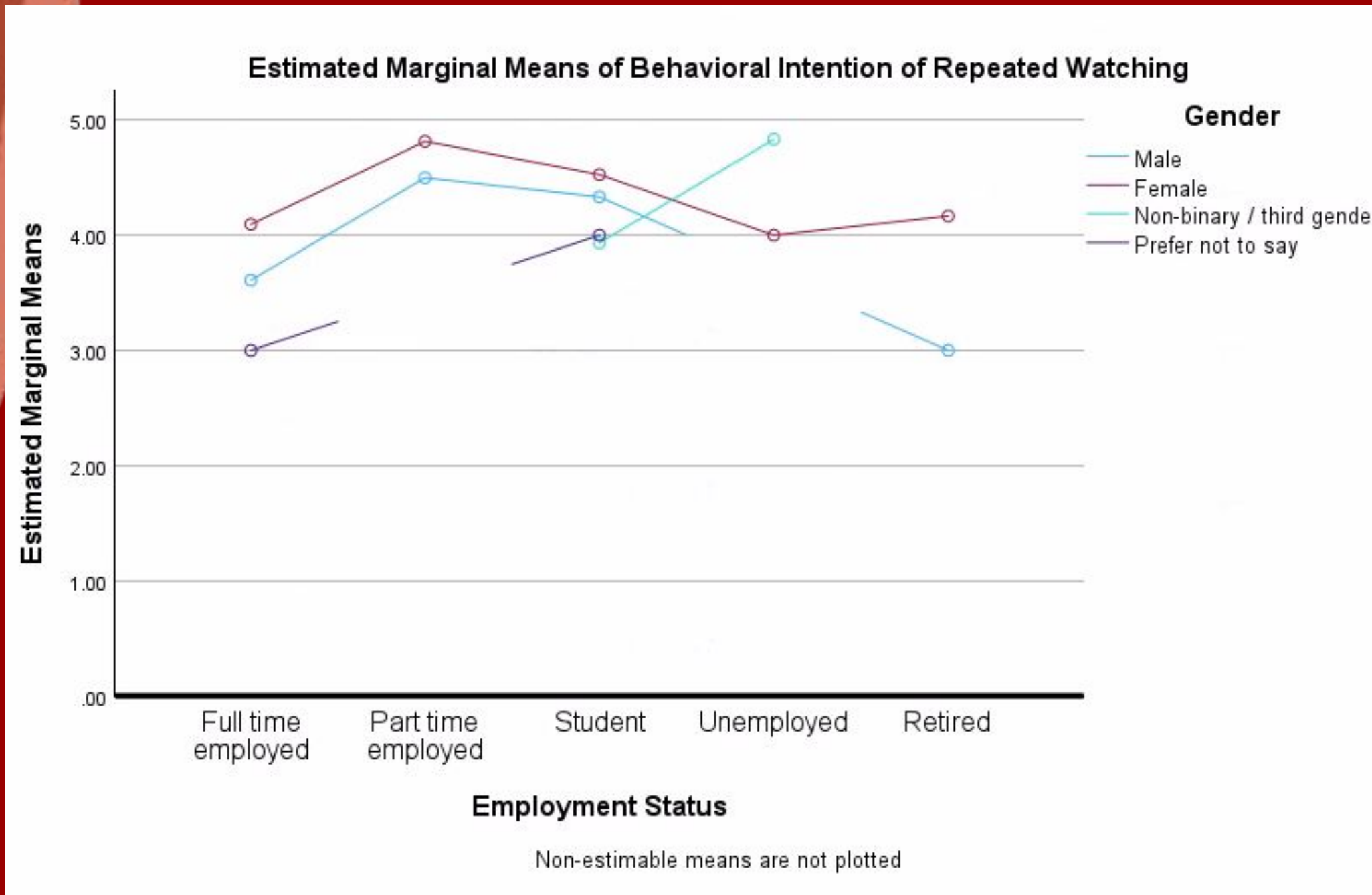
Ha1: People who are unemployed are more likely to do repeated watching.

FINDING:

Both hypotheses were unsupported, as their p-values were all above 0.05.

