THE EFFECT OF TRAILER, CRITICS REVIEW, STAR POWER AND WORD OF MOUTH TOWARD DECISION MAKING ON MOVIE CONSUMPTION

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DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research project is 16,498.

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PREFACE

Movie industry is profitable and can contribute to the economy of a country. However, it faces intense competition not only domestically but internationally as wel l. Therefore, marketers need to identify and understand the promotional activities that can help to boost cinema attendance.

This study aims at evaluating the factors that influence consumer's decision m aking in movie consumption. It identifies whether promotional activities such as traile rs, critics review, star power and word of mouth have a relationship with consumer de cision making in movie consumptions among undergraduates in Klang Valley. It too determines the most significant and influential variable among all independent variabl es.

The findings and results of this study can provide directions for marketers in c hoosing appropriate promotional strategies. Besides, it provides useful insights for f uture researchers who are interested in this field.

Abstract

Movie industry is a risky business as it involves high film production cost. Moreover, it is challenging for marketers to attract consumers to watch movie in cinema. In this research, relationship between trailers, critics review, star power and word of mouth towards decision making in movie consumption had been investigated. The Kotler's Black Box Model was reviewed to determine how consumer translate information source into a decision and respond in a particular way. Besides that, non probability sampling which is convenience sampling was used to collect information. Quantitative method which is questionnaire was used. Pilot test was conducted using 30 undergraduates. A sample size of 200 undergraduates from Klang Valley was collected. Methods of analysis used include Pearson correlation coefficient, multiple linear regression and independent T-test. The results obtained show that there is a significant relationship between all independent variables and decision making on movie consumption. However, word of mouth outweighs other variables in consumer's decision making for movie consumption. In addition, the differential effects of all independent variables towards decision making in movie consumption among male and female consumers are investigated. From the results obtained, it can be seen that there is no relationship between gender and decision making in movie consumption. Significant of this study is to help marketers identify factors that can attract consumers to watch movie in cinema. This can help to boost consumer attendance and movie sales. Besides, it also helps to understand the decision making process that consumer goes through especially information search in deciding what movie to watch.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance between groups
DVD	Digital Video Disk
FINAS	National Film Development Corporation Malaysia
HSX	Hollywood Stock Exchange
MPAA	Motion Picture Associate of America
TV	Television
UKM	Universiti Kebangsaan Malaysia
UM	Universiti Malaya
UPM	Universiti Putra Malaysia
UTAR	Universiti Tunku Abdul Rahman
VoD	Video of Demand
WOM	Word of Mouth

LIST OF APPENDICES

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The purpose of the research is to explore and understand the marketing stimuli affecting the decision making on movie consumption for undergraduates in Klang Valley. In this chapter, research background was conducted, problem statement was analysed, research objectives, research questions and hypotheses were developed, significant of studies was stated, and the outline on each chapter was shown in chapter layout which is then followed by conclusion.

1.1 Research Background

In spite of recession, people have not given up their habit of watching movie in cinema. This is because they find cinema is an alternative entertainment venue and it is a comfortable environment for watching films (Handley, 2010). People are motivated to watch movie in cinema for several reasons. Austin's (1986) findings suggested that the motives for movie going included learning and information, forget and get away/escape, enjoyable and pleasant activity as well as learning about self. However, Wohfeil and Whelan (2008) mentioned that movie consumption is more than a form of pleasant activity, which allows the moviegoers to spend some quality time alone or with friends. Besides, for frequent moviegoers, they view movie as an experiential product that creates excitement along the sensory dimensions.

According to Cooper (2012), global consumer spending on movies is expected to rise from $61.4 billion in 2010 to $68.9 billion in 2015 due to the strong increases in emerging markets. In addition, North America, Western Europe, Central and Eastern Europe, Asia Pacific and Latin America are the world's key markets where consumer movie spending is continuously increasing. The segments that consumer spend on movie consist of cinema tickets, Blu-ray and DVD rentals and

purchases, TV-based or online video on demand (VoD) as well as pay-as-you-go streaming services. There are several changes in trends of movie consumption. First, because of rising piracy rate and decreasing of using home-video hardware, home video spending is decreasing. Second, online piracy resulted in the unwillingness of consumer to pay for movies online. Third, consumers in developing marketing are still willing to pay for the Real Movie Experience despite the growing piracy rate. Besides, the introduction of 3-D allows theaters to charge a premium for 3-D movies.

Herwina Rosnan and Zarith Delaila Abdul Aziz (2012) mentioned that film industry is one of the cultural industries that contribute to the economy. Other than Hollywood's film industry in United States, the development of film industry has also contributed to the economy of the countries such as South Korea, Brazil and Mexico. According to National Film Development Corporation Malaysia[FINAS] (2013), admission for all local and foreign films in Malaysia cinema from 2006 to 2012 was increased from 27.69 million to 56.90 million. In addition, from year 2006 to 2012, gross takings for all local and foreign movies are steadily rising from RM234.98 million to RM 607.73 million. However, research showed that the development of the Malaysian film industry is constrained by the small local market and limited budget for film production. Films do not act as a mean of culture preservation, but films are not traded as commodities. As a result of globalisation, the local film industry faces an intense competition from an inflow of foreign film products. This situation has undermined the local films in the local market. The average admissions of local film are still remaining low as compare to foreign film. In year 2012, the average admissions of local film was only 0.129 million (FINAS, 2013).

With the changing trend of movie consumption, marketers have to continuously think about ways to target consumer. Thus, different promotional tactics are used to attract the attention of the audiences such as advertising, trailer, and mass media. However, in the information age, online promotional activity is also used to provide information regarding movie for audience. For example, social networks create a platform for consumers to interact with each other through

fostering word-of-mouth message exchange. Advertisers perceived that word of

mouth is effective as it helps to increase the persuasiveness of the message and reach to more market coverage (Goldenburg, Libai & Muller, 2001).

1.2 Problem Statement

Theatrical motion pictures involve production, distribution and exhibition of movies. Thus, the industry is intense with various players from major studios and national exhibition chains and other independent production companies. For the existing studies, the common variables such as genre, MPAA rating, star or director power, season of release, audience review, budget, trailer and word of mouth were used in studying the determinants of movies success. Some of these variables at the meanwhile could be the drivers which lead to the decision making of movie consumption (Fetscherin, 2010). Thus, it is crucial to choose a right promotional strategy of a movie that based on the aims to optimise return by boosting cinema attendance as well as minimizing investment in promotion (Belvaux & Marteaux 2007).

According to Adam and Lubbers (2001), movies offer unique challenges in terms of promotions where marketer would implement traditional promotional techniques as well as techniques that commonly used to promote entertainment commodities. Knowing and understanding the factors that affect the movie sales as well as the factors that drive audience to theater can help reduce the risk and uncertainty of the film industry. Reason being, the movie production can be a risky business due to high film making cost (Elham Sezavar Habibi & Mahmoud Mohammadian, 2012). According to FINAS (2013), the average product cost for local film is RM1.65 million in 2012. Thus, marketing is essential to make a movie success in theaters. Without proper marketing plan, it is unlikely to attract more movie attendance.

Therefore, this study seeks to have a better understanding of the decision making of movie consumption as well as ways to market a to-be-released movie in

markets. In other word, marketers have to know the effective ways of promoting a new movie to attract audience. On the other hand, consumers use the information source provided by marketers in order to reduce the risk of choosing the unfavorable movie.

1.3 Research Objectives

1.3.1 General Objective

The aim of this research is to determine the marketing stimuli that contribute to the decision making on movie consumption among the undergraduate students.

1.3.2 Specific Objectives

i. To determine whether there is a significant relationship between trailer and decision making on movie consumption

ii. To determine whether there is a significant relationship between critics review and decision making on movie consumption

iii. To determine whether there is a significant relationship between star power and decision making on movie consumption

iv. To determine whether there is a significant relationship between word of mouth and decision making on movie consumption

1.4 Research Questions

This research is conducted to answer the following questions:

i. Does trailer affect the decision making on movie consumption?

ii. Does critics review affect the decision making on movie consumption?

iii. Does star power affect the decision making on movie consumption?

iv. Does word of mouth affect the decision making on movie consumption?

v. Do all the independent variables (i.e. trailer, critics review, star power and word of mouth) significantly affect the decision making on movie consumption?

vi. Which is the most critical factor among the independent variables that affect the decision making on movie consumption?

vii. Does gender affect the decision making on movie consumption?

1.5 Hypotheses of the Study

Hypothesis 1:

H_0 : There is no significant relationship between trailer and decision making on movie consumption.
H_1: There is a significant relationship between trailer and decision making on movie consumption.

Hypothesis 2:

H_0 : There is no significant relationship between critics review and decision making on movie consumption.
H_1: There is a significant relationship between critics review and decision making on movie consumption.

Hypothesis 3:

H_0 : There is no significant relationship between star power and decision making on movie consumption.
H_1: There is a significant relationship between star power and decision making on movie consumption.

Hypothesis 4:

H_0 : There is no significant relationship between word of mouth and decision making on movie consumption.
H_1: There is a significant relationship between word of mouth and decision making on movie consumption.

1.6 Significance of the Study

Movie consumption in cinema is a subset of the entertainment industry. This industry is concentrated and has high threat of product substitutes. Owners of cinema and producer of the movie or box office faces intense competition as switching cost and bargaining power of buyer are high. Thus, it is up most important for them to identify means or factors that can influence consumers' movie consumption to assist them in boosting sales.

Therefore, this research paper aims to help them to have a better understanding on how different variables have an impact on consumers' decision making on movie consumption. The objectives are to understand the decision making process

especially information search that consumers go through in deciding whether to watch a movie and what movie to watch.

By having such understanding, marketers would be able to improve and tailor means that they use to market movies to attract customers and drive customers to make a purchase. Marketers too would be able to identify which factors have the most significant effect on consumer decision making in movie consumption. Thus, marketers will invest more of its resources on those means.

Moreover, the result of the studies could contribute to students as well as academics who are interested in further investigating about factors that influence consumers' decision making on movie consumption. It is beneficial as it provides a foundation and reference for future research.

1.7 Chapter Layout

There are five chapters in this research project which are shown below:

Chapter 1: Research Overview

Provide the introduction and an overall view of the study context. It explains the research background on movie consumption, statement of problem, research objectives to be achieved, research questions to be answered and hypothesis to be tested. It states the significance of study and a precise conclusion at the end of the chapter.

Chapter 2: Literature Review

Involve a comprehensive review on related secondary data such as journal articles and past research studies regarding factors affecting decision making on movie consumption, which is within our research area. Besides, relevant theoretical framework was reviewed, conceptual framework was proposed and hypothesis was developed in this chapter.

Chapter 3: Methodology

Explain the procedure and method that are being employed to conduct the research. It describes methods in which research are being conducted in terms of research design, data collection methods, sampling design, research instrument, constructs measurements, data processing and data analysis.

Chapter 4: Data Analysis

Focus on the pattern, analysis and interpretation of results that are related to research questions and hypothesis. Pie charts and tables are used and Statistical Package for Social Science (SPSS) is employed to run data that had been collected. This chapter consist of descriptive analysis, scale measurement, inferential analysis and a brief conclusion.

Chapter 5: Discussion, Conclusion And Implications

Consist of the summary of the research project, discussion on research result implication of the study, limitation face throughout the study and recommendation for future research.

1.8 Conclusion

Chapter 1 provides a summary review on research background of decision making in movie consumption. It identifies problem statement, research objective involving the factors that affect movie consumption, research questions and hypothesis of the studies. It also states the significance of studies for marketers, students and researchers. Lastly, it outlines chapters throughout this research study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this section, relevant literatures have been reviewed to gain a better understanding of the many factors that contribute to movie consumption. The body of literature available for review will cover many dimensions. Firstly, this review of the literature focused on the factors that contribute to movie consumption among movie goers. Along the review, relevant theoretical model has been reviewed. This chapter also included a description of our proposed theoretical framework, critiques, as well as comparisons of the relevant studies. Through the proposed framework, we are able to develop the relevant hypotheses towards the end of our literature review.

2.1 Review of the Literature

2.1.1 Experiential Consumption: Movie as a Product

Films are known as movies or motion pictures. In addition, movies are made up of a series of photographs, each of which portrays a little change in motion, when projected, in turn; they give the graphic of a moving image (Pincus, 1972). Richardson (1983) defined experience as "an event to be described in terms of sensory, imaginal and affective complex". Dhar and Wertenbroch (2000) have defined hedonic product as goods or services that provide more experiential and emotional value than utilitarian products which provide mainly functional value. According to Lofman (1991), movies were perceived as hedonic market offerings and valued intrinsically. Cooper-Martin (1992) concluded that movies are purely and dominantly experiential product.

To choose a movie, consumers rely on subjective features than objective features (Cooper-Martin, 1992). Subjective features describe the consumption experience such as what it is like to hear and see the movie, whereas objective features can be externally verified such as director, starring actor or schedule convenience. Subjective features are more important than objective features in selecting experiential products. This is due to the abstractness and the reflection of the hedonic experience. Subjective features indicate the product characteristics as perceived by consumers. Therefore, consumers choose a movie based on subjective features that provide the feelings such as funny, horror, romantic and others. On the other hand, objective features which are often tangible and utilitarian can influence the choice of movie. Directors, location of theaters, price admission are some of the examples for objective features of movie. However, by definition, movie as an experiential good does not fulfill utilitarian functions (Holbrook &Hirschman, 1982b). According to Johnson and Kiselius (1985), features that are more abstract describe more alternatives than concrete features. Thus, they help in comparing with different product class. Intrinsic motivation leads consumption as an end in itself which known as hedonic consumption (Koch, 1956). Consumers who choose movie should based on the intrinsic preference due to the pleasure in consumption as benefit from experiential products (O'Shaughnessy, 1987, as cited in Cooper-Martin, 1992).

The movie consumption experience is visualised as a subjective state with a variety of hedonic and symbolic meanings. The consumers emphasise the importance of fun, leisure and enjoyment where emotional stimulation is provided through theses consumption activities (Eliashberg & Sawhney, 1994). Movie has a relatively high degree of ecological validity, in so far as emotions are often evoked by dynamic visual and auditory stimuli that are external to the individual (Gross & Levenson, 1995). Watching movie as a hedonic consumption activity involves comparatively more emotional processing and less cognitive processing (Lofman, 1991). The enjoyment derived from hedonic consumption experiences is not determined only by

attributes of experience or by the individual consumer, but also the dynamic interaction between individual and the experiential product. Therefore, determinants of the enjoyment of hedonic consumption experience can be identified along with the dynamic interaction (Eliashberg & Sawhney, 1994). When choosing a movie, the selection is guided by emotional wants rather than functional needs (Dhar & Wertenbroch, 2004).

