



The Terrible Movies Audiences' Emotion Reactions and Behavior Intentions

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Abstract

Many people like to watch terrible movies in the leisure time. The terrible movies audiences' consumer behaviors is an important issue for the movies companies. However, the study of the terrible movies audiences' consumer behaviors is still rare. The purpose of the study is to study the terrible movies audiences' consumer behaviors, including of emotional reactions, perceived value and behavior intentions. The researches survey the terrible movies audiences' samples in Taiwan. The empirical results show that: First, the terrible movies audiences' emotion impacts on perceived value and behavior intentions. Second, the terrible movies audiences' perceived value impacts on audiences' behavior intentions, and perceived value plays a mediating role between audiences' emotion and behavior intentions. The results show that the movies companies need to improve the terrible movies' performance to satisfy the audiences' expectation.

Keyword: *Terrible movies, Emotion, Perceived Value, Behavior Intentions*

Introduction

There are many types of movies, such as action, children's, thriller, fantasy, crime, romance, and mystery. Many people watch movies in their leisure times. Movies audiences experience many kinds of complex emotions during the movie consumption process and these emotions, such as joy, sadness or romanticism, play important roles (Aurier and Guintcheva, 2015). Bartsch (2012) reveal that movie and television audiences experience many emotions, such as fun, thrill, and empathic sadness, and many emotional media experiences, including of contemplative emotional experiences, emotional engagement with characters, social sharing of emotions, and vicarious release of emotions.

The preference of movie audience is different. Xie and Lee (2008) investigate the impacts of violent portrayals in movie previews on movie audiences' arousal and anticipated enjoyment and the results show that high arousal seekers reveal a higher level of anticipated enjoyment than the nonviolent previews. Although watching movies is typically enjoyable, they also makes some movie audiences experiences emotionally uncomfortable (Harris and Cook, 2011). The research results of Harris and Cook shows that young adults remember uncomfortable movie experiences and discomfort often arose from movies content, particularly sex or violence. Some movie audiences like to watch horror movies but many movie audiences would not watch horror movies for the reasons of negative emotion impacts of horror movies. Bartsch, Appel, & Storch (2010) suggest that audiences are attracted to horror movies even though negative and ambivalent emotions, and the higher levels of negative emotions positively impact on the level of meta-emotions for the people in need of higher affect experience.





The emirical results show that word-of-mouth are active during a movie's prerelease and opening week and offer important explanatory power for aggregate and box office revenue (Liu, 2006). Although many movie audiences like to watch horror movies and movie companies make many new horror movies, the research about the horror movie audiences is till rare. The movie companies managers need more information to know their audiences' consumer behaviors. The purpose of the study is to investigate the impacts of emotion reactions on horror movie audiences', including of perceived value and behavior intentions. The results of the study would help horror movie companies know their audiences more deeply and then improve their movies revenue.

Emotion and perceived value

Pleasant online shopping experience would increase positive perceptions and customer satisfaction, and customer satisfaction would mediate the relationship between emotional, cognitive responses and word-of-mouth intentions (Ha & Im, 2012). The results show that the positive emotion reactions, such as pleasure and arousal, impact on the customer satisfaction and recomentation intentions positively. Pleasure and arousal of websites both influence hedonic and utilitarian value, and patronage intentions positively, however, the impacts of arousal on hedonic value is stronger for women and utilitarian value is less important for older consumers(Wang, Baker, Wagner & Wakefield, 2007).

Mattila and Wirtz(2006) suggest that arousal congruency would increase consumers' perceptions of pleasure and satisfaction, but arousal incongruence impacts on pleasure and satisfaction negatively. In the restaurant industry, Hyun, Kim, & Lee (2011) show that advertising-induced emotions influence patrons' perceived value and arousal induced by advertising moderate the relationship between patrons' emotions and hedonic value. Mazaheri, Richard, & Laroche (2012) suggest that consumers' emotions (pleasure, arousal, and dominance) influence their perception, such as site informativeness, effectiveness, and entertainment, and then impacts on consumers' attitudes, involvement and purchase intention. The results show that positive emotions(pleasure and arousal) would incresse customers perceived value and satisfaction. Therefore, the study propose the hypotheses:
Hypothesis 1: Emotion positively influences on audiences perceived value in the movie industry.

Emotion and behavior intentions

Emotions consist of pleasure and arousal dimensions, and the cognitive theory of emotions suggest that the impacts of pleasure on satisfaction and loyalty(Bigne, Andreu & Gnoth,2005). Pleasure and arousal increase satisfaction and behavioral intentions, such as loyalty and willingness to pay more(Bigne and Andreu, 2004). Both positive and negative emotions correlate with custoomer loyalty but positive emotions are the best predictor of loyalty and word of mouth, and the affective component have better explanatory power of customer loyalty than the cognitive component (Yu & Dean, 2001). However, the movies audiences who like horror movies experience positive emotions during movie consumption process but who unlike horror movies experience positive emotions. The emotions impacts of horror movies audiences are worth to study deeply.