Ha2: Men are less likely than other genders to do repeated watching.

GLM – Behavioral Intention of Repeated Watching



FINDING:

Women who work part-time are the most likely women to engage in repeated watching, while unemployed women are the least likely. Non-binary people who are unemployed are the most likely group overall to engage in repeated watching. Men who work part-time are also the most likely men to engage in repeated watching, while retired men are the least likely. Finally, those who chose to not disclose their gender were more likely to engage in repeated watching if they were students.

GLM – Perceived Enjoyment

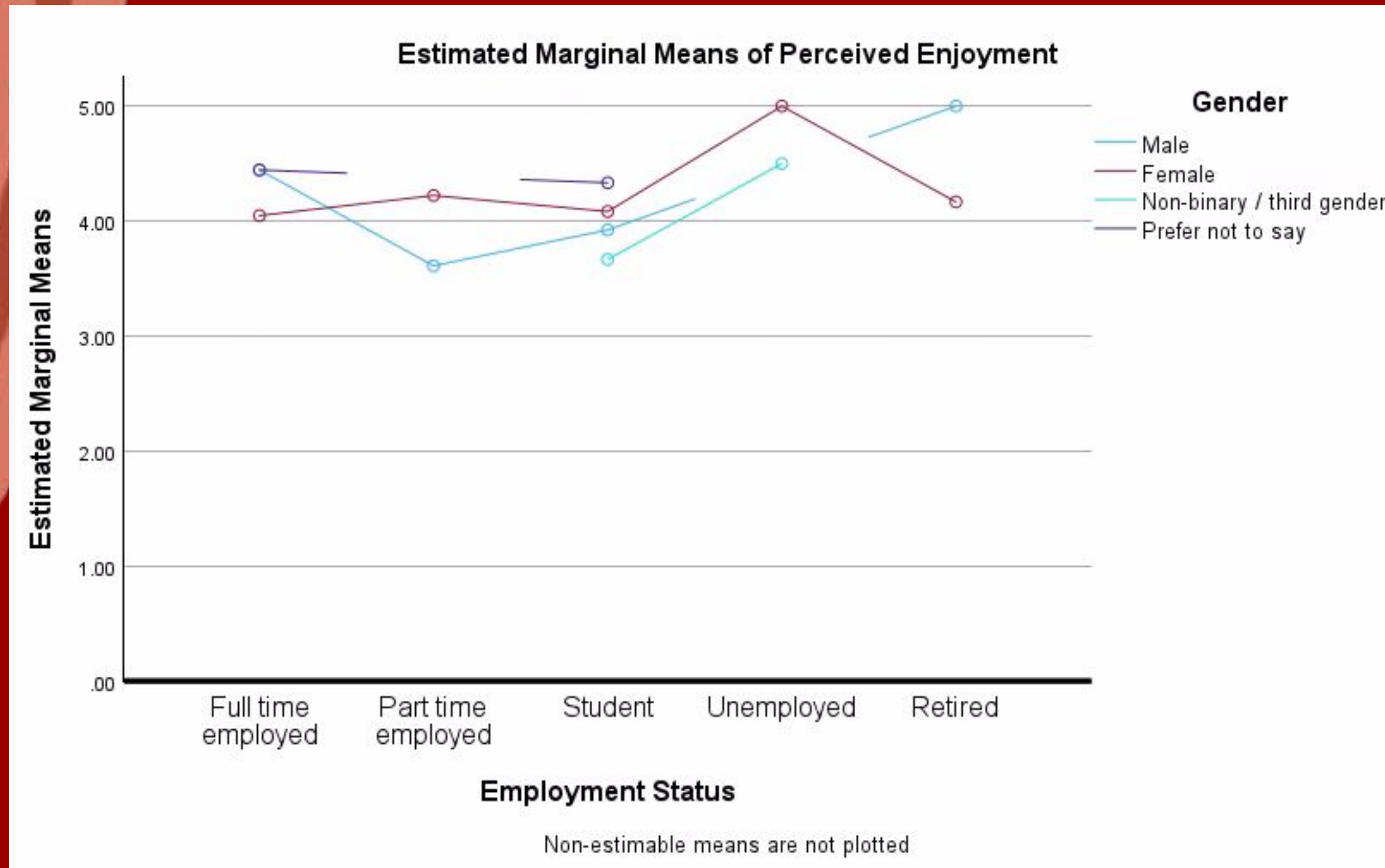
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14.602 ^a	12	1.217	1.579	.122
Intercept	374.234	1	374.234	485.487	<.001
Gender	2.090	3	.697	.904	.444
Employment Status	6.589	4	1.647	2.137	.087
Gender * Employment Status	2.137	5	.427	.555	.734
Error	47.792	62	.771		
Total	1407.889	75			
Corrected Total	62.394	74			