2.1.2 Dependent Variable – Decision Making on Movie Consumption

According to Charles, Joseph and Carl (2008), movie-goers always aware of the latest movie release and continually expose to new information. Natural curiosity leads them to engage in information search for new movie. Search behaviour is not often clear-cut which consumer undertake some types of information search. In order to fulfill the need or want, consumers generally search for information about the available alternatives. An information search can happen internally, externally or both. For internal information search, the person recalls stored information in the memory and the information is gained from the past experience with a product. On the other hand, consumers can seek information from the external information sources. When the consumers are in the mood to watch movie, they may determine which movie to watch based on the previous experience. Alternatively, they may rely on the recommendation of a friend or family when choosing which movie to watch. They may even read the critics review in the newspaper or online. Therefore, marketers have to understand the different types of information sources that work effectively to attract moviegoers. With the understanding of consumer behaviour, marketers can put effort in the promotion activities to change consumers' decision making criteria.

It is difficult for consumer to evaluate the quality of movie before watching it. Therefore, consumers often search for information before making purchase decision. Some quality signals such as star power and trailer are available for consumers to look for them. In addition, third parties sources of quality signal such as word of mouth and critics review influence the consumer behaviour of choosing a movie. By knowing more information, they have an expectation on how much they would enjoy the movie. However, there are chances that consumers watch a movie without searching for information (Wang, Zhang, Li, & Zhu, 2010).

According to McFadden (1986), consumer can only evaluate the quality of experiential goods after the consumption due to limited tangible attribute about the quality of the good. Thus, psychological factors such as expectation or informational inputs such as words of mouth may be considered while making the purchasing decision. According to Sawhney and Eliashberg (1996), movie is one of the classic experiential goods that are difficult to judge without viewing it. Neelamegham and Jain (1999) found that not only emotional expectations, but informational inputs from critic reviews, word of mouth and latent product information also influence the movie choice decision. This is because experience goods are hard to judge before purchase and consumption, consumers always make choice decisions based on psychological cues and word of mouth. Novak and Hoffman (2009) mentioned that consumer may process the information rationally and experientially. Experiential thinking involves emotional feeling, whereas rational thinking tends to involve analytic and logical information processing skill.

According to Shaver (2007), consumers who have identified the need for a product will engage in information seeking in order to make a better purchase decision and at the meanwhile enhance the satisfaction with the purchase outcome. However, the motivation of ongoing information search can either to acquire the product information for future use or merely for fun. Many consumers simply enjoy seeking information about products without any purpose. Ongoing search may result in impulse

purchasing, in where a purchase is made without pre-planning. Therefore, sometimes, a leisure activity such as watching movie can be an impulsive activity where no information search prior to the consumption (Kardes, Cronley & Cline, 2011).

2.1.3 Independent Variable – Trailer

A film trailer is a brief film text. It provides a 1 to 3 minutes cinematic experience. It usually displays images from a specific feature film while emphasizing its quality (Finsterwalder, Kuppelwieser, & Villiers, 2012). It is created to promote a film's theatrical release with the purpose of screening it in theatres (Kernan, 2004). According to Finsterwalder et al.(2012)(as cited in Belch & Belch,2007), trailers are a form of affective advertising because of their visual and emotional nature which make them a self satisfaction or affective products or services. As stated by Devlin, Chambers and Callison (2011) (as cited in Hughes & Stapleton, 2005), "trailer is a rich compact, passive audio-visual montage of the movie shown prior to current release." (pg582). Most film trailer consists of three sections. First section introduces the character and environment of the film. Second section suggests some form of tension or change in the course of the storyline. Final section escalates the pace of trailer and regularly alludes to a potential resolution (Finsterwalder et al, 2012).

Trailer or movie preview is the most specialised method of movie promotion. It is too the most influential form of motion picture promotion (Wasko, 2003). Academics found that trailers have the biggest influence on consumer's movie choices (Faber & O'Guinn, 1984). Movie trailers that act as a form of media have a major impact on young people's desire to watch a film (Iida, Goto, Fukuchi & Amasaka, 2012). Devlin et al. (2011) found that college students rely on movie trailer as their main source of influence when making purchase decision on movies. Trailers often outweigh other media and interpersonal references when making

selection on what movies to watch (Preece, 2010). Iida et al. (2012) found that 71% of moviegoers watch trailers at the theatre before seeing the feature film.

Trailers introduced a movie to the public by providing actual scene with the purpose of building expectation (Devlin et al, 2011 as cited in Hughes & Stapleton, 2005). As stated by Kernan (2004), film trailer enables moviegoers to "window shop" this free film sample. This helps them in deciding whether the film is what they would want to watch by portraying the tone and genre, story and stars of the film. Devlin et al. (2011) (cited in Eastman, Bradbury & Nemes, 1985) stated that seeing a preview would increase an audience expectation towards a film. Movie trailer are commonly used to generate interest by directly targeting moviegoers at a time where they already express interest in attending at least one of the movie (Devlin et al, 2011, as cited in Adams & Lubbers, 2000). For instance, trailers on horror movie are screen in cinemas with moviegoers keen in watching this genre of movies.

Preece (2010) (as cited in Zanger, 1998) stated that trailer has a dual nature. It provides information and promotes the film. A trailer concurrently tells and holds back a story by utilizing scene clip, music and narration (Preece, 2010). As stated by Finsterwalder et al, (2012) (as cited in Flanagan, 2012), music used in a trailer can directly influence the overall tone of a film trailer. Trailer relied heavily on music to highlight its particular aspects. Music increases the overall pace of the trailer by connecting multiple scenes. It is too used to portray a particular theme of a film. Consumer often associates certain type of music with particular feelings. For instance, soft music is correlated to romance. Music plays an essential role in creating overall mood and tone of the trailer. It draws the viewer into the storyline of the trailer without consciously being aware of it. However, poor choice of music can greatly affect how one views something. It can create a false impression on what the film will be like or it clashes so much with the visual to the point that it leaves a horrible impression to the viewer. Therefore, film marketer will use certain style

and tempo of music to portray the film to be a particular genre or have a specific tone, which will affect consumers' expectation of the content in the film (Finsterwalder et al, 2012). Based on this expectation, consumer would decide whether to watch the film.

According to Hirschman & Holbrook (1982), movie trailers are a type of hedonic experience which makes them unique. It is too a form of advertising to promote the release of a film (Devlin et al, 2011 cited in Eastman et al., 1985). Movie trailer appears to be an experiential source. According to Cooper-Martin (1992), experiential sources illustrate or describe consumption by providing a trial of the product and preview (movie trailer) serves this role (Cooper-Martin, 1992 as cited in Faber & O'Guinn, 1984). This trial seems particularly useful for experiential products like movies which are typically new or unfamiliar to the consumers. Since consumer usually watch movies that they have not seen before. For new product like new movies, trial is useful in the decision making process before final adoption (Martin, 1992, as cited in Wilkie, 1990).

The overall intention of a film trailer is to create a feeling of nostalgic for an unseen film. Thereby motivates future film attendance (Preece, 2010). As stated by Kernan (2004), movie trailer are nostalgic texts that paradoxically appeal to audiences and idealised memories of films consumers haven't seen yet. Movie trailer function primarily as a promotional text of persuasion, a text meant to entice viewers through specific and directed appeals (Tolson, 2010). It arouses viewers' curiosity and expectations to persuade them to watch the film. It is set out to persuade, entertain and inform their viewers (Maier, 2009).

According to Iida et al. (2012), movie trailers present the fascination of movies through their pictures. Iida et al. (2012) identifies three important shared factors in movie trailers that are appealing. These are picture, content and role. The "picture" factor involves affection, sense of speed and soundtrack that generate impact and excitement. The "content" factor

comprises ease of understanding and ability of trailers in drawing viewers into the story based on summary presented. Key components of the "role" factor are the title and release date display, in addition to how well the trailer communicates its message in terms of information and appealing aspects of the film (Iida, 2012).

2.1.4 Independent Variable – Critics Review

Critics' opinions are likely to be especially important for experience products such as movies (Nelson, 1970, as cited in Kalpesh and Suman, 2005) because they offer indirect experience on sensory aspects not conveyed by tangible attributes.

D'Astous and Touil (1999) conducted an experiment that suggests the movie attendance is influenced by the valence of critics' reviews. An attribution-theory approach being conducted to examining the role of critics' judgments in consumer movie evaluation. In this model, causation is being concluded based on three criteria which are distinctiveness, consistency, and consensus. Distinctiveness took place when the person's behaviour toward the entity does not occur in the presence of the entity whereas for consistency, it is constant over modality. The notion of consensus is also relevant to the domain of movie critique where high (low) consensus is assumed to lead to entity (person) attributions. As a result, they found that a critic's reputation affected subjects' attitudes toward a film for negative, but not positive reviews.

Eliashberg and Shugan (1997) proposed that film reviewing can influence the movie goers' viewing decision in the early weeks of a film's release, and it can also predict whether or not will them like the movie. Their research has been very influential in explaining critical reviews on movie admission. They show that critics could act as opinion leaders (influencer) who are considered more experienced and having more knowledge of the

quality of movies. On the other hand, critics could act merely as predictors without any impact on early box office revenue. Eliashberg and Shugan (1997) concluded that reviews are significantly correlated with cumulative box office totals but may not influence early returns, indicating that they may not motivate movie attendance but can nevertheless effectively forecast it.

Reinstrein and Snyder (2005) agreed with Elishberg that critics could act as influencer and predictor. In their research, they elucidated it towards the perspective of box office revenue (movie attendance) based on the period of movie opening. According to David and Christopher (2005), reviews can influence box office revenue when these reviews emerge during a movie's opening weekend, and such reviews have both an influence and a prediction effect. Whereas, reviews have only a mere prediction effect when such reviews are not able to affect the box office revenue and only come after a movie's opening weekend. The research also highlighted the possibility that the power to influence consumer demand may be concentrated in a few critics.

Furthermore, critics play an important role on consumer judgments because critics provided consumers the initial information on the product previews and at the same time, their professionally status lends them credibility where consumers are more confident towards their delivery (West & Broniarczyk 1998). This has been supported by Levin, Levin, and Heath (1997) that consumers perceive critics as credible communicators because of their expertise and lack of vested interest in the product.

However, Schrage (2012) argued that moviegoing frequency would not affect the influence of movie reviews. Even if outside opinion does affect the likelihood of seeing a film, or generate certain expectations of it, it seems that consumer's final judgments of a film are most influenced by the opportunity to "see it for themselves".

Basuroy, Chatterjee, and Ravid (2003) highlighted that negative reviews play a significant role as influencer of film reviewing. Throughout the research, Theory of Accessibility-Diagnosis explained that information always triggered customer's mind or thoughts and it assists to solve a problem. Negative information is able to exert greater capacity towards influencing role because this information is less uncertainty and able to asserts impact. Basuroy et al. (2003) projected the greater effect of negative criticism might also be attributed to it being seen as more objective, independent information.

Moreover, based on the findings from Suarez-Vazquez (2011), film criticism does affect the expectations of film-goers, with negative criticism having a greater effect. These results are consistent with the influencing role of negative criticism as a quality indicator affects pre-viewing attitudes. Chakravarty, Liu, and Mazumdar (2010) also pinpointed that negative criticism does bring effect to consumer movie going frequency compare to the positive one. Meanwhile, infrequent moviegoers are persuaded more by the comments that frequent moviegoers, more so when the comments are negative. This is primarily because infrequent moviegoers who express the "mass" taste than professionally move critics expressing "elite" taste (Holbrook, 2005 cited in Chakrayarty et al, 2010).

2.1.5 Independent Variable – Star Power

Kindem (1982 as in cited Levin, Levin, & Heath, 1997) defined the value of the star as "In an industry where multi-million dollar films are released to compete with one another head-to-head, the presence of a star act as a beacon that makes the movie stands out and entices larger audiences.".

Star power resides in stars' ability to generate consumer excitement and interest. The extent of star's power being defined as his or her ability guaranteed to bring profit and determined by his or her performance and

reputation. Ravid (1999) classifies stars as an economic reputation, where this is determine based on their box office success, artistic reputation and the amount of important awards received.

Elberse (2007) examined the relationship between star participation and movie revenues. By using HSX prices (the measure of expected box office revenues) respond significantly to casting announcement, the results strongly indicate that stars affect revenues and that some stars contribute more to revenues than others. Specifically, the results suggest that stars can be "worth" several millions of dollars in revenues. Meanwhile, Simonoff and Sparrow (2000) measures star power through the artistic reputation. It is measures through the receiving nominations or awards in the Academy Awards (Oscars). Two variables attempting to measure star power in Oscar are the "best" actor and top dollar actors. Circuitously, the Oscar nominations enable a boost to the revenue if the movie screening is less than a month when the nominations are announced.

Stars can be categorised as a "brand" because they have recognition and certain image that associated with particular types of products. An identifiable star portrait quality and confidence level to the prospective consumer much as a luxury brand name signifies quality (Levin, Levin, and Heath, 1997). Additionally, recognizable stars are capable to influence decision of movie-goers to see new movie because as possessing brand equity to movie stars, a film that coupled with famous star will attract more consumers. Brand equity effects were established with experiential products by showing that consumer responses were more favorable in the "star" condition than in the "no star" condition (Levin et al, 1997).

According to Basuroy, Chatterjee, and Ravid (2003), Hollywood seems to favor films with stars, and it is almost axiomatic that stars are key to a film's success. Basuroy et al. (2003) proposed that star power as a factor that moderate the impact of critical reviews on box office performance. Based on the results, if the film starts its run in a positive light, other positive dimensions, other positive dimensions, such as stars, may not

enhance its box office success. However, films that receive more negative than positive reviews, star power significantly lessen the impact of negative reviews. Popular stars provide the public with a decision heuristic that may be strong enough to blunt any negative critic effect (Levin, 1997).

Stars have an impact on revenue, primarily due to their ability to generate buzz and drive audiences to the theaters during the opening week. Star buzz has the potential to enhance opening week box office receipts both directly and by contributing to the overall movie anticipation. Overall impact of star buzz is positive even though it has a negative impact on revenue during subsequent weeks because the initial revenue boost outweighs the later decline. As a result, star buzz was found to be a very informative gauge of star power (Karniouchina, 2011). On the other hand, star power can be intimately categorise through the association of individual stars with hit movies. Based on the findings of Vany and Walls (1999), majority of the stars are not able to estimate the possibility that a movie will be a hit. Moreover, those listed stars that thought to be "bankable" do not bring strong impact. Thus, no star can guarantee any outcome because he or she has the potential to fail.

In Ravid (1999) research, a test being conducted to further examine the effect of stars on revenues by collecting films that involved well-know actors and awarded actors, films that do not engage any lead actors, and actors who had top-grossing movies. The results show the revenues are higher for films that coupled with star, but it is not more profitable compare to the others because top stars incurred high cost. As compare to star power, factors such as movie reviews, sequel and budget are being tested and the results illustrated stars did not beneficial to the firm financial success.

This mixed result is also supported by Desai and Basuroy (2005). The result implied that the presence of strong star power does not guarantee positive quality perceptions. Stars are just one of many elements that

determine the characteristics of a movie. Thus, star power is likely to play a limited role in influencing the overall quality of a movie and its box office performance.