Many literatures suggest that emotions impact on customer loyalty or behavior intention directly or indirectly. Ladhari (2009) confirms that emotional satisfaction exerts a significant effects on behavioural intentions, such as loyalty, word of mouth, and willingness to pay more. Soccia(2007) demonstrate that emotions (i.e. gratitude, happiness, guilt, anger, pride,



and sadness) influence different types of post consumption behaviors, and gratitude but not happiness, positively impacts repurchase intention and word of mouth. Walsh, Shiu, Hassan, Michaelidou & Beatty(2011) confirm that emotions, including of arousal and pleasure, mediate the relationships between store-related cognitions and customer satisfaction and loyalty differentially. The results shows that the dimensions of emotion impact on customer behavior intentions or loyalty differently. In general, positive emotions, including of pleasure and arousal, impact on customers behavior intention positively. Therefore, the study propose the hypotheses:

Hypothesis 2: Emotion positively influences on audiences' behavior intentions in the movie industry.

The roles of perceived value

Perceived value is an important antecedent variable of customer satisfaction and loyalty(Yoon, Lee, & Lee, 2010). The managers should focus on customer loyalty by increasing customer perceived value, and high quality service and superior value can enhance customer satisfaction, firm's corporate image, and consumer retention (Hu, Kandampully & Juwaheer, 2009).

Chiu, Hsieh, Li, & Lee (2005) confirms that three types of bonds (financial, social, and structural) improve customer utilitarian and hedonic values, and then customer loyalty . both utilitarian and hedonic values have effects on customer loyalty significantly. The positive emotions would increase movies audiences' social bonds with the horror movies. So increasing the audiences' positive emotions would increase audiences' perceived hedonic value. Then movie audiences' perceived value would increase their behavior intentions. Therefore, the study propose the hypotheses:

Hypothesis 3: Audiences perceived value positively influences on audiences' behavior intentions in the movie industry.

Hypothesis 4: Audiences perceived value mediates the relationship between emotions and audiences' behavior intentions in the movie industry.

Research method

Sample

The researchers study the horror movie audiences in Taiwan. The samples are the horror movie audiences who has watched at least one horror movie in last month. The samples would have a good memory to answer the question in the study. The researches use convenience sampling method to distribute a self-report questionnaire to collect the data. Total of 300 questionnaires are distributed and 275 effective samples were collected. There are 86(31.3%) males and 189(68.7%) females. There are 199(72.4%) samples watch at most one horror movie in one month, 67(24.4%) samples watch two or three horror movies in one month, and 9(3.3%) samples watch at least three horror movies in one month. There are 49(17.8%) samples watch horror movies alone and 226(82.2%) samples watch horror movies with other people.

Measurements

The measurements of the study are modified the previous literatures. All measurement are used 5-point Likert scale from 1(=strongly disagree) to 5(=strongly agree). The scales of emotions are modified the scales proposed by Bigne, Andreu, & Gnoth(2005), including of pleasure and arousal dimensions. The definition of emotions is the pleasure and arousal



feeling of movie audiences. Pleasure are measured by 5 items and arousal are measured by 4 items. Perceived value scales are modified the scales proposed by Chiu, Hsieh, Li, & Lee (2005). The definition of perceived value is hedonic value evaluations of the movie audiences. Perceived value are measured by 3 items. The scales of behavior intention are modified the scales proposed by Bigne, Andreu, & Gnoth(2005). The definition of behavior intentions is movie audiences' word-of- mouth and loyalty behaviors. Behavior intentions are measured by 4 items.

Research results

The mean, stander deviation, and correlation matrixes are showed in table 3.1.

Table 3.1 Mean, stander deviation, and correlation matrixes

	Mean	S.D	Emotion	Perceived Value	Behavior Intentions
Emotion	3.127	.912	(.921)		
Perceived Value	2.844	.826	.573***	(.897)	
Behavior Intentions	3.234	.913	.625***	.755***	(.875)

*** $p < .001$, numbers in parentheses are Cronbach's α .

Reliability and validity

The study evaluates the reliabilities of the scales by Cronbach's α coefficients. The Cronbach's α of the two dimentions of emotion are: pleasure=.860 and arousal=.861, and the overall validity of emotion is .921. The Cronbach's α of perceived value is .900. The Cronbach's α of behavior intentions is .875. The Cronbach's α of scales are all higher than 0.7 and the internal consistency of scales are good(Nunnally, 1978). The composite reliabilities of each scales are all higher than 0.7 and the correlation between any two variables are lower than Cronbach's α of the variables (Table 3.1), the results indicate that the discriminant and convergent validities of the scales are good (Fornell and Larcker, 1981; Gaski and Nevin 1985).