Ha1: People who are unemployed may have a higher sense of perceived enjoyment.

Ha2: Gender and perceived enjoyment will have no relationship.

Findings: Ha1 was unsupported as employment status did not have an effect on perceived enjoyment. Ha2, however, was supported, as it also had no effect on perceived enjoyment.

GLM – Perceived Enjoyment



FINDING:

Women have the highest perceived enjoyment if they are unemployed, and the least if they are retired. Non-binary people have the highest if they are unemployed, and the least if they are students. Men have the highest if they are retired, and the lowest if they are part time employed. Finally, those who chose not to disclose their gender have only a slight difference if they are full time employed or students.

GLM - Significance of Word of Mouth

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.598 ^a	12	.633	.755	.693
Intercept	317.719	1	317.719	378.652	<.001
Gender	2.236	3	.745	.888	.452
Employment Status	.933	4	.233	.278	.891
Gender * Employment Status	4.199	5	.840	1.001	.425
Error	52.023	62	.839		
Total	1107.444	75			
Corrected Total	59.621	74			

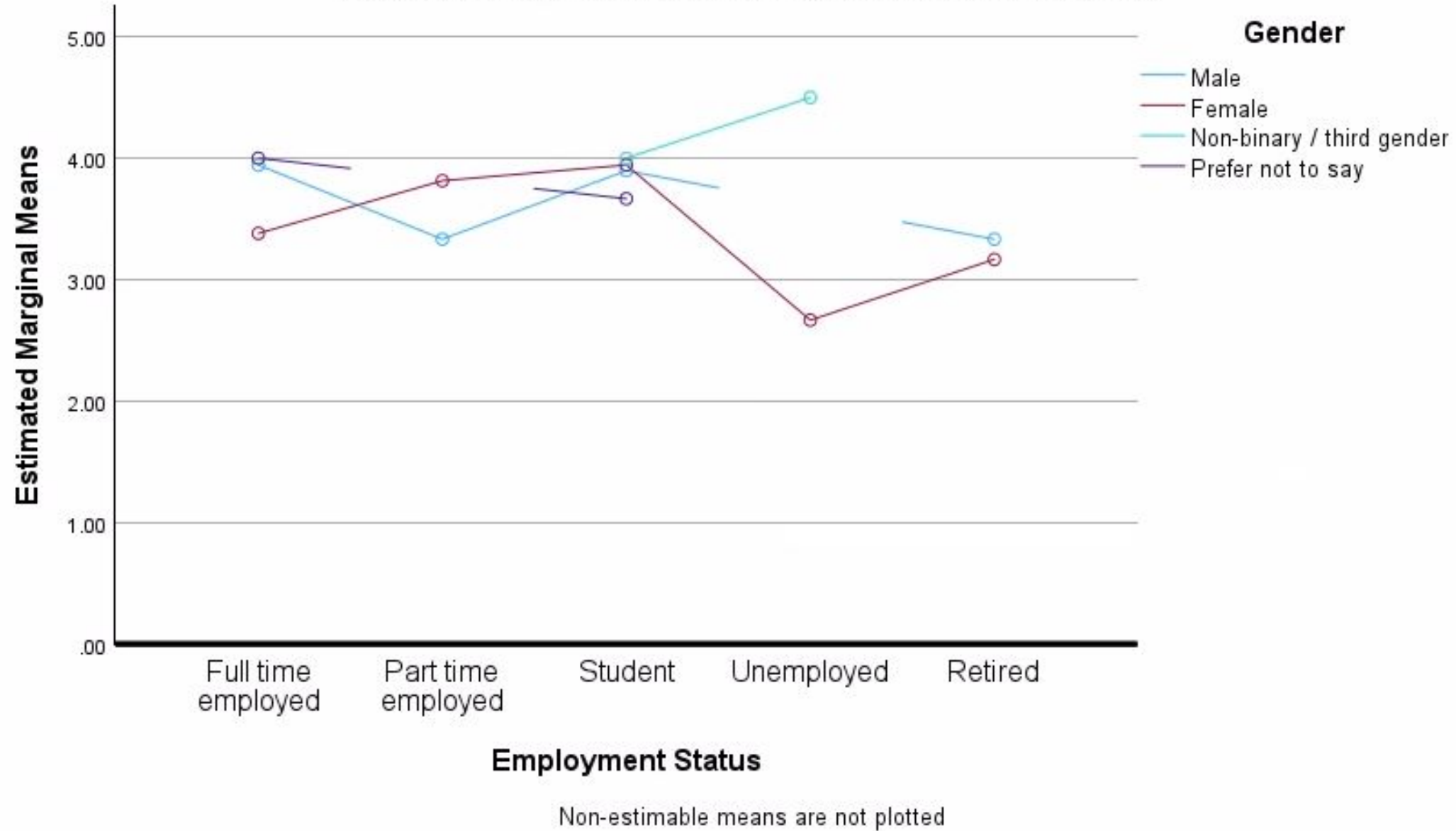
Ha1: People who are full time employed may rely more on word of mouth.