2.1.6 Independent Variable – Word Of Mouth

Words of mouth or the buzz involves informal communication between consumers about products and services (Liu, 2001). It is generally believed that WOM strongly influences movie selection by the viewing public (Austin, 1989). WOM is usually perceived to be more credible and trustworthy as well as is more readily accessible through social networks (Banerjee, 1992). Word of mouth often happens in the social networks where friends and family interact to create a bond and share information.

There are two measurements of WOM including volume and valence. Volume and valence of WOM influence moviegoers through different cognition–behaviour routes .The volume of WOM mainly has an informative role to enhance consumer awareness. Not surprisingly, greater awareness tends to generate greater sales. On the contrary, the role of WOM valence, because of its positive/negative nature, is more of a persuasive one that influences consumer attitude (Liu, 2001).

Other than that, Ladhari (2007) acknowledged that the valence of words of mouth can be positive and negative. The examples of negative WOM are private complaining and the relating of unpleasant experiences (Anderson, 1998), Positive WOM includes complimenting and relating pleasant and vivid experiences (Otto, 2005). The impact of negative WOM decreases the probability of movie goers to watch a movie because WOM was shown to have a strong impact of decision-making whether or not to watch a movie (Nyer, 1997). Emotional responses such as joy, satisfaction, anger, disappointment, and sadness, contribute to positive and negative WOM intentions over and above the predictive ability of satisfaction.

Iris Mohr (2007) stated that buzz marketing is a promotional posture that drives audiences to theatres and draw people's attention to a point that talking about a movie becomes an enjoyable experience to share. Buzz marketing influences the actions and attitudes of others by shared opinions. The term buzz marketing and viral marketing are used interchangeably with words of mouth communication which is also known as opinion leadership. It is a process where an opinion leader informally influences the opinion seeker or receiver. WOM implies physical communication for example face-to-face or other media of communication via the internet, telephone conversation, instant messages or email. Opinion leaders are effective in influencing the decisions of the opinion seekers and receiver because the actions of WOM are generally free, credible and targeted marketing message.

Buzz marketing is important to increase the evident and adds credibility to the movie. Besides, buzz marketing stirs conversation between people and its campaign relies on the general public in promoting the movie. Marketers however must provide individuals with something worthy to talk about that it becomes a great conversation piece. The remake of the movie "The Omen" which was released on 6th June 2006 (06.06.06) has given the uniqueness of the date, adding to its sinister sixes and unusual Tuesday premier, it gives the film a fun and creepy marketing hook. Customers would be intrigue to watch that movie and evidently, the movie was successfully sold across the country (Iris Mohr, 2007). In addition, buzz marketing is also successful due to its "credibility factor" because we trust and have faith in people we know because we are in a relationship with them (Mohr, 2007).

Eliashberg, Jonker, Sawhney and Wierenga (2000) proposed that movie experiences are subjective, emotional, and intangible. Movies have a few objective attributes and consumers often leave with nothing tangible besides the memories of their experience. Often times, these experiences are shared at once at the end of the consumption experience among

consumers through personal communication. They have adopted a model of behavioural representation. Following Mahajan et al,they partition the potential of moviegoer population into six mutually exclusive behavioural states. They track the evolution of the proportion of consumers in each state, beginning with the first time period when the mass media communication begins (Mahajan, 1984).

The behavioural phases are:

1. Undeciders: Consumers who are unaware of the new movie or are undecided about seeing it.
2. Considerers: Consumers who have decided to see the movie after being exposed to positive information, but have not yet acted on the decision.
3. Rejecters: Consumers who have been exposed to movie information and have decided not to see it.
4. Positive Spreaders: Consumers who have seen the movie, liked the movie, and are spreading positive word of mouth.
5. Negative Spreaders: Consumers who have seen the movie, did not like the movie, and are spreading negative word of mouth.
6. Inactives: Consumers who have seen the movie and are no longer actively spreading word of mouth. (Eliashberg, Jonker, & Sawhney, 2000).

According to Hart, Goode and Thomson (2011), consumption experiences include three distinct phases: A pre-consumption phase is information search before consumption process. Most of times, people seek WOM from a trusted source to explore consumption in the pre-consumption phase. Individuals in the post-consumption phase are most likely to share their memories fantasies and thoughts towards a movie. To investigate the effect of demystification on consumer choice, information of WOM from a friend versus stranger weakens desire for a consumption experience was investigated. Individuals associate and bond with those who have alike values, tastes, and attitudes (McPherson, Smith-Lovin & Cook, 2001). This suggests greater similarity between peers increases trust and this results in increased demystification via smoother acceptance of the information communicated by a friend (Hart, Goode, & Thomson, 2011).

This allows us to realise the importance of word of mouth through friends and it is one of the most significant factors that drive movie goers to purchase consumption, thus watch a movie.

Moreover, Chakravarty et al. (2010) said that due to the experiential nature of the product, moviegoers often pay attention to what others are saying about the movie in judging a movie value and as a primary determinant as to whether to watch it in theatres. Sources of pre-release movie-related information can be broadly categorised into three types which are advertising, interpersonal communication among moviegoers such as words of mouth.

According to Chakravarty et al. (2010), online word-of-mouth is becoming increasingly important influence of consumer purchases. WOM posted on these movie websites cover a wide range of issues such as cast and plot, set gossip, test screening results, and recommendations about whether the movie is worth watching in a theatre professional reviews have become a vital part of online information for many products and to customers as well. In the movie industry, many movie websites provide critical reviews with WOM messages. WOM is typically affective and personally relevant therefore moviegoers frequently rely on online information to decide whether to watch a movie online or at the theatres.

2.2 Review of Relevant Theoretical Models

The black box model is a model formed by Kotler (2003), to describe the hidden nature of consumer decision making, using the analogy of the "black box" to represent the consumer mind. Marketers are trying to understand the reason, the way, the time and from whom consumers purchase by using the model.

The black box model is also known as stimulus response model (see Figure 2.1). The black box model shows the interaction among environmental factors, buyer characteristics, decision making process and buyer's response. Environmental factors can be divided into two types of stimuli: marketing stimuli which control by marketers and environment stimuli which are mostly beyond the control of marketers. Marketing stimuli consist of product, price, place and promotion, whereas environment stimuli consist of economic, technological, political and cultural.

All relevant stimuli enter the buyer's "black box", which is meant as the mind of the buyers and producing certain responses towards the decision made. Buyer's characteristics include cultural, social, personal and psychological. Prior to response, consumers pass through the five stages of decision making process, from problem recognition, information search, alternative evaluation, purchase decision to post purchase behaviour. The set of observable buyer responses only then elicited as shown on the right of the model including product choice, brand choice, dealer choice, purchase timing and purchase amount. The model determines how we translate the source of information into decisions and respond in particular ways to different stimuli.

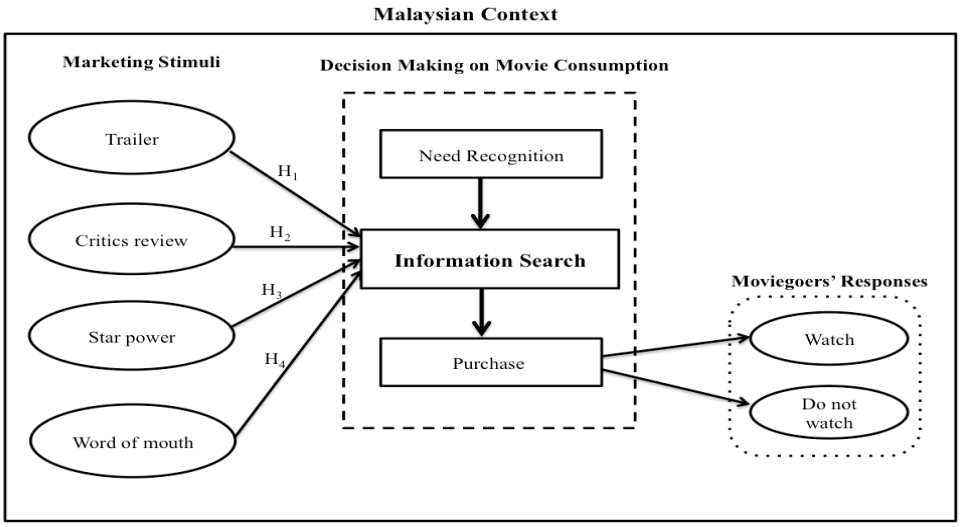
Figure 2.1: Kotler's Black Box Model

Environmental Factors		Buyer's Black Box		Buyer's Responses
Marketing Stimuli	Environment Stimuli	Buyer Characteristics	Decision Processes	
Product Price Place Promotion	Economic Technological Political Cultural	Attitudes Motivation Perceptions Personality Lifestyle	Problem recognition Information search Alternative evaluation Purchase decision Post-purchase behaviour	Product choice Brand choice Dealer choice Purchase timing Purchase amount

Source: Kotler, P., (2003). *Marketing Management* (11th ed.). India: Prentice-Hall.

2.3 Proposed Theoretical/Conceptual Framework

Figure 2.2: Proposed research framework for consumer decision on movie consumption.



Source: Developed for the research

The theoretical framework is proposed from Kotler's black box model. Trailer, critics review, star power and word of mouth are categorised as marketing stimuli. These four independent variables are promotional efforts which help to provide information for moviegoers in making decision on movie consumption. In the research, the relationship between these four independent variables and decision making on movie consumption was examined respectively. The stage of information search in consumer decision making process is mostly emphasised because these four independent variables act as the information source for moviegoers. Consequently, the moviegoers choose either watch or do not watch the movie after seeking information regarding the movie.

2.4 Hypotheses Development

Hypothesis 1:

H_0 : There is no significant relationship between trailer and decision making on movie consumption.

H_1: There is a significant relationship between trailer and decision making on movie consumption.

Hypothesis 2:

H_0 : There is no significant relationship between critics review and decision making on movie consumption.

H_1: There is a significant relationship between critics review and decision making on movie consumption.

Hypothesis 3:

H_0 : There is no significant relationship between star power and decision making on movie consumption.

H_1: There is a significant relationship between star power and decision making on movie consumption.

Hypothesis 4:

H_0 : There is no significant relationship between words of mouth and decision making on movie consumption.

H_1: There is a significant relationship between words of mouth and decision making on movie consumption.

2.5 Conclusion

This chapter discussed the meaning of experiential consumption which movie as the product followed by the discussion of factors that contribute towards decision making on movie consumption. Through the literature review, we found some common ground among these researches in terms of factors that determining the movie goers' decision making of movie consumption in cinema. Hence, four factors are used as the independent variables for the study namely trailer, critics review, star power and word of mouth. A relevant theoretical model is reviewed, then in turns a proposed theoretical framework and several hypotheses are developed. In the next chapter, we will describe on the methodology that we conducted throughout the whole research.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This aim of this chapter is to gather relevant information on the research methodology that will be carried out in this study. In this chapter, we focus on the research design, data collection methods, sampling design, research instrument, construct instrument, data processing as well as data analysis.

3.1 Research Design

According to Cooper and Pamela (2008), research design constitutes the blueprint for the collection, measurement and analysis of data. Research design is the plan and structure of study as to obtain answers for research questions. It expresses both structure of the research problem and includes the outline of what the researcher will do from writing the hypotheses and their operational implications to the final analysis of data. There are basically three types of research design which are exploratory, descriptive and causal research.

A quantitative research method is used in this research. This design was exploited to quantify data and provide decisive verification, which is based on representative samples and several forms of statistical analysis are applied. As a quantitative study, the final outcomes are appraised based on the questionnaires distributed to respondents. The purpose of the statistical data is a medium to attain the required information.

Exploratory research is being conducted to determine data collection method and selection of subjects. It assists in obtaining greater understanding of the subjects and it identifies important variables to be studied. The objective is to explore the possible correlations among two or more phenomena. For the study, we aim to

determine the relationships between the independent variables (trailer, critics review, star power, and word of mouth) and dependent variable (decision making in movie consumption).

Exploratory research is used to develop concepts more clearly and the techniques used are pilot study and secondary data analysis. Prior the pilot study, a survey was conducted and distributed to 30 respondents and it is carried out to identify the respondents understanding and comprehension towards the questions before conducting a full-scale study. This enables a more structured descriptive study to the targeted group.

3.2 Data Collection Methods

There are several methods of data collection methods. The data that is used to measure for the study is primary and secondary data.

3.2.1 Primary Data

The questionnaire serves as the primary data-gathering device for this research survey and has been developed according to problems and objectives of the research. According to Sekaran (2010), the main advantage for us through the use of questionnaires is that we are able to collect all the completed responses within a short period of time. Questionnaires are used because it enables the survey to be progressed in a convenient and cost efficient way.

3.2.2 Secondary Data

Secondary data in our study is collected through journals, reports, the internet and textbooks. Both academic and professional journals we obtained are essential sources of up-to-date information. Most of the

secondary data are obtained from articles in academic journals, articles, books and the Internet. Kumar (2011) stated that the advantages of secondary data sources are more economical and consume less time in acquiring information.

3.3 Sampling Design

3.3.1 Target Population

The population targeted in this research is undergraduate students from various Universities in Klang Valley. The targeted respondents are capable of providing information to match our research objectives because these respondents, known as movie goers have experience watching movie in cinema at least once or twice in a month. Furthermore, these respondents are from different races including Chinese, Indian, Malay and others.

3.3.2 Sampling Frame and Sampling Location

The sampling frame would be the list of undergraduates that are studying in Klang Valley area. Klang Valley gathers the most people because it comprises Kuala Lumpur and adjoining the cities and town in Selangor.

3.3.3 Sampling Elements

The sampling elements consist of undergraduates from various universities in Klang Valley. These undergraduates have experience in movie consumption and different people vary from the decision making in watching a movie.

3.3.4 Sampling Technique

The sampling design used is the non-probability sampling and more specific, convenience sampling being applied. The sample frame for convenience sampling does not have an equal chance to be chosen as the sample is subjective and convenient to measure. Sample units are often chosen only if they are easily and conveniently accessible. Besides that, non-probability sampling is used because each element in the population is impossible to measure and calculate.

3.3.5 Sampling Size

The rules of thumb identify the sample size is more than 30 and less than 500 respondents are suitable for most research (Roscoe, 1975). A total of 400 questionnaires were distributed through online and face-to-face basis, but only an approximate of 300 questionnaires were received. Whereas, only 250 questionnaires are usable and the sample size we have chosen for the research is a total of 200 respondents.

3.4 Research Instrument

The research instruments used are conducted through questionnaire. The questionnaire design is based on marketing scale books that suit the variables on the research. Questionnaires are vital to gain data and information from the university respondents in Klang Valley. The collected questionnaires are then being analysed and evaluated.

3.4.1 Questionnaire Design

The questionnaire design is based on closed ended questions as well as scaled questions to indentify the accuracy of the research. Closed ended questions are used because it is direct and easier for respondents to understand. The questionnaire consisted of three sections which is Section A, Section B and Section C.