Regression analysis

The study use regression analysis method to test and the empirical results are showed in Table 3.2. In the regression Model 1, the study test the impact of emotion on the horror movies audiences' perceived value. The regression analysis results show that the standardized regression coefficients $\beta = .625$ (t value=13.234, $p < .001$ ***). The empirical results show that the hypothesis 1 (H1) of the study is supported. The results indicate that the higher level of emotion would increase the horror movie audiences' perceived hedonic value. The horror movie companies should improve audiences' pleasure and arousal, then, the horror movie audiences' perceived value would be increase. In the regression Model 2, the study test the impact of emotion on the horror movies audiences' behavior intentions. The regression analysis results show that the standardized regression coefficients $\beta = .573$ (t value=11.541, $p < .001$ ***). The empirical results show that the hypothesis 2 (H2) of the study is supported. The results indicate that the higher level of emotion would increase the horror movie audiences' behavior intentions. The horror movie managers improve the level of audiences' pleasure and arousal would improve the movies audiences' positive behavior intentions, such as positive word-of-mouth and repurchasing intention. The emirical results



of regression model 1 and 2 show that emotion positively impact on perceived value and behavior intentions.

The third model (Model 3) of the regression analysis test the impact of perceived value on the horror movies audiences' behavior intentions. The regression analysis results show that the standardized regression coefficients $\beta = .755$ ($t \text{ value} = 19.008$, $p < .001^{***}$). The empirical results confirm the hypothesis 3 (H3) of the study. The results show that the higher level of perceived value would increase the horror movie audiences' behavior intentions. The horror movie companies improve audiences' pleasure and arousal would improve their audiences' positive behavior intentions. The audiences' with higher level of emotion would be willing to recommend the specific horror movies or watch the horror movies more often.

The fourth regression analysis (Model 4) test whether the horror movie audience s' perceived value mediates the relationship between emotion and behavioral intentions. The researchers follow the test process suggested by Baron and Kenny(1986). The study uses four separate regressions to analysis. The mediating role exists when the direct paths (β coefficient) of emotion on behavioral intentions become non-significant or reduced after perceived value is added to the regression analysis. The fourth regression analysis test the mediating role of audiences' perceived value of the relationship between emotion and behavior intentions. Two independent variables, emotion and perceived value, and one dependent variable, behavior intentions, are analysed in the fourth regression analysis. The impacts of emotion and perceived on behavior intentions are both significant. However, the β coefficient of emotion on behavior intentions dropped from $\beta = .573$ (Model 3) to $\beta = .166$ (Model 4) after another variable, perceived value, is added in the fourth regression analysis. The β coefficient of perceived value on behavior intentions also dropped from $\beta = .755$ (Model 3) to $\beta = .651$ (Model 4). The regression analysis results show that perceived value partly mediates the relationship between emotion and behavioral intentions. Therefore, the fourth hypothesis of the study (H4) is partly supported. The horror movie audiences' perceived value play a partly mediating role of the relationship between audiences' emotion and behavioral intentions.

Table 3.2 Regression Analysis

Dependent Variables	Perceived Value	Behavior Intentions		
	Model 1	Model 2	Model 3	Model 4
Independent Variables				
Emotion	.625*** (13.234)	.573*** (11.541)		.166*** (3.312)
Perceived Value			.755*** (19.008)	.651*** (13.034)
R^2	.389	.325	.568	.583
VIF				1.642
Results	Supported	Supported	Supported	Partially supported

*** $p < .001$, numbers in parentheses are $t \text{ value}$.

Conclusion

Discussions



Many movie audiences like to watch horror movies in their leisure time. The researchers study the relationship among emotion, perceived value and behavior intentions of the horror movie audiences. The results confirm that: First, audiences' emotion impacts on perceived value and behavior intentions positively. The results show that the horror movie audiences' emotion (i.e., pleasure and arousal) could increase the level of audiences' perceived value and behavior intentions. Many literatures confirm that emotion reactions influence customers' perceived value and behavior intentions (Hyun, Kim, & Lee, 2011; Mazaheri, Richard, & Laroche, 2012; Wang, Baker, Wagner & Wakefield, 2007). The results of the study support that pleasant experience would increase positive perceptions, cognitive responses and word-of-mouth intentions (Ha & Im, 2012).

Second, the study confirms that horror movie audiences' perceived value impacts on behavior intentions positively and perceived value mediates between emotion and behavior intentions. The empirical results support the findings of Yoon, Lee, & Lee (2010) and suggest that perceived value is an important antecedent of customer loyalty and mediate between relationship bonds and customer loyalty (Chiu et al., 2005). The horror movies managers should improve hedonic values of the movies audiences' perceived value, then the horror movie audiences' would show more positive behavior intention, such as word-of-mouth and repurchasing intentions.

Limitations and future directions

The limitations of the study are as following: First, The study explore the impacts of pleasure and arousal two dimensions, however, emotion is a complex variable, such as joy, sadness or romanticism (Aurier and Guintcheva, 2015). The future research could study the impacts of other emotion dimensions. Second, the research samples are horror movie audiences in Taiwan and the results maybe different in other regions or countries. Future researches could study the difference between different regions or countries. Third, the study only explore the relationship among emotions, perceived hedonic value and behavior intentions of horror movie audiences. Future studies could study the impacts of other variable, such as the different impacts between utilitarian and hedonic values. Fourth, the researchers use cross-sectional method and the results maybe biased. The future studies may apply other methods to collect information, such as interview, observation or longitudinal method.

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