Findings: Neither hypothesis was supported as there was no significance for either employment status or gender, or the two combined.

Ha2: Women may rely more on word of mouth

GLM – Significance of Word of Mouth

Estimated Marginal Means of Significance of Word of Mouth



FINDING:

Women are most likely to rely on word of mouth if they are students, and least likely if they are unemployed. In the reverse, non-binary people are most likely to rely on word of mouth if they are unemployed, and least likely if they are students. Men are most likely to rely on word of mouth if they are full time employed, and least likely if they are part time employed. Finally, those who chose not to disclose their gender are most likely to rely on word of mouth if they are full time employed, and least likely if they are students.

GLM – Group Differences

Source	Dependent Variable	Sum of Squares	df	Mean Square	F	p-value
Habitual Behavior (HB)	Behavioral Intention of Repeated Watching (BI)	.051	1	.051	.060	.807
	Perceived Enjoyment (PE)	4.110	1	4.110	9.211	.003
	Significance of Word of Mouth (WOM)	.618	1	.618	.764	.385
Employment Status	Behavioral Intention of Repeated Watching (BI)	6.589	4	1.647	2.137	.087
	Perceived Enjoyment (PE)	2.974	4	.744	1.503	.212
	Significance of Word of Mouth (WOM)	.933	4	.233	.278	.891
Gender	Behavioral Intention of Repeated Watching (BI)	2.090	3	.697	.904	.444
	Perceived Enjoyment (PE)	.834	3	.278	.562	.642
	Significance of Word of Mouth (WOM)	2.236	3	.745	.888	.452
Employment Status * Gender	Behavioral Intention of Repeated Watching (BI)	2.137	5	.427	.555	.734
	Perceived Enjoyment (PE)	2.575	5	.515	1.041	.402
	Significance of Word of Mouth (WOM)	4.199	5	.840	1.001	.425