Section A seeks to understand the general information on movie consumption in cinema among movie goers. Section B required students to rate based on a 5-point Likert response format that is related to the factors influencing decision making on movie consumption in cinema among movie goers. Section C requested demographic information from the movie goers. Among the demographic information are gender, age, races, educational level, and income level.

3.4.2 Pilot Test

Pilot testing was carried out to ensure the validity and reliability of our questionnaire. A pilot test was conducted before the actual survey. Initially 10 questionnaires were distributed and respondents are being interviewed to get their feedbacks for further improvement. Pilot testing are conducted face-to-face with respondents to facilitate interviews and to obtain results immediately.

From the first pilot test, errors were detected in terms of spelling, lack of clarity in the questions and insufficient questions on movie consumptions which leads to inaccurate test results. 20 questionnaires were distributed after amending the previous questionnaires and were then recollected for test. It took approximately 7 days to complete pilot testing. After the second pilot test, results for reliability test are favorable and questions are clear and easy to understand.

3.5 Construct Measurement

3.5.1 Scale Measurement

The non-parametric measurement scales- nominal and ordinal scales used in section A and part C of the questionnaire are information regarding general details and demographic profile. Educational level, race, gender and income level are example of nominal scale questions. Section A seeks to understand the general information on movie consumption in cinema among movie goers and Section B is related to the factors influencing decision making on movie consumption in cinema among movie goers whereas Section C requested the personal details and demographic information about the respondent.

The 5-point likert scale is used in section B to scale responses rating from 1-strongly disagree to 5-strongly agree. Likert scale is used because it is simple to construct, precise and easier to interpret. According to Alreck, Settle and Miller, likert-type scale is more reliable and appropriate for the use of rating purposes. (Alreck, Selttle, and Miller, 1995)

3.5.2 Origin of Constructs

- **Section A: General Information On Movie Consumption In Cinema**

Nominal scale and ordinal scale formats are used in this section. There are total of a 3 questions in this section that seeks the general opinions of respondents regarding movie consumption in cinema. It is shown as below.

1. How often do you watch movie in cinema?	Ordinal scale
2. What kind of movies genre do you prefer?	Nominal scale
3. Do you search for information before make a decision on watching movie?	Nominal scale

- **Section B: Factors influencing decision making on movie consumption in cinema among movie goers**

5-point Likert scale format is used in this section from 1 (Strongly Disagree) to 5 (Strongly Agree) according to the extent to which one agrees or disagrees for each listed factors. This scale is also known as an interval scale. There are four factors used in this section which are trailer, critics review, star power and word of mouth. The first two factors measured using 7 items and the last two factors measured using 5 items. Therefore, the total questions in this section are 24 questions. An example of each factors are as shown as below.

1) Trailer	**SD**	**D**	**N**	**A**	**SA**
The trailer makes you feel excited to watch the movie.	**1**	**2**	**3**	**4**	**5**

2) Critics Review	**SD**	**D**	**N**	**A**	**SA**
Critic review is important when choosing a movie to watch.	**1**	**2**	**3**	**4**	**5**

3) Star Power	**SD**	**D**	**N**	**A**	**SA**
Before watching the movie, it is important to know the people or star that acted in the movie	**1**	**2**	**3**	**4**	**5**

4) Word of Mouth	SD	D	N	A	SA
I feel information provided by words of mouth are interesting	1	2	3	4	5

- **Section C: Demographic Profile**

There are total of 5 questions in Section C as seen below. All questions directed are close-ended questions which used nominal and ratio scale.

1. Gender	Nominal scale
2. Age	Nominal scale
3. Races	Nominal scale
4. Course of studies	Nominal scale
5. Income level (Monthly basis)	Ratio scale

3.6 Data Processing

The data preparation processes is taken before further analysis are being implemented. The data processes involve checking, editing, coding and transcribing. All the collected questionnaires are being labeled according to different Universities and it was numbered to ensure the distributed questionnaires were all taken back for data processing.

3.6.1 Checking

The collected questionnaires were checked to ensure all the questions were answered and filled up completely without any omission. Any incomplete questionnaires were taken out to avoid inaccuracy of test. By having incomplete questionnaires will affect the usefulness and inaccuracy of the data collected (Hair, Bush, & Ortinau, 2009). The answers collected from

some respondents were neutral, 3 based on Likert scale, shows inconsistency of data in section B of the questionnaire.

3.6.2 Editing

In the process of editing, we discarded incomplete or unsatisfactory responses through the questionnaire. Questionnaires that were found with incomplete and with neutral results were discarded to ensure the results is significant in the study.

3.6.3 Coding

This step was carried out enabling us to key in the data into the Statistical Package for Social Sciences (SPSS) system. When keying in data, we have utilised the coding technique where we assign numerical scores to the data. These codes represented the meaning in the data. There were no missing data as all the questions were completely answered by respondents.

3.6.4 Transcribing

Next, after all the questions responses had been tabulated and coded, all significant data were then entered into the SPSS database for analysis. This process is also known as transcribing (Malhotra, 1993), where its data transcription is processes to transformed into coded data through applications of further processing. (Malhotra & Birks, 2007)

3.7 Data Analysis

Data Analysis is the process applying analytical statistics or logical techniques to describe, illustrate and evaluate data. Data analysis is simply more conveniently arranged (Cooper & Pamela, 2008) and it carries the idea of producing information that help issue the research questions and hypotheses (Malhotra & Birks, 2007). The collected data analysis of our study was performed using SPSS and it is used to evaluate descriptive analyses, inferential analyses and measurements of scale.

3.7.1 Descriptive Analyses

Descriptive analysis is used to describe the basic features of the data in a study. They present simple outline about the sample and the measures. (Trochim, 2006) The descriptive methods of data analysis correspond to a multidimensional analysis instrument that is strong and effective. The instruments are based on significant information that can be obtained for market research (Gabor, 2010). Descriptive statistics refers to means, ranges, and numbers of applicable cases of a variable. The descriptive statistics used in our study is frequencies analysis.

3.7.2 Scale Measurement

It is important to ensure all the questions in the questionnaire are comprehensible and free from error and uncertainty to attain a constant result before the actual test. Reliability test is required to be carried out after the process of pilot testing is done. The reliability test is often measured by the Cronbach's Alpha. The independent variables and dependent variable that are required to run the reliability test are decision making in movie consumption, trailer, star power, critics reviews and words of mouth. For each independent variables require an alpha value of

above 0.60 to ensure it is reliable. Cronbach's Alpha values normally ranges between 0 and 1, the greater of internal consistency of construct can be seen of the Cronbach's Alpha value is closer to 1.0 (Gliem & Gliem, 2003).

3.7.3 Inferential Analyses

3.7.3.1 Pearson Correlation Analysis

Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. The purpose of correlation analysis is to measure and interpret the strength of a linear or nonlinear relationship between two variables. Pearson and Spearman ρ correlation coefficients take on values between −1 and +1, ranging from being negatively correlated (−1) to uncorrelated (0) to positively correlated (+1). The positive or negative signs of the correlation coefficient define the direction of the relationship. (Zou, Tuncali, & Silverman, 2002) We choose correlation coefficient because it is suitable for measuring the independent variables and dependent variable which are designed in Likert scale.

3.7.3.2 Multiple Linear Regressions

Multiple linear regression analysis is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. Purpose of multiple linear regressions (MLR) is to identify the relationship between the dependent (decision making in movie consumption) and multiple independent (trailer, star power, critics review and words of mouth) variables. More than one independent variable can be used to test the impact

towards a dependent variable in multiple linear regressions. The general equation for multiple linear regressions is as according,

$y_i = B_0 + B_1x_{i1} + B_2x_{i2} + ... + B_px_{ip} + E_i$ where i = 1,2, ..., n

Y= dependent variable
X1, X2 ,X3= independent variables
α = intercept or constant
B1 to Bn = (independent) variables to the predictor (dependent) variables

Hence, we are able to clarify and indentify which is the most significant independent variable that influences the decision making of movie consumption with this test.

3.7.3.3 Independent Sample T-Test

Independent Sample T-Test involves examination of the significant differences on one factor or dimension (dependent variable) between means of two unrelated groups. We often investigate differences in individuals and in other words we compare two groups. One of the examples is gender where an individual have to be categorised as either male or female but not both. We have selected the gender as independent variable and their influence in decision making for movie consumption as our dependent variable. If a test is significant, meaning that the p-value given is less than ".05" (Cooper & Pamela, 2008).

The formula for independent T-test is as following:

$$t = \frac{\overline{X}_1 - \overline{X}_2}{\sqrt{\frac{S_{x_1}^2}{n_1 - 1} + \frac{S_{x_2}^2}{n_2 - 1}}} \quad , \ df = (n_1\text{-}1) + (n_2\text{-}1)$$

Sample variance = s_x^2

Mean = $\overline{X}_1$

3.8 Conclusion

This chapter discussed on the methodology for this study in terms of the research design, data collection methods which are segregated into primary data and secondary data, sampling design, research instrument, measurement construction of scale and operational definition, data processing, and data analysis. The next chapter will focus on the findings and results of the data collected from respondents.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter illustrates the outcomes and reviews the analyses relevant to the research questions and hypotheses of our research paper. Multiple statistical tests are being conducted and interpreted throughout this chapter through the SPSS version 19. At the beginning, demographic profile of respondents will be performed and presented followed by central tendencies measurement of construct which fall under descriptive analysis. This will be followed by the scale measurement analysed through reliability analysis, as well as the inferential analysis through the exploitation of Pearson Correlation analysis, multiple regression analysis and independent samples t-test analysis.

4.1 Descriptive Analysis

This section summarises the data set of respondent demographic profile and central tendencies measurement of construct in the form of graphs, tables and pie charts.

4.1.1 Respondent Demographic Profile

Table 4.1: Statistics

		Gender	Age	Race	University	Income
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

Source: Developed for the research

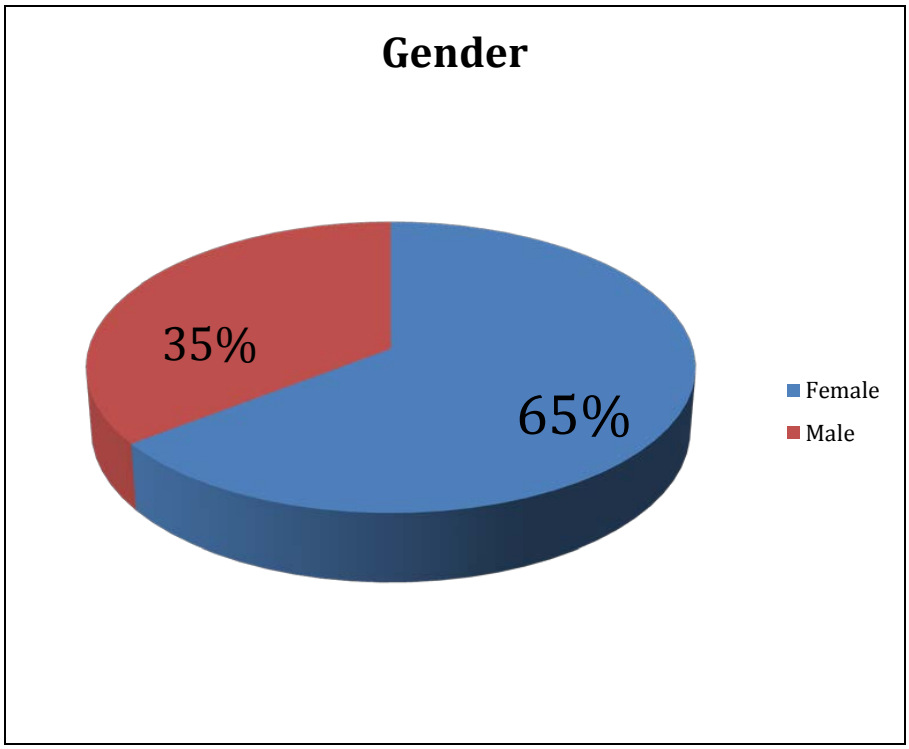
4.1.1.1 Gender

Table 4.2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	129	64.5	64.5	64.5
	Male	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

Figure 4.1: Percentage of Respondents Based on Gender



Source: Developed for the research

Table 4.2 and Figure 4.1 demonstrate the gender of respondents that participated in our questionnaire. 129 (65%) were female respondents and 71 (35%) were male respondents.

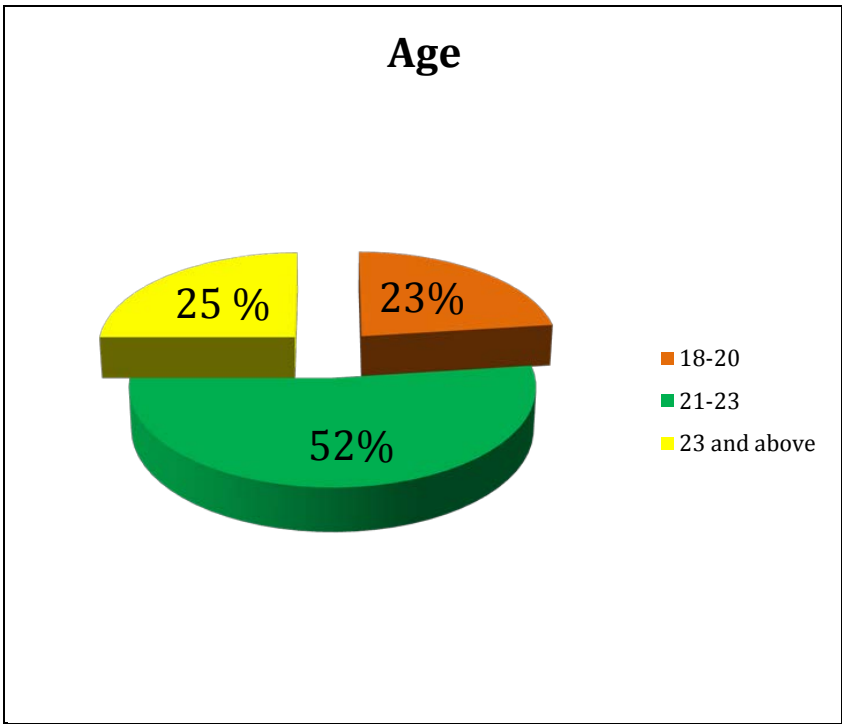
4.1.1.2 Age

Table 4.3: Age

		Frequency	Percent
Valid	18-20	46	23.0
	21-23	104	52.0
	23 or more	50	25.0
	Total	200	100.0

Source: Developed for the research

Figure 4.2: Percentages of Respondents Based on Age

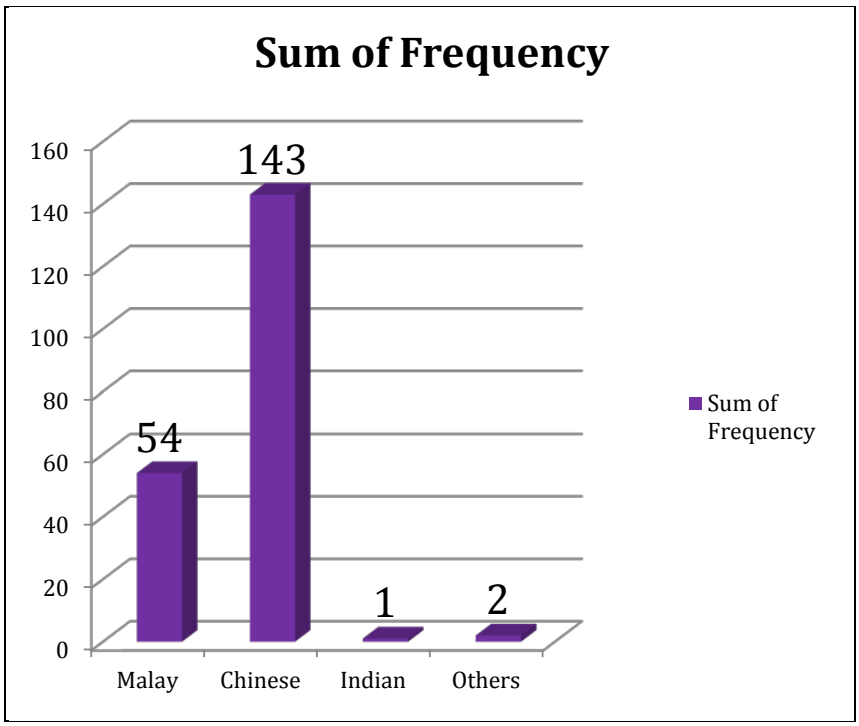


Source: Developed for the research

Table 4.3 and Figure 4.2 demonstrate that majority of the respondents fall under the group of age 21-23 years old, achieving 104 over 200 respondents (52%). Then, follow by 50 (25%) respondents at the age group of 23 years old and above. Lastly, a result of 46 respondents (23%) falls at the age between 18-20 years old.