GLM – Results of Between-Subjects

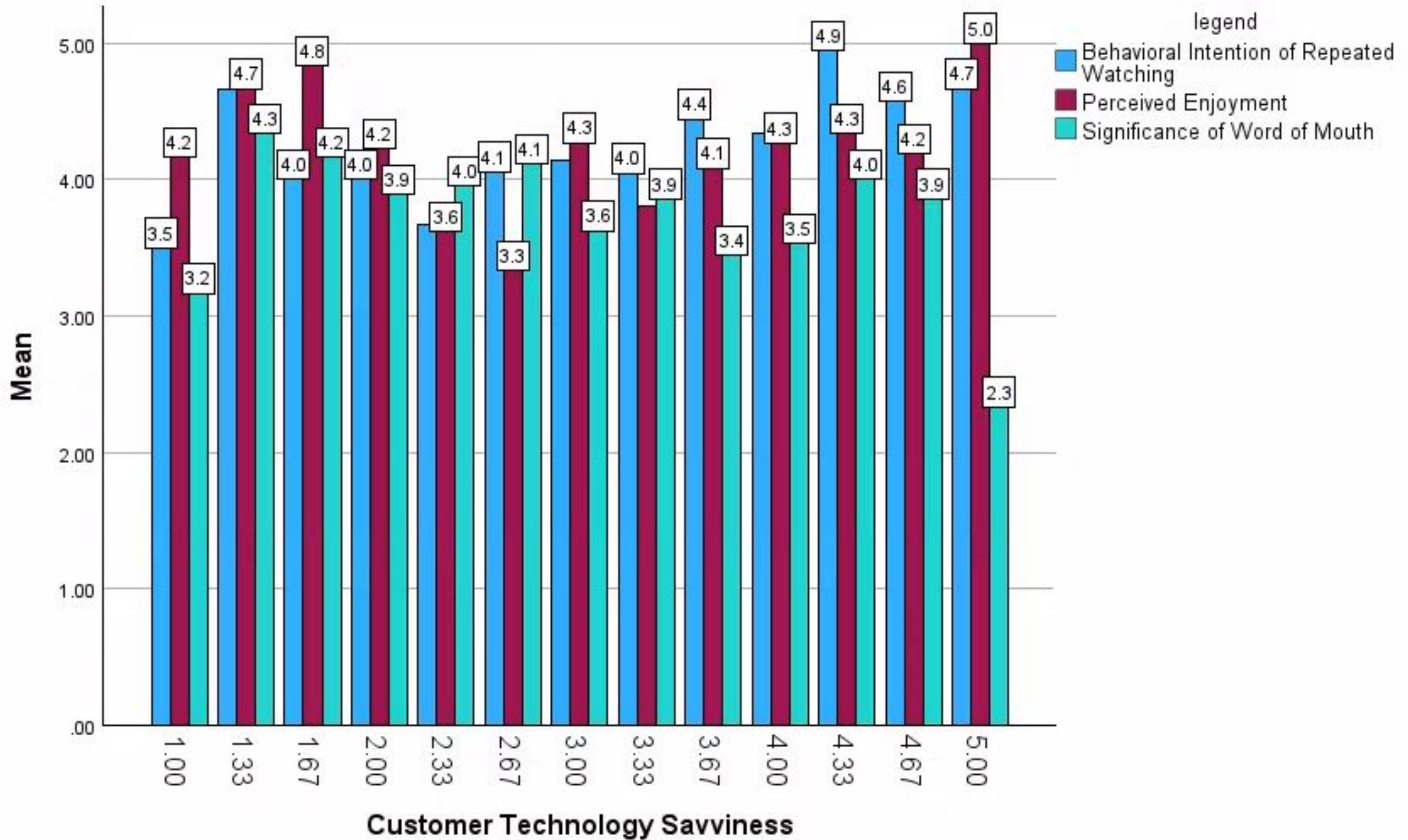
Independent Variables	Dependent Variables	MS	DF	F	P
Employment Status	Behavioral Intention of Repeated Watching (BI)	6.589	4	2.137	.087
	Perceived Enjoyment (PE)	2.974	4	1.503	.212
	Significance of Word of Mouth (WOM)	.933	4	.278	.891
Gender	Behavioral Intention of Repeated Watching (BI)	2.090	3	.904	.444
	Perceived Enjoyment (PE)	.834	3	.562	.642
	Significance of Word of Mouth (WOM)	2.236	3	.888	.452
Employment Status * Gender	Behavioral Intention of Repeated Watching (BI)	2.137	5	.555	.734
	Perceived Enjoyment (PE)	2.575	5	1.041	.402
	Significance of Word of Mouth (WOM)	4.199	5	1.001	.425