4.1.1.3 Race

Figure 4.3: Frequency and Percentage of Respondents Based on Race



Source: Developed for the research

Figure 4.3 show most of the respondents are Chinese, which is 143 respondents. A number of 54 respondents are from the race of Malay, while 2 respondents are Chindian. Only 1 respondent is Indian.

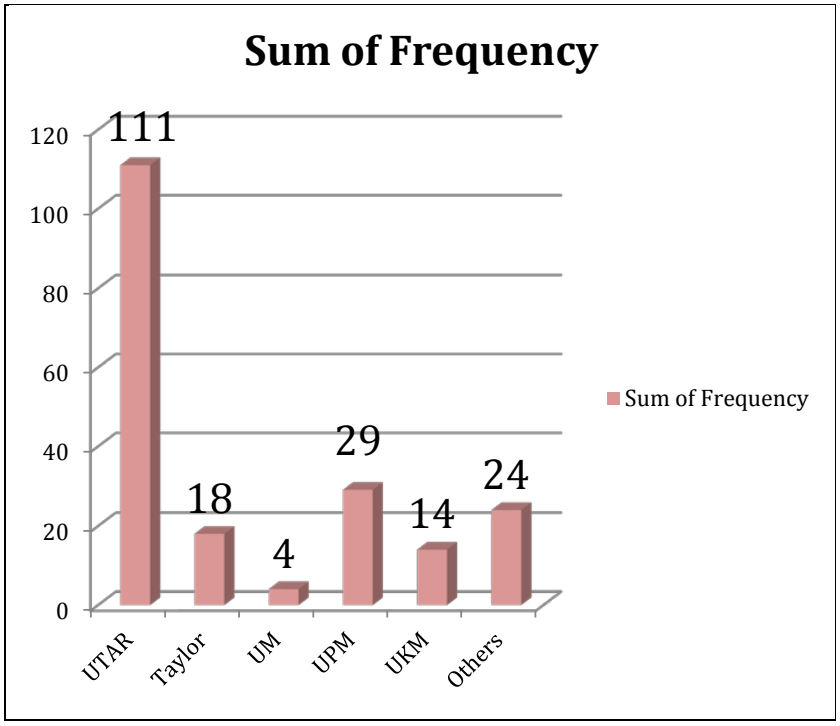
4.1.1.4 Institute of Higher Education

Table 4.4: Institute of Higher Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UTAR	111	55.5	55.5	55.5
	Taylor	18	9.0	9.0	64.5
	UM	4	2.0	2.0	66.5
	UPM	29	14.5	14.5	81.0
	UKM	14	7.0	7.0	88.0
	Others	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

Figure 4.4: Frequency and Percentage of Respondents Based on Institute of Higher Education



Source: Developed for the research

Table 4.4 and Figure 4.4 show the frequency distribution of respondents from the six universities located in Klang Valley. Majority of our respondents consist of students from UTAR, that is, 111 restaurants, whereas the least respondents are from the UM, consisting of only a mere 4 respondents. The UPM University consist of 29 respondents, followed by the others university, figure of 24 respondents, Taylor, of 18 respondents and lastly, UKM, 14 respondents.

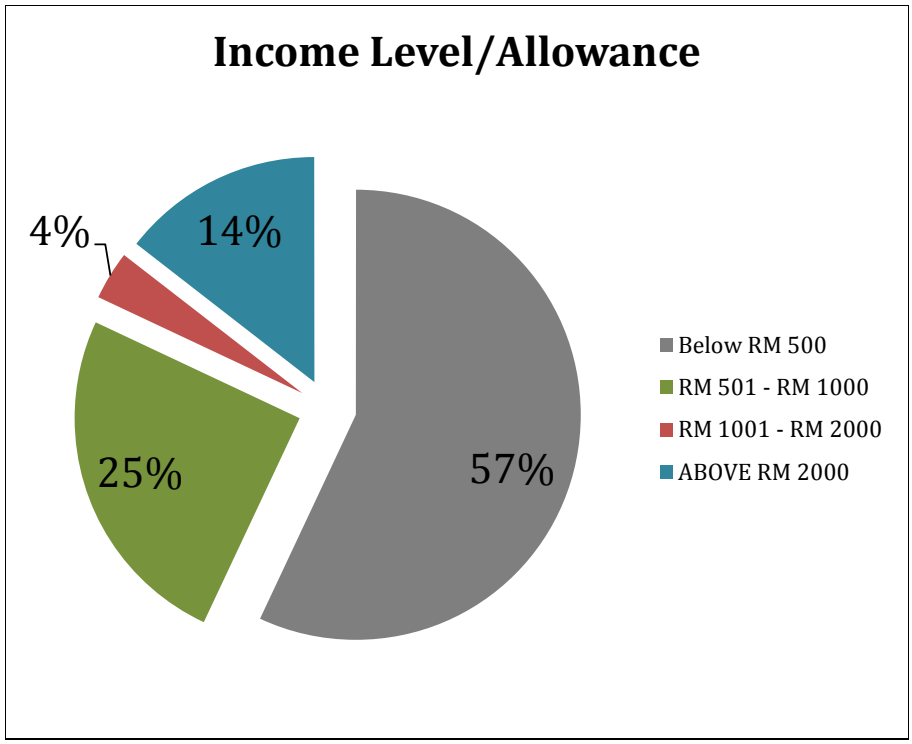
4.1.1.5 Income Level/Allowance

Table 4.5: Income Level/Allowance

		Frequency	Percent
Valid	Below RM 500	114	57.0
	RM 501 - RM 1000	50	25.0
	RM1001- RM2000	7	3.5
	Above RM2000	29	14.5
	Total	200	100.0

Source: Developed for the research

Figure 4.5: Percentage of Respondents Based on Income Level/Allowance



Source: Developed for the research

Table 4.5 and Figure 4.5 show that majority of the students allowance fall under the category of below RM 500, 57% of the respondents. This is followed by the second highest is the allowance in the range of RM 501- RM 1000, up to 50 (25%) respondents. A total of 29 (14%) respondents received allowance above RM 2000 and lastly, only 7 (4%) respondents fall under the range of allowance between RM 1001 – RM 2000.

4.1.2 Central Tendencies Measurement of Constructs

The Central Tendencies Measurement of five Constructs such as Decision Making, Trailer, Critics' Review, Star Power and Word of Mouth.

4.1.2.1 Decision Making on Movie Consumption

Table 4.6: Summary of Central Tendency for Decision Making

		DM1	DM2	DM3	DM4
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		4.07	3.09	3.51	3.75
Std. Deviation		.857	1.046	.951	.939
Skewness		-.803	.122	-.174	-.768
Std. Error of Skewness		.172	.172	.172	.172
Kurtosis		.191	-.982	-.602	.045
Std. Error of Kurtosis		.342	.342	.342	.342

Source: Developed for the research

DM1 = I will watch movie in cinema based on the highlight of movie.

DM2 = Evaluations given by professionals help me in choosing a movie in cinema.

DM3 = The presence of celebrity influences me to watch a movie in cinema.

DM4 = Friends and family's recommendation affect my decision in watching movie in cinema.

Table 4.6 shows four statements under decision making on movie consumption. "DM1" scores the highest mean at the figure of 4.07, while "DM2" scores the lowest mean at the figure of 3.09. Whereas, the scores of standard deviation are opposite of the mean results which "DM2" scores the highest standard deviation (1.046) and "DM1" scores the lowest (0.857). The skewness for all statements are tested negatively except "DM2". Whereas "DM1" and "DM4" have positive values of kurtosis valued at 0.191 and 0.045 respectively. These indicate that the distribution results for these statements are more peaked relative to normal distribution.

4.1.2.2 Trailer

Table 4.7: Summary of Central Tendency for Trailer

		T1	T2	T3	T4	T5	T6	T7
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0
Mean		3.95	4.06	3.89	3.91	3.66	3.74	4.12
Standard Deviation		.771	.778	.710	.745	.767	.836	.898
Skewness		-.635	-.161	-.511	-.222	.073	-.512	-.903
Std. Error of Skewness		.172	.172	.172	.172	.172	.172	.172
Kurtosis		.410	-1.148	.506	-.350	-.486	.089	.156
Std. Error of Kurtosis		.342	.342	.342	.342	.342	.342	.342

Source: Developed for the research

T1 = The trailer is entertaining.

T2 = The trailer makes me feel excited to watch the movie.

T3 = The trailer makes me have a positive perception of the quality of the movie.

T4 = The trailer indicates the movie is my kind of movie.

T5 = The music in the trailer makes me have a positive perception or attitude towards the movie.

T6 = The special effect shown in the trailer makes me look forward to watch the movie.

T7 = The movie previews that are shown in trailer on how the movie would be like are very helpful in making my decision to watch the movie.

Table 4.7 shows seven statements under the variable of trailer. “T7” achieves the highest mean (4.12), and “T5” scores the lowest mean (3.66). Whilst, for the standard deviation, “T7” has the highest result (0.898) and “T3” has the lowest standard deviation (0.710). The skewness for all statements are negative except for “T5”, that is 0.073. 4 statements are positive kurtosis, the highest is “T3” (0.506), followed by “T1” (0.410), “T7” (0.156) and “T6” (0.089), which indicates “T3” have a distinct peak near the mean.

4.1.2.3 Critics Review

Table 4.8: Summary of Central Tendency for Critics Review

		CR1	CR2	CR3	CR4	CR5	CR6
N	Valid	200	200	200	200	200	200
	Missing	0	0	0	0	0	0
Mean		3.55	3.33	3.21	3.40	3.26	3.09
Std. Deviation		.867	.946	.887	.814	.972	.955
Skewness		-.280	.014	-.022	-.237	-.034	.003
Std. Error of Skewness		.172	.172	.172	.172	.172	.172
Kurtosis		-.377	-.837	-.473	-.074	-.672	-.837
Std. Error of Kurtosis		.342	.342	.342	.342	.342	.342

Source: Developed for the research

CR1 = Critic review is important when choosing a movie to watch.

CR2 = I feel comfortable making decision on what movies to watch based on critic review.

CR3 = I feel confident in making the right decision on movies to watch based on critic review.

CR4 = I feel the information provided by critic reviews are informative.

CR5 = I tried to use as much information as possible when choosing a movie to watch.

CR6 = My decision on movies to watch is based on facts rather than on general impressions and feelings.

Table 4.8 illustrate that CR1 has the highest mean and CR6 has the lowest mean, which are 3.55 and 3.09 respectively. CR5 presented a high standard deviation of 0.972 which closest to 1, and CR4 at the lowest standard deviation of 0.814. Only a mere of 2 statements are positively skewed which are CR2 (0.014) and CR6 (0.03). Whereas, all of the 6 statements are negative kurtosis that presented the statements are more flat than a normal distribution.

4.1.2.4 Star Power

Table 4.9: Summary of the Central Tendency of Star Power

		SP1	SP2	SP3	SP4	SP5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		3.81	3.99	3.92	3.65	3.49
Std. Deviation		.948	1.005	.855	1.012	.956
Skewness		-.612	-.690	-.858	-.358	-.111
Std. Error of Skewness		.172	.172	.172	.172	.172
Kurtosis		.015	-.240	.872	-.478	-.633
Std. Error of Kurtosis		.342	.342	.342	.342	.342

Source: Developed for the research

SP1 = Before watching the movie, it is important to know the people or star that acted in the movie.
SP2 = Good or popular star will attract me to watch the movie.
SP3 = Star that well acted in previous movie leads me to have a good perception towards the movie.
SP4 = Star is a very important factor when choosing a movie to watch.
SP5 = The celebrity in the movie makes me feel the movie is a good one.

Table 4.9 shows "SP2" presented the highest mean of 3.99 and "SP5" at the lowest mean of 3.49. It also demonstrated the good result of standard deviation that above value of 1 fall under "SP4", which is 1.012. While, the lowest standard deviation fall under "SP3", that is 0.855. All 5 statements are negatively skewed. There are only 2 statements tested positive kurtosis, which are "SP1" (0.015) and "SP3" (0.872). This presented that the distribution of each positive kurtosis statements are more peak than a normal distribution.

4.1.2.5 Word Of Mouth (WOM)

Table 4.10: Summary of Central Tendency of WOM

		WM1	WM2	WM3	WM4	WM5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		3.81	3.70	3.53	3.36	3.77
Std. Deviation		.785	.681	.868	.914	.923
Skewness		-.845	-.590	-.497	-.377	-.806
Std. Error of Skewness		.172	.172	.172	.172	.172
Kurtosis		.952	1.010	-.157	-.569	.205
Std. Error of Kurtosis		.342	.342	.342	.342	.342

Source: Developed for the research

WM1 = I feel information provided by words of mouth are interesting.
WM2 = I feel information provided by words of mouth are informative.
WM3 = I could relate to the people who watched the movie, we have the same taste in movies.
WM4 = It is my feeling that if everyone else in a group likes the movie, this movie must be good.
WM5 = When I am uncertain on what movie to watch, I tend to try what my friends had tried and recommended.

Table 4.10 shows 5 statements under word of mouth. “WM1” has the highest mean (3.81) and “WM4” has the lowest mean (3.36). “WM5” achieve the highest standard deviation, which is 0.923. While the lowest standard deviation that is 0.682 achieved by “WM2”. All 5 statements are negatively skewed. Whereas, there are 3 statements tested positive value of kurtosis which are “WM1”, “WM2” and “WM3”. The values are 0.952, 1.010 and 0.205 respectively. The distribution for each of the positive kurtosis statement is more peaked than a normal distribution.