GLM – ANOVA with Overall Workload

Independent Variables	SS	df	MS	F	P
ES	25.601	4	6.400	1.247	.300
GD	86.459	3	28.820	5.617	.002
ES * GD	52.422	5	10.484	2.043	.085

ANOVA - Graph

Graph



ANOVA – Results on Customer Technology Savviness' Effect

Dependent Variables	Good/Bad with Technology	ANOVA (F)	p-value (Sig)	Conclusion
Behavioral Intention of Repeated Watching (BI)	Good = .862 Bad = .745	.864	.586	Ha is supported.
Perceived Enjoyment (PE)	Good = .748 Bad = .447	1.673	.095	Ha is supported.
Significance of Word of Mouth (WOM)	Good = .855 Bad = .553	.647	.794	Ha is supported.

Ha: BI, PE and WOM all depend on customer technology savviness.

T-Test

Hypothesis number: Construct	Streaming service consumers(n=48)	Movie theater consumers (n=27)	t-value	Conclusion on the hypothesis	Analysis
H1:Perceived enjoyment(S<M)	3.9653	4.2963	-2.156**	Supported	Movie theater consumers have higher perceived enjoyment than streaming services consumers

T-Test

Hypothesis number: Construct	Mean of males(26)	Mean of non males(49)	t-value	P value	Conclusion on the hypothesis	Analysis
H5a: Gender and perceived enjoyment(There is no relationship between gender and perceived enjoyment of movie theaters and streaming services)	4.0128	4.1224	-.639	.262	Rejected	Non males have higher perceived enjoyment of movie theaters and streaming services

T-Test

Hypothesis number: Construct	Mean of living with family(45)	Mean of not living with family(30)	t-value	P value	Conclusion on the hypothesis	Analysis
H6a: Living situation and perceived enjoyment(T here is no relationship between living situation and perceived enjoyment of movie theaters and streaming services)	4.0519	4.1333	-.488	.627	Rejected	Consumers not living with their family have a higher perceived enjoyment of movie theaters and streaming services

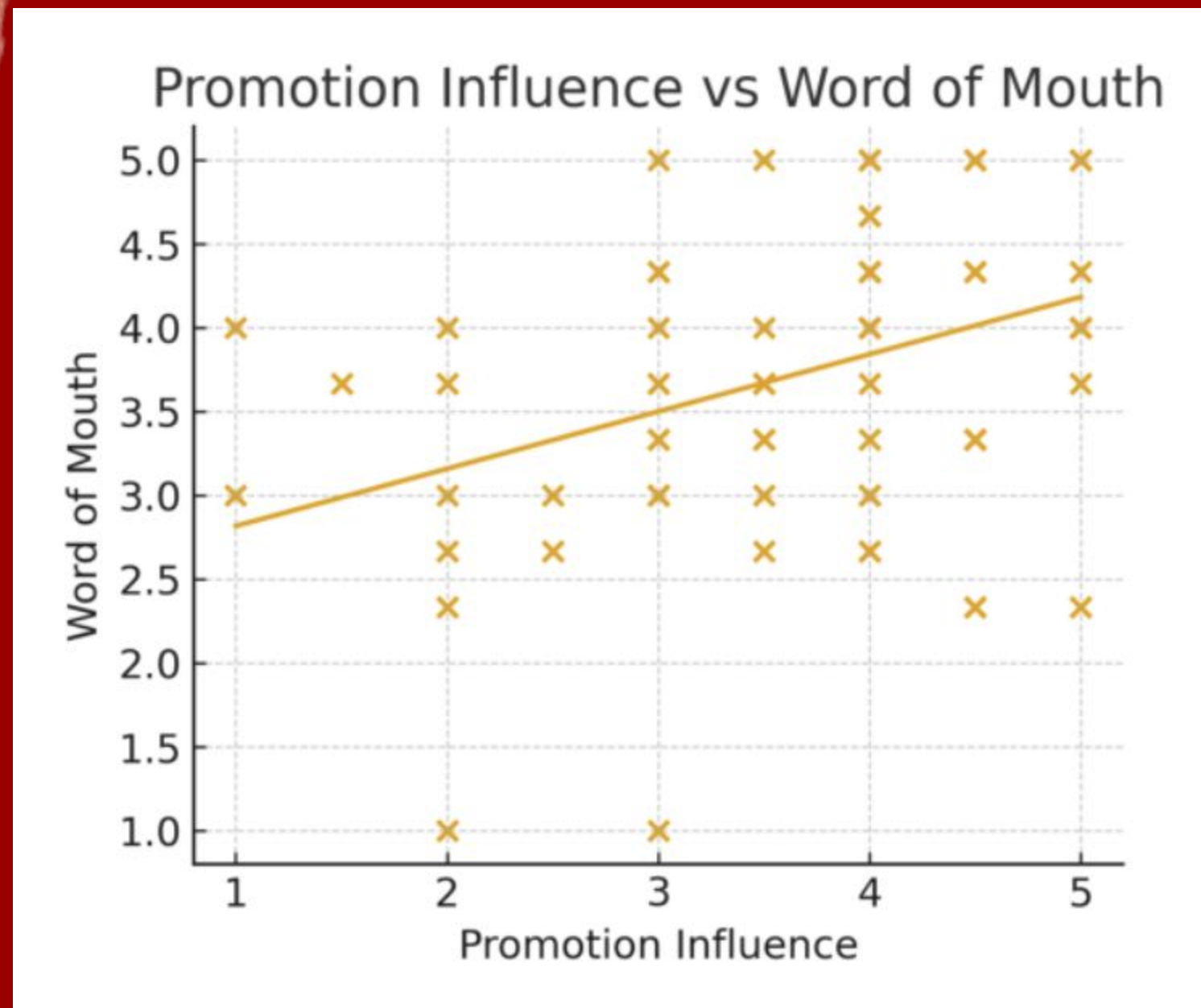
Correlations

Variables	1	2	3	4	5	6	7
Habit Strength	1.0	-	-	-	-	-	-
Pricing Behavior	0.49	1.0	-	-	-	-	-
Promotion Influence	0.22	0.43	1.0	-	-	-	-
Accessibility Options	0.33	0.21	0.04	1.0	-	-	-
Value Comparison	0.29	0.53	0.55	0.15	1.0	-	-
Perceived Enjoyment	0.38	0.39	0.24	0.13	0.27	1.0	-
Engagement Level	0.41	0.25	0.1	0.27	0.3	0.34	1.0

IV Scale	Word of Mouth
Habit Strength	0.034
Pricing Behavior	0.251
Promotion Influence	0.376
Accessibility Options	0.061
Value Comparison	0.379
Perceived Enjoyment	0.045
Engagement Level	0.197