4.2 Scale Measurement

This section provides the results of reliability analysis. The reliability of the variables is being established to determine the possibility for adequate testing of hypotheses.

4.2.1 Reliability Analysis

The analysis of the internal reliability of all independent and dependent variables was conducted. Table 4.10 below illustrates the results of the reliability analysis.

Table 4.11: Summary of Reliability Analysis

Variables	Number of items	Cronbach's Alpha
Trailer (IV)	7	0.851
Critics Review (IV)	6	0.885
Star Power (IV)	5	0.884
Word of Mouth (IV)	5	0.843
Decision Making (DV)	4	0.674

Source: Developed for the research

Cronbach's Alpha reliability analysis tested on the four independent variables based on total of 23 items and 4 items on the dependent variable. Initially, the Cronbach's Alpha for the trailer tested on 7 items is 0.851. Then, 6 items tested on critics' reviews that show the result of 0.885. Star power is being conducted based on 5 items and at the Cronbach's Alpha or 0.884. Lastly, word of mouth is the final independent variable being tested, and the result is 0.843 based on 5 items. Whereas, decision making as the dependent variable, has a Cronbach's Alpha of 0.674. All Cronbach's Alpha reliability coefficients fall between the ranges of 0.674 to 0.885,

which were above the value of 0.600. According to Sekaran and Bougie (2010), reliabilities less than 0.60 are considered to be poor, those in the 0.7 range are considered acceptable and those over 0.8 are considered good. As a result, it signifies the measurements of all items are adequate to provide significant results.

4.3 Inferential Analyses

This section indicates the conclusions of the individual variables and its relationships with other variables.

4.3.1 Pearson Correlation Analysis

Pearson Correlation analysis was able to perform the outcomes of the bivariate relationship between independent variable and dependent variable through two perspectives. It includes determining of the value of correlation coefficient and the p-value that being tested at the confidence level of 99%.

Table 4.12: Summary of Pearson Correlation Coefficient between Independent Variables and Decision Making

		Trailer	Critics' Review	Star Power	Word of Mouth	Decision Making
Trailer	Pearson Correlation	1	.458**	.448**	.454**	.636**
	Sig. (2-tailed)		.000	.000	.000	.000
Critics' Review	Pearson Correlation		1	.474**	.494**	.709**
	Sig. (2-tailed)			.000	.000	.000
Star Power	Pearson Correlation			1	.527**	.711**
	Sig. (2-tailed)				.000	.000
Word Of Mouth	Pearson Correlation				1	.727**
	Sig. (2-tailed)					.000
Decision Making	Pearson Correlation					1
	Sig. (2-tailed)					

**. Correlation is significant at the 0.01 level (2-tailed)

Source: Developed for the research

Table 4.12 summarised the results of the relationship between each independent variables and dependent variable. The results demonstrate a significant value of P at 0.000 which is lower than alpha (α) 0.01 at 2-tailed confidence level of 99% significant relationship. In other words, all the data are reliable and at the minimum level of risk. Moreover, the table indicates positive relationship between the independent variables and dependent variable. Word of mouth has the strongest relationship with decision making on movie consumption, which is 0.727. The sequence follows by star power at the correlation of 0.711, then critics' review at the value of 0.709. Among all the independent variables, trailer has the least positive correlation with decision making that is 0.636.

4.3.2 Multiple Regression Analysis

Multiple regression analysis was conducted to examine the relationship between the dependent variable and multiple independent variables.

Table 4.13: Model Summary

Model	R	R Square, R^2	Adjusted R Square	Std. Error of the Estimate
1	.895[a]	.801	.797	.30426

Source: Developed for the research

a. Predictors: (Constant), Average Summated Score for Trailer, Average Summated Score for Star Power, Average Summated Score for Critics' Review, Average Summated Score for Word of Mouth.

Table 4.13 shows the correlation coefficient (R value) between the independent variables and decision making on movie consumption (dependent variable). According to the table, R Square (R^2) = 0.801. This interprets that decision making is being affected by the independent variables as high as 80.1 percent. In other words, there are still 20 percent factors do not being engage in our current research. The relationships between independent variables and dependent variable are strong where it can be explained through the value of R^2 = 0.801 is closest to 1 and the differences between adjusted R^2 and R^2 is as small as 0.004.

Table 4.14: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.835	4	18.209	196.693	.000[a]
	Residual	18.052	195	.093		
	Total	90.887	199			

Source: Developed for the research

a. Predictors: (Constant), Average Summated Score for Trailer, Average Summated Score for Star Power, Average Summated Score for Critics' Review, Average Summated Score for Word of Mouth.

b. Dependent Variable: Average Summated Scores for Decision Making in Movie Consumption.

Table 4.14 illustrate the significant level is at p = 0.000 (α <0.01) with the F value of 196.693. Acceptable p value and positive F value explain that the four independent variables do significantly influence the dependent variable.

Table 4.15: Summary of Coefficients for Multiple Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.499	.161		-3.094	.002
AVEWM	.326	.042	.317	7.814	.000
AVESP	.257	.034	.300	7.485	.000
AVECR	.290	.037	.311	7.868	.000
AVET	.254	.045	.215	5.608	.000

Source: Developed for the research

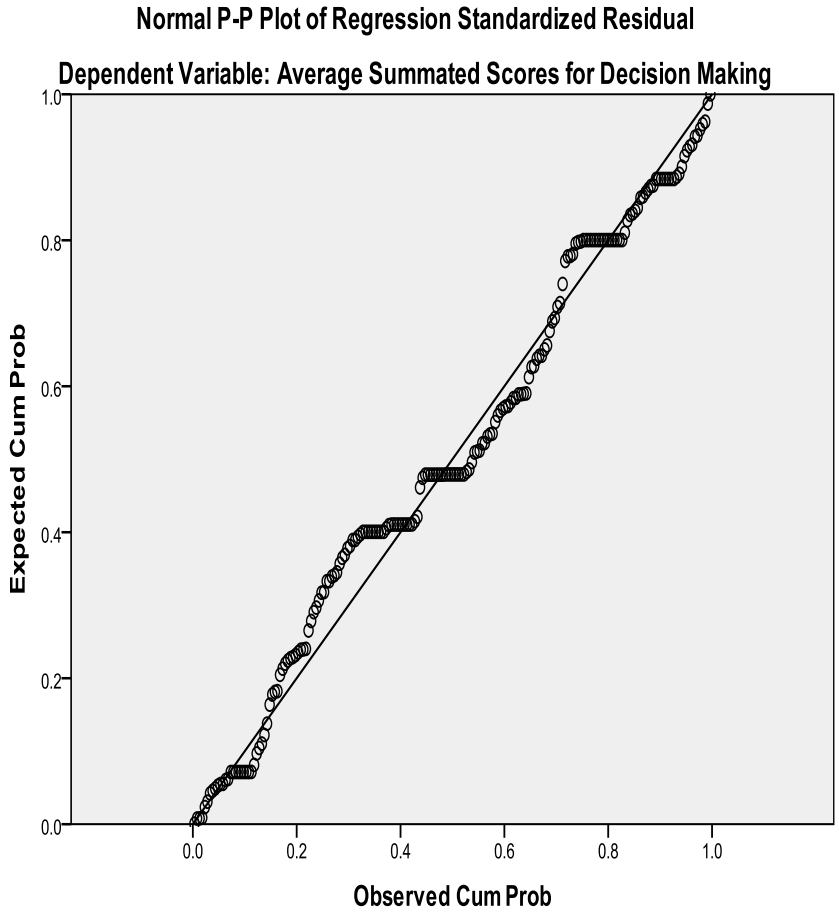
a. Dependent Variable: Average Summated Scores for Decision Making in Movie Consumption

AVEWM = Average Summated Score for Word Of Mouth
AVESP = Average Summated Score for Star Power
AVECR = Average Summated Score for Critics' Review
AVET= Average Summated Score for Trailer

Derived from table 4.15, the significant level of the entire four independent variables implement a positive relationship related to decision making, which is owing to that the significant value p, α<0.01. Word of mouth has the highest beta value (β=0.317) and it explains as the most important factor that affects the respondent's decision making in movie

consumption. This is followed by critics' review (β=0.311), star power (β=0.300) and trailer (β=0.215).

Figure 4.6: Normality Probability Plot of Regression Standardized Residual



Source: Developed for the research

Figure 4.16 portraits a linear relationship. Hence, it could explain that all the independent variables (trailer, critics' review, star power and word of mouth) are linearly correlated to the dependent variable (decision making on movie consumption).

4.3.3 Independent Samples T-Test

Independent samples t-test being performed in this section to compare the means between gender, which is female and male on the same continuous, dependent variable.

Table 4.16: Results of Independent Samples T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
AVEDM	Female	129	3.6085	.75185	.06620
	Male	71	3.5880	.51426	.06103

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. 2-tailed	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Average Summated Scores for Decision Making	Equal variances assumed	14.151	.000	.205	198	.838	.02050	.10011	-.17691	.21791
	Equal variances not assumed			.228	188.733	.820	.02050	.09004	-.15711	.19811

Source: Developed for the research

In table 4.17, the significance (p value) of Levene's test is 0.000 which is less than 0.5, it shows that the variability of the mean decision making in movie consumption for female and male is significantly different. Thus, the result will obtained from the second row on "Equal Variances Not Assumed". The t-value for equal variances not assumed is 0.228 at the p-value (sig 2-tailed) of 0.820 (p>0.05). Hence, there is no significant

difference between female and male in decision making for movie consumption.

4.4 Conclusion

In this chapter, demographic profile of respondents were being analyse through frequency analysis initially. Then, the measure of the four independent variables in terms of their central tendencies based on mean and standard deviation analysis. Next, reliability analysis was conducted and summarised. Three analyses are being utilised under the inferential analyses which are Pearson Correlation analysis, multiple regression analysis and independent t-test analysis. Majority of the results accomplished in this chapter are adequate to ensure smooth implementation in the next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter provides the discussion, conclusion and implications from the previous chapter. Summary of statistical analyses, discussion of major finding, implications of the study, limitations of the study as well as recommendations for future research and conclusion are being discussed accordingly.

5.1 Summary of Statistical Analyses

5.1.1 Summary of Descriptive Analyses

5.1.1.1 Respondents' Profile

In our research, majority of the respondent were 64.5% female respondents whereas male respondents only consist of 34.5%. The largest age proportion in our research were from 21 to 23 years old which constituted of 104 respondents (52%), followed by 50 respondents who aged 23 or more (25%), then 46 respondents who aged 18 to 20 (23%). The ethnicity of the respondents consists of 143 Chinese, 54 Malays, 2 Chindian and only 1 Indian. There were 111 respondents from UTAR, followed by 29 from UKM, 24 from others, 18 from Taylor, 14 from UKM, and 4 from UM. The income of the majority of the respondents was below RM500.

5.1.1.2 Central Tendencies Measurement of Constructs

In this study, four independent constructs (Trailers, Critic Review, star power, and word of mouth) and one dependent construct (decision making on movie consumption) which were analysed in this study by using frequency analysis.

Based on the result shown, one of the statements in the trailer's questions which is "The movie previews that are shown in trailer on how the movie would be like are very helpful in making my decision to watch the movie." has the highest ranking in the mean with 4.12. This shows it is the most important factor that influences the consumer decision making on movie consumption.

The statement of "Critics review is important when choosing a movie to watch" is the most influential factor for the critics review. This statement has the highest mean, which is 3.55 among the other six statements.

Next, for star power variable, the statement of "Good or popular star will attract me to watch the movie" has the highest mean of 3.99. Therefore, good or popular star motivate the respondents to watch movie.

For the last independent variable, word of mouth, the statement with highest mean of 3.81 is "I feel information provided by word of mouth are interesting." Thus, this statement if the most important factor in influencing the consumer decision making in movie consumption.

For dependent variable of decision making on movie consumption, the statement of "I will watch movie in cinema based on the highlight of movie" with highest mean of 4.07. It

showed that highlight of movie is most important in decision making.

5.1.1.3 Reliability Analysis

The internal consistency is tested across the Cronbach's Alpha of 4 independent constructs based on total 23 items as well as 4 items on the dependent construct.

Among the 4 independent variables, critics review has the highest score with Cronbach's Alpha with 0.885, followed by star power (0.884), trailer (0.851), and word of mouth (0.843). The dependent variable, decision making on movie consumption has the lowest Cronbach's Alpha with 0.674. This shows that the results were reliable because all value of reliability is greater than 0.6. respectively.

5.1.2 Summary of Inferential Analyses

5.1.2.1 Pearson Correlation Analysis

All the independent variables have strong positive relationship with the decision making on movie consumption. However, word of mouth has the strongest positive relationship with the decision making on movie consumption ($r=0.727$, $p<0.01$), whereas trailers has the weakest positive relationship with the decision making on movie consumption ($r=0.636$, $p<0.01$).

5.1.2.2 Multiple Regression Analysis

The regression explains 89.5% of the decision making in movie consumption is influenced by all the independent variables. The model summarised that the strength of the variable relationship is significant where the changes of decision making in movie consumption is influenced by the independent variables at the rate of 89.5%. On the other hand, the coefficient of determination (R^2=0.801) indicates 80.1% of the variance in the decision making of movie consumption has been significantly explained by the independent variables (trailer, critics reviews, star power and word of mouth).

Based on the multiple regression analysis results, the correlation coefficient of the four independent variables with decision making on movie consumption is 0.895. Word of mouth has the highest beta coefficient value of 0.317, which means it has the strongest impact on the decision making on movie consumption. Critics review has the second highest beta coefficient value of 0.3111, followed by star power which has beta coefficient value of 0.300 and lastly trailer which has beta coefficient value of 0.215.

The F value of 196.693 in the ANOVA table indicates it is significant at the level of 0.000.

5.1.2.3. Independent Samples T-Test

Based on the result of independent samples of T-test (Table 4.15), the p-value is 0.838 (p>0.05), thus, the difference of the mean between the female and male is not statistically affect the decision making of movie consumption.

5.2 Discussions of Major Findings

Table 5.1: Major Finding for Hypotheses Testing

No.	Hypotheses	Significant Level	Supported / Rejected
H1	There is a positive relationship between trailer and decision making on movie consumption.	Sig = 0.000 P<0.01	Supported
H2	There is a positive relationship between critics review and decision making on movie consumption.	Sig = 0.000 P<0.01	Supported
H3	There is a positive relationship between star power and decision making on movie consumption.	Sig = 0.000 P<0.01	Supported
H4	There is a positive relationship between word of mouth and decision making on movie consumption.	Sig = 0.000 P<0.01	Supported

H1: There is a positive relationship between trailer and decision making on movie consumption.

Based on table 5.1, it shows that there is a significant positive relationship between trailer and movie consumption. This can be seen that p-value is equal to 0.000 which is less than 0.01. Among the results obtained, it illustrates that there is a significant correlations between trailer and decision making on movie consumption whereby standardize Beta coefficient value is 0.215. This implies that movie trailer has an influence of 21.5% in consumers' decision making in movie consumptions.

A film trailer is a one to three minutes brief film text that provides cinematic experience. It usually displays images from a specific movie while emphasizing the quality of the movie (Finsterwalder, Kuppelwieser, & Villiers, 2012). Movie trailers can help to induce consumers to watch a movie by directly targeting moviegoers at the time when they have already shown interest in watching the movies. This is done via playing trailers in cinema before the starting of a movie and placing trailers of movies that have similar genre with what the consumers are watching.

As stated by Kernan (2004), trailers are created to promote a film theatrical release. It is a form of advertising and unique form of narrative film exhibition (Kernan, 2004). Firm trailer is an effective form of advertising to attract consumers to watch a movie in cinema. This is due to its visual and emotional nature (Finsterwalder, Kuppelwieser, & Villiers, 2012). Some trailers are effective in arousing consumers' interest and encouraging their desire in watching a movie (Finsterwalder, Kuppelwieser, & Villiers, 2012). Thus, this is concurrent with our studies which signify that trailer is a promotional tool to induce consumers' desire to watch movies in cinema.

H2: There is a positive relationship between critics review and decision making on movie consumption.

Based on table 5.1, it shows that there is a significant positive relationship between critics review and decision making on movie consumption. This can be seen that p-value is equal to 0.000 which is less than 0.01. Among the results obtained, it points out that there is a significant correlation between critics review and decision making on movie consumption whereby the standardize Beta coefficient value is 0.311. This implies that a positive critic review on a movie has an influence of 31.1% in consumers' decision making in movie consumptions.

Critics review act as third party information that can influence one's decision in watching a movie (Chakravarty, Liu & Mazumdar, 2010). Critics review defers from advertising as it can be unflattering since it is not uncommon to see a bad

review on a movie. Besides, it also comes from a source independent from movie studios. Therefore, critic review is regarded as more credible and trustworthy by consumers (Chakravarty, Liu & Mazumdar, 2010). Due to this, consumers are more likely to make their decision on whether to watch a movie on critics review. Besides, according to Reinstein and Snyder (2005), positive critics review has a large effect on the opening weekend box office sales. This means that critic review manage to induce consumers in watching the movie, These is similar with our findings whereby critic review affect consumers' decision making in movie consumptions.

H3: There is a positive relationship between star power and decision making on movie consumption.

Based on table 5.1, it shows that there is a significant positive relationship between star power and decision making on movie consumption. This can be seen that p-value is equal to 0.000 which is less than 0.01. Among the results obtained, it points out that there is a significant correlation between star power and decision making on movie consumption whereby the standardize Beta coefficient value is 0.300. This implies that a positive star power has an influence of 30.0% in consumers' decision making in movie consumptions.

According to Karnoiouchina (2011), star plays a role of creating star buzz which enable it to attract audience to watch a movie in a cinema especially during the opening week. In addition, the stars that audience are familiar with are more likely to heuristically affect audience for making decision on movie consumption (Levin et. al., 1997). Similarly, star is powerful enough to generate audience interest as well as got them excited in watching a movie (Ravid, 1999). These findings from different researchers are consistent with the third hypothesis that we tested.

H4: There is a positive relationship between word of mouth and decision making on movie consumption.

Based on table 5.1, it shows that there is a significant positive relationship between word of mouth and decision making on movie consumption. This can be seen that p-value is equal to 0.000 which is less than 0.01. Among the results obtained, it points out that there is a significant correlation between word of

mouth and decision making on movie consumption whereby the standardize Beta coefficient value is 0.317. This implies that a positive word of mouth has an influence of 31.7% in consumers' decision making in movie consumptions.

The result showed that word of mouth is positively related to decision making on movie consumption, which was consistent with findings by other researchers. Liu (2001) mentioned that audience can be strongly affect by WOM when select a movie to watch when they perceived WOM is more reliable source of information. Besides, Iris Mohr (2007) agreed that buzz marketing is an effective promotional method to motivate moviegoers by emphasizing the positive feeling that audiences could enjoyed while watching movie in cinema. On the other hand, in the information age, online word of mouth is one of the most common but yet important stimuli to influence the audience to make decision on movie consumption (Chakravarty et al., 2010).

5.3 Implications of the Study

The results obtained from the analysis are useful for managers who need to make their decision on how to market to-be-released movie. Different types of marketing stimuli can be considered in order to arouse the interest of consumers to watch a movie and to attract consumers to watch it in theatre. It also helps to improve the implementation of promotional tools in the future.

5.3.1 Managerial Implications

The results of H1, H2, H3 and H4 indicates the significance of word of mouth, critic reviews, star power and trailers in affecting consumer decision making for movie consumption.

Marketing managers who are in charge of advertising to-be-released movies should not overlook the power of word of mouth. Word of mouth could

positively affect consumer decision making in movie consumption (H4). Marketing managers should consider to fully utilise the channel of online word of mouth in movie industry. This includes online reviews, discussion boards, chat rooms, blogs, wikis and other (Wenjing, Bin, & Whinston, 2008). Word mouth is the most influential factors in affecting consumer decision making as found by this research paper. Word of mouth adds credibility to the movie and is a form of free credible promoting activity done by the general public. General public normally would talk about movies that are good in quality, interesting and worthy to talk about which leads to a great conversation piece. Thus, producer of the movies must consider the quality of the movie and its story line when producing it. Marketing managers on the other hand must consider the target markets of the movie and conduct promotional activity that suits this target market. This may stir their target market to talk about the movie thus driving word of mouth.

Marketing managers too much concern themselves with critic reviews on movies. This is because critic reviews positively influence consumers' decision makings in movie consumptions (H2). Marketing managers must understand the importance of critic reviews in helping movie box office revenue. Critic reviews act as third party information that can influence one decision making in movie consumption. Besides, marketing managers need to pay more attention in online critic reviews. Online critic reviews are available in numerous movie websites. These include Yahoo! (movies.yahoo.com), The Internet Movie Database (IMBD.com) and Rotten Tomatoes (rottentomatoes.com) (Chakravarty, Liu, & Mazumdar, 2010). Online critic reviews has a greater impact and can reach wider audience due to technology advancement. Besides, it suits the lifestyle of the target market in this research paper which is undergraduates.

Next, marketing managers have to look into the importance of star powers in movie decision making. Star powers have a positive influence towards consumers' decision making in movie consumption (H3). Marketing managers must acknowledge star powers effect in influencing consumers to watch a movie. People are more likely to talk about the movie when there is

more buzzed about the star (Karniouchina, 2011). Therefore, marketing managers can promote the movies from the perspective of star power when the actors are well known and when their target market have good perception towards the stars. Marketing managers should put posters that emphasise the celebrity in the movie and develop radio, television and newspaper advertisement that highlight the celebrity that acted in the movie. They too can state the previous famous movie acted by the celebrity to further enhance the credibility of the celebrity.

Finally, marketing managers should understand the influence of trailers on consumers. Trailers have a positive influence on consumers' decision making in movie consumptions (H1). Trailers can shape consumers expectation about the film (Finsterwalder, Kuppelwieser & Villiers, 2012). Besides that, trailers are free and easy to be access by online channels such as Youtube. Thus, marketing manages must take note of the factors that enable them to effectively develop a trailer that can induce consumers to watch the movie. Marketing managers must take into consideration the quality of the trailer whereby it shows the story plot of the movie, the type of movie, the actor in the movie and others. Marketing manager too must carefully pick the suitable music for the trailer as it too influence consumers decision whether to watch the movie. Special effects could be use in the trailer depending on the type of movie to further boost the power of trailer in influencing consumers' decision making.

5.4 Limitations of the Study

This study is subjected to several limitations. Firstly, most of our respondents are Chinese which consist of 71.5%., while only 27% are from the race of Malay, 1% from Chindian and 0.5% is Indian. This shows that the results obtained are not fairly distributed among races. Thus, this research has not considered the affect of races in decision making on movie consumption.

Secondly, this research only considers and tested on four variables which are trailers, critic reviews, star power and word of mouth. Other factors that may influence decision making on movie consumption such as place, directors, movie remake, sequel and others are not taken into consideration. Besides, this research did not consider the hedonic factors that may induce consumer in watching movie in cinemas. Since movie is an experiential product, hedonic factors such as pleasure, arousal and dominance that may influence the emotional state of consumers should be included in future studies.

Thirdly, this research ignores the differential effect of trailers, critic reviews, star powers and word of mouth on frequent and infrequent moviegoers. Frequent and infrequent moviegoers may react differently towards these four factors and these are not taken into consideration in this research.

Last but not least, this research is only conducted within the area of Klang Valley due to constrained of resources. Samples are only collected from undergraduates located within Klang Valley and other areas were not taken into consideration.

However, these limitations do not detract from the significant of these research findings. It is being acknowledge and merely provide a platform for future research.

5.5 Recommendations for Future Research

There are some recommendations for future research on decision making in movie consumptions. Firstly, qualitative research should be conducted on this topic rather than just quantitative research. This is to obtain a different perspective on this research topic. It too helps to evaluate the hedonic or emotional factors that may affect consumers' decision on movie consumption.

Secondly, the races of the research which include Malay, Chinese and Indian

should be equally distributed to align with Malaysia demographic. By doing so, the effect of trailers, critic reviews, star power and word of mouth of different races could be obtained and analysed.

Thirdly, other factors that may influence the decision making of consumers on movie consumption should be investigated. These include place, directors, movie remake, sequel and others.

Fourth, future research should investigate the differential effect of trailers, critic reviews, star power and word of mouth on frequent and infrequent moviegoers. It should evaluate the effects of these factors have on movie consumption and the differences of this effects. This would provide further insight into the research topic.

Lastly, future research should be conducted beyond the area of Klang Valley. It is recommended to widen the data collections and have a broader sampling size beyond Klang Valley area. This can further strengthen the significance of factors that affect consumers' decision making on movie consumption.

5.6 Conclusion

This chapter summarised the result of statistical analysis in terms of descriptive and inferential analysis. Implications of the study were discussed from the managerial perspective that strongly emphasised the importance of word of mouth, critic reviews, star power and trailers in affecting decision making of movie consumption. In addition, the limitations of the study were stated and acknowledged. Furthermore, recommendations for future research were provided to overcome the limitations.

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Appendix A: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN
Faculty of Accountancy and Management

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

FINAL YEAR PROJECT

The Effect of Trailer, Critics Review, Star Power and Word Of Mouth toward Decision Making on Movie Consumption

Survey Questionnaire

Dear respondents,

We are undergraduate students of Bachelor of International Business (Hons), from Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to find out the effect of marketing stimuli affects decision making on movie consumption among undergraduates in Klang Valley. Your responses will be kept **PRIVATE** and **CONFIDENTIAL** and used solely for academic study purposes. Thank you for your cooperation.

Name	**ID No.**	**Email**
Haw Wei Yi	10UKB06137	jasperhaw@hotmail.my
Ho Eileen	10UKB06418	ho-eileen@hotmail.my
Lim Yee Ling	10UKB05772	dianalyl@live.com.my
Wong Jia Wen	09UKB07962	jiawen_wong90@hotmail.com

Instructions:

1) There are **THREE parts** in this questionnaire. Please answer ALL questions in ALL sections.
2) Section A consists of questions on general information on movie consumption in cinema. Section B consists of questions related to the decision making in movie consumption and the four factors which are trailer, star power, critics review and word of mouth. In Section C, the questions are pertaining to the respondents' demographic profiles. The contents of this questionnaire will be kept **strictly confidential**.

Section A: General Information on Movie Consumption in Cinema
Please choose the appropriate response for each question.

1. How often do you watch movie in cinema?
   - o Three times in a month or more
   - o Once or twice a month
   - o Once in two to six months or less

2. What kind of movies genre do you prefer? (Choose ONE only)
   - o Action
   - o Comedy
   - o Horror
   - o Romance
   - o Other, please specify_____

3. Do you search for information before make a decision on watching movie?
   - o Yes
   - o No

Section B: Decision making on movie consumption in cinema

This section assesses the factors that will affect movie goers' decision making on movie consumption in cinema. The factors include trailer, critics review, star power and word of mouth.

Please indicate to what extent you disagree or agree with the following statements.

1	2	3	4	5
Strongly Disagree (SD)	**Disagree (D)**	**Neutral (N)**	**Agree (A)**	**Strongly Agree (SA)**

1) Trailer (Trailer is a short promotional film consists of clips showing highlight of a movie prior to the release in the near future.)

	SD	D	N	A	SA
The trailer is entertaining.	**1**	**2**	**3**	**4**	**5**
The trailer makes me feel excited to watch the movie.	**1**	**2**	**3**	**4**	**5**
The trailer makes me have a positive perception of the quality of the movie.	**1**	**2**	**3**	**4**	**5**
The trailer indicates the movie is my kind of movie.	**1**	**2**	**3**	**4**	**5**
The music in the trailer makes me have a positive perception or attitude towards the movie.	**1**	**2**	**3**	**4**	**5**
The special effect shown in the trailer makes me look forward to watch the movie.	**1**	**2**	**3**	**4**	**5**
Trailer that shows how the movie would be like are very helpful in my decision to watch a movie.	**1**	**2**	**3**	**4**	**5**

2) Critics Review (An essay or article written by professionals that gives a critical evaluation on a movie.)

	SD	D	N	A	SA
I feel the evaluations provided by professionals are informative.	**1**	**2**	**3**	**4**	**5**
I tend to use as much information as possible when choosing a movie to watch.	**1**	**2**	**3**	**4**	**5**
I feel comfortable making decision on what movies to watch based on critic review.	**1**	**2**	**3**	**4**	**5**
I feel confident in making the right decision on movies to watch based on critic review.	**1**	**2**	**3**	**4**	**5**
My decision on movies to watch is based on facts rather than on general impressions and feelings.	**1**	**2**	**3**	**4**	**5**
Critic review is important when choosing a movie to watch.	**1**	**2**	**3**	**4**	**5**

3) Star Power (The presence of celebrity or people you adores acting in the movie.)

	SD	D	N	A	SA
Before watching the movie, it is important to know the people or star that acted in the movie.	**1**	**2**	**3**	**4**	**5**
Good or popular star will attract me to watch the movie.	**1**	**2**	**3**	**4**	**5**
Star that well acted in previous movie leads me to have a good perception towards the movie.	**1**	**2**	**3**	**4**	**5**
The celebrity in the movie makes me feel the movie is a good one.	**1**	**2**	**3**	**4**	**5**
Star is important factor when choosing a movie to watch.	**1**	**2**	**3**	**4**	**5**

4) Words of Mouth (An oral or written recommendation by a friend or satisfied customer regarding a movie they have watched.)