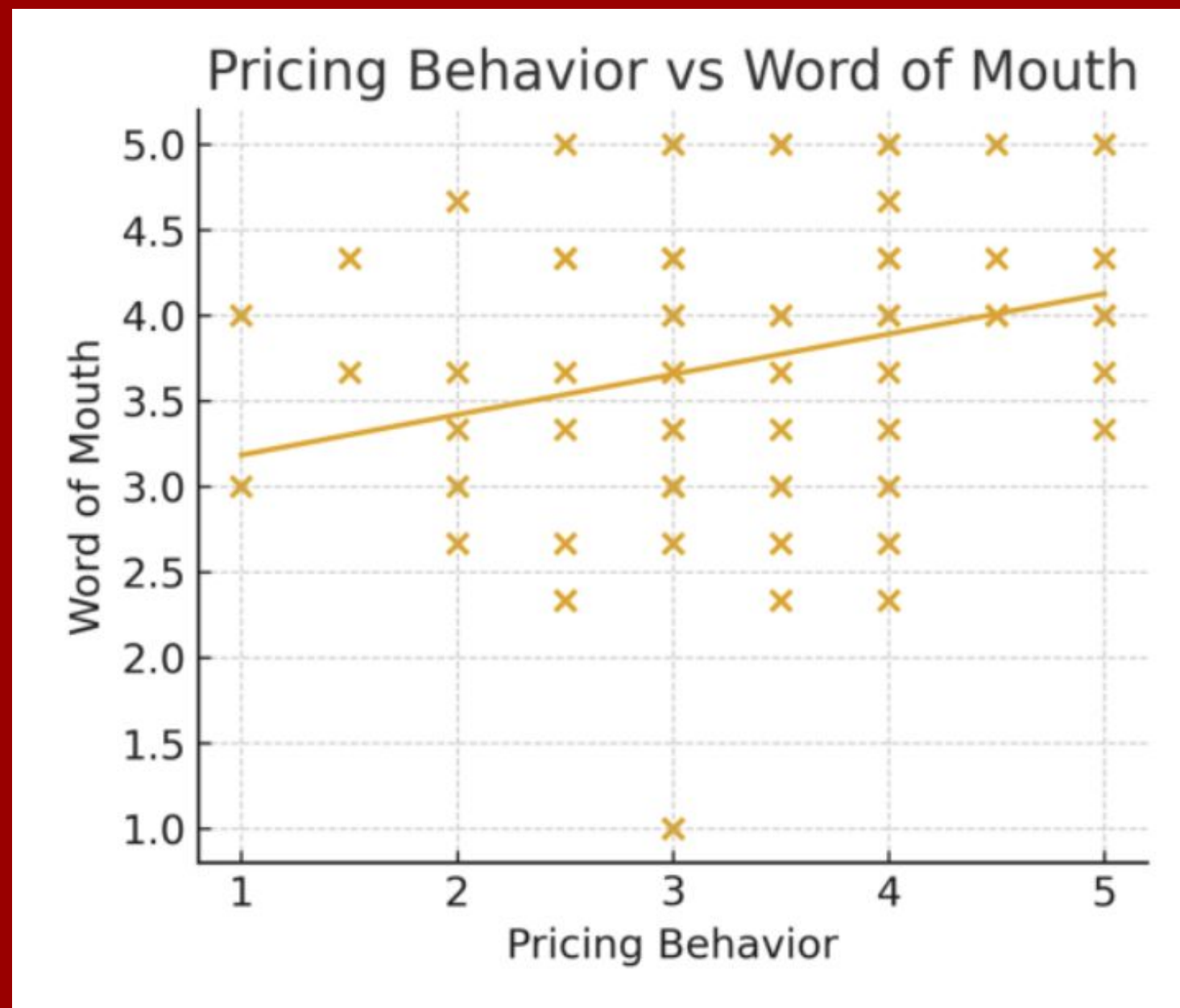
Correlations

Promotion Influence \leftrightarrow Word of Mouth
 $r=0.378$



- Positive promotions and reviews increase likelihood of customer recommendations.
- Strong promotional influence leads to higher Word of Mouth.
- Improving promotions can directly boost referrals.

Correlations



Pricing Behavior \leftrightarrow Word of Mouth

$r=0.314$

- Reasonable or appealing pricing increases customer recommendations.
- Pricing has a moderate effect on Word of Mouth.
- Clear and fair pricing can support stronger customer advocacy.

Chi-Square

Chi-Square

Variables	18-24	25-34	35+	Under 18	Chi-square 5.93 (p = 0.115)	Conclusion Ha
Streaming Services	33	1	12	3		Not Supported
Theaters	18	4	6	0		

Conclusion

- Behavior is shaped more by habits, excitement, and safety than demographics.
- Entertainment seekers prefer new content over theaters or rewatching.
- Theaters should focus on safety + atmosphere.
- Streaming platforms benefit from convenience and accessibility.

Strategic Actions

- Theaters should create social media posts and promotion surrounding ambiance can encourage visits and engagement
 - Theaters should highlight exclusive experiences, such as watch parties and exclusive movie selection to incentivize visits
 - Customer service and sales in theaters should be optimized to encourage positive word of mouth and perceived enjoyment
 - Theaters should target consumers who are already engaged with theaters in general and visit habitually to create brand loyalty and higher enjoyment
-



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**Thank
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