	SD	D	N	A	SA
I feel information provided by words of mouth is interesting.	**1**	**2**	**3**	**4**	**5**
I feel information provided by words of mouth is informative.	**1**	**2**	**3**	**4**	**5**
I could relate to the people who watched the movie, we have the same taste in movie.	**1**	**2**	**3**	**4**	**5**
It is my feeling that if everyone else in a group likes the movie, this movie must be good.	**1**	**2**	**3**	**4**	**5**
I tend to watch what my friends had tried and recommended when I am uncertain on what movie to watch.	**1**	**2**	**3**	**4**	**5**

5) **Decision Making on Movie Consumption in Cinema**

	SD	D	N	A	SA
I will watch movie in cinema based on the highlight of movie.	**1**	**2**	**3**	**4**	**5**
Evaluations given by professionals help me in choosing a movie in cinema.	**1**	**2**	**3**	**4**	**5**
The presence of celebrity influences me to watch a movie in cinema.	**1**	**2**	**3**	**4**	**5**
Friends and family's recommendation affect my decision in watching movie in cinema.	**1**	**2**	**3**	**4**	**5**

Section C: Demographic Profile

1. Gender
   - Female
   - Male

2. Age
   - 18-20
   - 21-23
   - 23 or more

3. Race
   - Malay
   - Chinese
   - India
   - Others, Please specify _____

4. Institute of Higher Education
   - University Tunku Abdul Rahman (UTAR)
   - Taylor University College
   - University Malaya (UM)
   - University Putra Malaysia (UPM)
   - University Kebangsaan Malaysia (UKM)
   - Others, Please specify _____

5. Income level / Allowance (monthly basis)
   - Below RM 500
   - RM 500 – RM 1000
   - RM 1001 – RM 2000
   - Above RM 2000

Again, your cooperation and participation for this survey is greatly appreciated.
Thank you for your time.

Appendix B: SPSS Output

Descriptive Analyses

Respondent Profile

Frequencies

Statistics

		Gender	Age	Race	University	Income
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	129	64.5	64.5	64.5
	Male	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	46	23.0	23.0	23.0
	21-23	104	52.0	52.0	75.0
	23 or more	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	54	27.0	27.0	27.0
	Chinese	143	71.5	71.5	98.5
	Indian	1	.5	.5	99.0
	Others	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UTAR	111	55.5	55.5	55.5
	Taylore	18	9.0	9.0	64.5
	UM	4	2.0	2.0	66.5
	UPM	29	14.5	14.5	81.0
	UKM	14	7.0	7.0	88.0
	Others	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 500	114	57.0	57.0	57.0
	RM 501 - RM 1000	50	25.0	25.0	82.0
	RM1001- RM2000	7	3.5	3.5	85.5
	Above RM2000	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

Central Tendencies Measurement of Constructs

Decision Making on Movie Consumption

Frequencies

Statistics

		DM1	DM2	DM3	DM4
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		4.07	3.09	3.51	3.75
Std. Deviation		.857	1.046	.951	.939
Skewness		-.803	.122	-.174	-.768
Std. Error of Skewness		.172	.172	.172	.172
Kurtosis		.191	-.982	-.602	.045
Std. Error of Kurtosis		.342	.342	.342	.342

Frequency Table

DM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	14	7.0	7.0	7.0
	Neutral	25	12.5	12.5	19.5
	Agree	95	47.5	47.5	67.0
	Strongly Agree	66	33.0	33.0	100.0
	Total	200	100.0	100.0	

DM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.0	3.0	3.0
	Disagree	66	33.0	33.0	36.0
	Neutral	50	25.0	25.0	61.0
	Agree	61	30.5	30.5	91.5
	Strongly Agree	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

DM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	29	14.5	14.5	15.5
	Neutral	65	32.5	32.5	48.0
	Agree	74	37.0	37.0	85.0
	Strongly Agree	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

DM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	27	13.5	13.5	14.5
	Neutral	26	13.0	13.0	27.5
	Agree	109	54.5	54.5	82.0
	Strongly Agree	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Trailer

Frequencies

Statistics

		T1	T2	T3	T4	T5	T6	T7
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0
Mean		3.95	4.06	3.89	3.91	3.66	3.74	4.12
Std. Deviation		.771	.778	.710	.745	.767	.836	.898
Skewness		-.635	-.161	-.511	-.222	.073	-.512	-.903
Std. Error of Skewness		.172	.172	.172	.172	.172	.172	.172
Kurtosis		.410	-1.148	.506	-.350	-.486	.089	.156
Std. Error of Kurtosis		.342	.342	.342	.342	.342	.342	.342

Frequency Table

T1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	11	5.5	5.5	5.5
	Neutral	32	16.0	16.0	21.5
	Agree	114	57.0	57.0	78.5
	Strongly Agree	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

T2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.5	.5	.5
	Neutral	52	26.0	26.0	26.5
	Agree	82	41.0	41.0	67.5
	Strongly Agree	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

T3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	4.0	4.0	4.0
	Neutral	39	19.5	19.5	23.5
	Agree	121	60.5	60.5	84.0
	Strongly Agree	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

T4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	2.5	2.5	2.5
	Neutral	50	25.0	25.0	27.5
	Agree	103	51.5	51.5	79.0
	Strongly Agree	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

T5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	4.5	4.5	4.5
	Neutral	78	39.0	39.0	43.5
	Agree	86	43.0	43.0	86.5
	Stronlgy Agree	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

T6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	Disagree	16	8.0	8.0	8.5
	Neutral	49	24.5	24.5	33.0
	Agree	103	51.5	51.5	84.5
	Strongly Agree	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

T7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	16	8.0	8.0	8.0
	Neutral	22	11.0	11.0	19.0
	Agree	85	42.5	42.5	61.5
	Stongly Agree	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

Critics Review

Frequencies

Statistics

		CR1	CR2	CR3	CR4	CR5	CR6
N	Valid	200	200	200	200	200	200
	Missing	0	0	0	0	0	0
Mean		3.55	3.33	3.21	3.40	3.26	3.09
Std. Deviation		.867	.946	.887	.814	.972	.955
Skewness		-.280	.014	-.022	-.237	-.034	.003
Std. Error of Skewness		.172	.172	.172	.172	.172	.172
Kurtosis		-.377	-.837	-.473	-.074	-.672	-.837
Std. Error of Kurtosis		.342	.342	.342	.342	.342	.342

Frequency Table

CR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.5	.5	.5
	2	24	12.0	12.0	12.5
	3	63	31.5	31.5	44.0
	4	89	44.5	44.5	88.5
	5	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

CR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	Disagree	43	21.5	21.5	22.0
	Neutral	66	33.0	33.0	55.0
	Agree	69	34.5	34.5	89.5
	Strongly Agree	21	10.5	10.5	100.0
	Total	200	100.0	100.0	

CR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.5	1.5	1.5
	Disagree	41	20.5	20.5	22.0
	Neutral	80	40.0	40.0	62.0
	Agree	64	32.0	32.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

CR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	23	11.5	11.5	12.5
	Neutral	81	40.5	40.5	53.0
	Agree	81	40.5	40.5	93.5
	Strongly Agree	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

CR5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2.0	2.0	2.0
	Disagree	44	22.0	22.0	24.0
	Neutral	68	34.0	34.0	58.0
	Agree	65	32.5	32.5	90.5
	Strongly Agree	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

CR6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.5	2.5	2.5
	Disagree	58	29.0	29.0	31.5
	Neutral	62	31.0	31.0	62.5
	Agree	65	32.5	32.5	95.0
	Strongly Agree	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

Star Power

Frequencies

Statistics

		SP1	SP2	SP3	SP4	SP5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		3.81	3.99	3.92	3.65	3.49
Std. Deviation		.948	1.005	.855	1.012	.956
Skewness		-.612	-.690	-.858	-.358	-.111
Std. Error of Skewness		.172	.172	.172	.172	.172
Kurtosis		.015	-.240	.872	-.478	-.633
Std. Error of Kurtosis		.342	.342	.342	.342	.342

Frequency Table

SP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.5	1.5	1.5
	Disagree	16	8.0	8.0	9.5
	Neutral	46	23.0	23.0	32.5
	Agree	86	43.0	43.0	75.5
	Strongly Agree	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

SP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.5	1.5	1.5
	Disagree	12	6.0	6.0	7.5
	Neutral	48	24.0	24.0	31.5
	Agree	59	29.5	29.5	61.0
	Strongly Agree	78	39.0	39.0	100.0
	Total	200	100.0	100.0	

SP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	13	6.5	6.5	7.5
	Neutral	31	15.5	15.5	23.0
	Agree	108	54.0	54.0	77.0
	Strongly Agree	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

SP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2.0	2.0	2.0
	Disagree	22	11.0	11.0	13.0
	Neutral	60	30.0	30.0	43.0
	Agree	69	34.5	34.5	77.5
	Strongly Agree	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

SP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	29	14.5	14.5	15.5
	Neutral	69	34.5	34.5	50.0
	Agree	69	34.5	34.5	84.5
	Strongly Agree	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

Word of Mouth

Frequencies

Statistics

		WM1	WM2	WM3	WM4	WM5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		3.81	3.70	3.53	3.36	3.77
Std. Deviation		.785	.681	.868	.914	.923
Skewness		-.845	-.590	-.497	-.377	-.806
Std. Error of Skewness		.172	.172	.172	.172	.172
Kurtosis		.952	1.010	-.157	-.569	.205
Std. Error of Kurtosis		.342	.342	.342	.342	.342

Frequency Table

WM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	Disagree	15	7.5	7.5	8.0
	Neutral	33	16.5	16.5	24.5
	Agree	123	61.5	61.5	86.0
	Strongly Agree	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

WM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	Disagree	7	3.5	3.5	4.0
	Neutral	59	29.5	29.5	33.5
	Agree	118	59.0	59.0	92.5
	Strongly Agree	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

WM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	26	13.0	13.0	14.0
	Neutral	55	27.5	27.5	41.5
	Agree	99	49.5	49.5	91.0
	Strongly Agree	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

WM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.5	1.5	1.5
	Disagree	38	19.0	19.0	20.5
	Neutral	56	28.0	28.0	48.5
	Agree	90	45.0	45.0	93.5
	Strongly Agree	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

WM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	25	12.5	12.5	13.5
	Neutral	26	13.0	13.0	26.5
	Agree	111	55.5	55.5	82.0
	Strongly Agree	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Scale Measurement

Reliability Analysis

Trailer

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics (Trailer)

Cronbach's Alpha	N of Items
.851	7

Critics Review

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics (Critics Review)

Cronbach's Alpha	N of Items
.885	6

Star Power

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics (Star Power)

Cronbach's Alpha	N of Items
.884	5

Word of Mouth

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics (WOM)

Cronbach's Alpha	N of Items
.843	5

Decision Making

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics (Decision Making)

Cronbach's Alpha	N of Items
.674	4

Inferential Analyses

Pearson Correlation Analysis

Correlations

		AVET	AVECR	AVESP	AVEWM	AVEDM
AVET	Pearson Correlation	1	.458**	.448**	.454**	.636**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
AVECR	Pearson Correlation	.458**	1	.474**	.494**	.709**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
AVESP	Pearson Correlation	.448**	.474**	1	.527**	.711**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
AVEWM	Pearson Correlation	.454**	.494**	.527**	1	.727**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
AVEDM	Pearson Correlation	.636**	.709**	.711**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Multiple Regression Analysis

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	AVEWM, AVET, AVECR, AVESP	.	Enter

a. All requested variables entered.

b. Dependent Variable: AVEDM

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895[a]	.801	.797	.30426

a. Predictors: (Constant), AVEWM, AVET, AVECR, AVESP

b. Dependent Variable: AVEDM

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.835	4	18.209	196.693	.000[a]
	Residual	18.052	195	.093		
	Total	90.887	199			

a. Predictors: (Constant), AVEWM, AVET, AVECR, AVESP

b. Dependent Variable: AVEDM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.499	.161		-3.094	.002
	AVET	.254	.045	.215	5.608	.000
	AVECR	.290	.037	.311	7.868	.000
	AVESP	.257	.034	.300	7.485	.000
	AVEWM	.326	.042	.317	7.814	.000

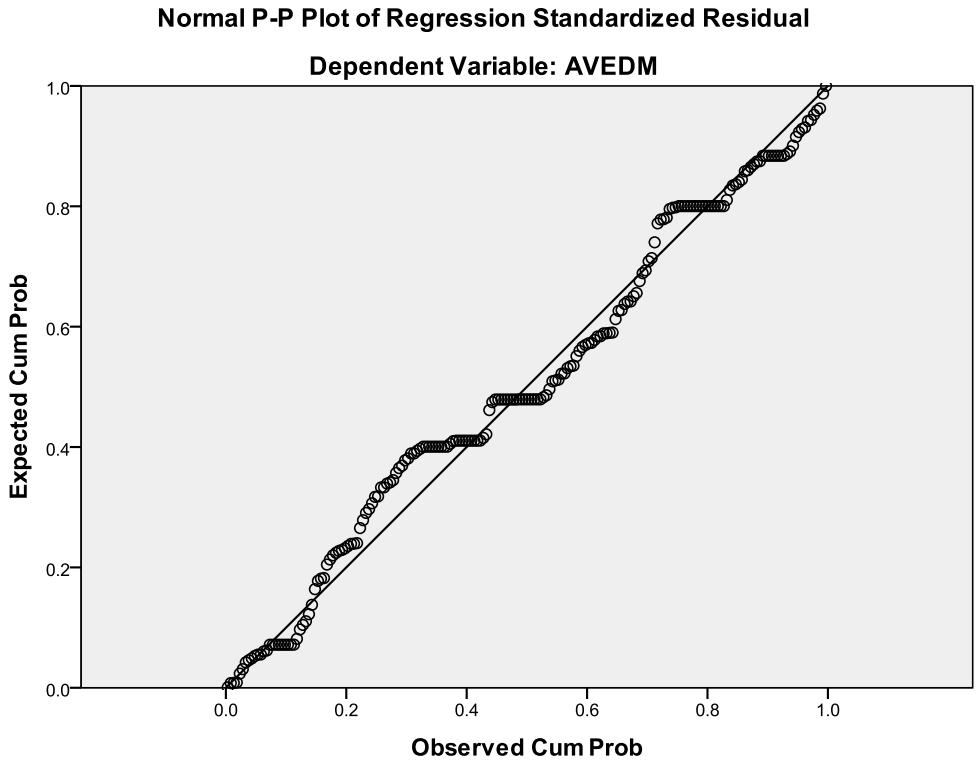
a. Dependent Variable: AVEDM

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.7466	4.8446	3.6013	.60498	200
Residual	-.96768	1.38041	.00000	.30119	200
Std. Predicted Value	-3.066	2.055	.000	1.000	200
Std. Residual	-3.180	4.537	.000	.990	200

a. Dependent Variable: AVEDM

Charts



Independent T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
AVEDM	Female	129	3.6085	.75185	.06620
	Male	71	3.5880	.51426	.06103

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
AVEDM	Equal variances assumed	14.151	.000	.205	198	.838	.02050	.10011	-.17691	.21791
	Equal variances not assumed			.228	188.733	.820	.02050	.09004	-.15711	.19811