Predicting Consumer's Intention to Write Online Movie Review: A Structural Equation Modelling Approach

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Abstract

Writing a movie review is a crucial task as it affects not only the movies but the entire fraternity involved in making and releasing that movie. This research is trying to identify the factors affecting review intentions to write movie reviews on online platform. The study considers Theory of Planned Behaviour (TBP) which includes attitude, perceived behavioural control and subjective norms with other variables such as pride involvement, concern for others, economic incentives, commitment towards actor and supporting the movie. For the study, 372 valid responses were collected and analysed using structured equation modelling. The desired model satisfied all the validity and reliability test and results indicated that perceived behavioural control, subjective norms, pride involvement, concern for others, commitment towards actor and supporting the movie are significant variables for assessing review intentions of a reviewer. Attitude and economic incentives were found to have a negligible impact on review intentions.

***Keywords*:** *movie review, review intention, theory of planned behaviour, eWoM*

Introduction

Worldwide, there were 4.66 billion internet users as of January 2021 that is almost 60% of the population around the globe (statista, 2021). With such a gigantic hike in users, internet is playing a major role in connecting consumers with the organizations, and the rest of the world. The entertainment industry (films)is not an exception where the key success factors of a box-office hit are artists, acting, rousing reviews and public ratings; a formula predicting success of a film on box office is developed by the researchers of globally acclaimed Universities (University of Technology, 2017).

A movie review may be a genre of art criticism and journalism. It's a brief overview on films that are released recently, usually made by critics to assist in deciding which film to watch. The aim of writing movie reviews is to discuss the plot of the movie and share the opinion about what's being liked and whatnot, about that movie. It provides a general impression of the movie supported various examples, descriptions, and comparisons to enable viewers to form their own judgement about movie.

Professional reviews are different from the reviews made by common audience. Professional reviews are detailed and follow particular structure to be sharper and impactful in terms of wordings. Professional movie reviews done by critics always considers the film's cast, director and also their previous films. They have a comprehensive understanding about different films, their genres and uniqueness of every film. They are aware of modern trends and technologies used while shooting the film. However, now a days we can find large number of reviews written by general audiences which one finds more connective and informative. They are written in layman's language without any biases which is not the case in professional reviews.

Online reviews got popularity due to this age of digitalization. Online movie reviews and movie's ratings play a crucial role in influencing the box office collection of the movie (Drèze & Zufryden, 2000). Movie reviewing platforms such as IMDb, Rotten Tomatoes etc. seek to strengthen the movie review for an improved scoring of the movie to measure common reception. These websites ask reviewers to rate a movie on a scale (0-5 or 0-10), so that an overall rating for a film can be predicted. This digital age provides a new effective mode for viewers and readers to share their opinion about films which can create small challenges to box office success of films (Boatwright et al., 2007). Box office has seen a shift of traditional expert reviewing to quality reviews by common audience (Dellarocas et al., 2007). Online reviews by critics are very crucial for movie industry. Great review for a film can attract more people to watch particular movie but it doesn't mean that it will gross high box office success. The movie reviews have shown a large impact on film which has been proved by many studies (Eliashberg & Shugan, 1997; Basuroy et al., 2003; Desai & Basuroy, 2005; Gemser et al., 2007) which focuses on movies.

The prime factor which determines the long term success of a movie is consumer's Word-of-Mouth (WoM). As per Local Consumer Review Survey 2020, 88% of consumers trust online reviews as much as personal recommendations. Online reviews are new WoM. Researches shows that WoM is most active during a movie's pre-release and opening week (online movie reviews are often available in large numbers within hours of a replacement movie's theatrical release).

Literature Review

Researches on consumer's intention to write online reviews are done while considering the behavioural aspect (Tata et al., 2019). Because of the experiential idea of travel-related items, online reviews have become an undeniably mainstream data

source in travel and tourism related studies that profoundly affect shoppers' purchasing choices, especially in hotel and stay bookings (Chan and et al., 2017). A study towards the identification of various variables that can play an important role in writing online review for the restaurant industry is also conducted (Dixit et al., 2017).

The proposed model for study outlined in Figure 1, having the goal of determining distinguishing impactful predictors of online movie reviewing intentions. The model involves eight independent variables with one dependent variable. The independent variables involved in model are Supporting the Movie (SM), Attitude (AT), Pride Involvement (PI), Perceived Behavioural Control (PBC), Concern for Others (CFO), Subjective Norms (SN), Commitment towards Artist/Director (AC), Economic Incentives (EI), whereas Review Intention (RI) is the dependent variable.

Figure 1. Conceptual Framework for Predicting Review Intentions

The Attitude is a key factor of extended theory of planned behaviour. Researchers led survey and result of the study shows that attitude, perceived pressure, neuroticism, and conscientiousness are prime predictors for intention to provide an online review (Picazo-Vela et al., 2010). Empirical relation between intentions to carry out any task and attitude is also considered taking reference of theory of planned behaviour (Ajzen, 1985; Ajzen, 1987).This research is carried out by meta-analysis method, which identified several conceptual factors, methodological features, and intervention characteristics of intention- behaviour relation(Sheeran and Taylor, 1999). So considering these researches, attitude can be considered to be significantly related with intentions to write movie reviews and we can hypothesise this as:

H1: Attitude will have considerable effect on review intentions.

The research conducted by Conner and Armitage (1998) depicts and surveys the Theory of Planned Behaviour (TPB). The study focuses on exact as well as the hypothetical factors to help the study of six factors TPB. Perceived Behavioural Control plays an important role in theory of planned behaviour to understand the intention to carry out any activity (Ajzen,

1985; Ajzen, 1987). So individuals with more information about various platforms where movie reviews are posted or discussed, tends to write more reviews as per the literature. So, we can hypothesise this as:

H2: Perceived behavioural control will have considerable effect on review intentions.

Subjective norms are societal support towards any task. Social support and empathy are highly correlated with each other according to regression model developed by Park et al. (2015). This paper shows that social support will have long-term effect on individual to perform desired activity. TPB considers attitude, Perceived Behavioural Control (PBC) and subjective norms as key factors behind intentions of any individual (Ajzen, 1985; Ajzen, 1987). Relation between attitude and subjective norms were considered in this research that basically focused on validation given by people who are considered important to any individual such as family members, relatives, friends and peers. They play an important role in predicting behavioural intentions (Park, 2000). So, we can develop a hypothesis that supports the literature discussed above.

H3: Subjective norms will have considerable effect on review intentions.

Supporting the movie is in line with the study of literature that focuses on consumers helping the businesses for their success (Hennig-Thurau et al., 2004). A shopper can be happy with an assistance or item and consequently feel the longing to support the organization. Large number of study has been done on 'helping the organization' as a motivation to eWoM (Hennig-Thurau et al., 2004; Bronner & de Hoog, 2011). Considering these studies, we can develop a hypothesis as:

H4: Supporting the movie will have considerable effect on review intentions.

Pride Involvement respects individual connect towards a particular activity by its self-concept or self-belief, where individual expresses for longing for positive acknowledgment from readers. Many studies put this motivation as pride involvement (Hennig-Thurau et al., 2004; Yoo et al., 2013). Different researchers used different term to express the same concept such as self-concept, self-directed, egoism, need to be different and expression of positive feelings (Eagly &Chaiken, 1993; Bronner & de Hoog, 2011). Park et al. (2015) conducted a study which shows that involvement of ego is a prime predictor of publishing information on Wikipedia. Writing online review can take more time and energy without any rewards, still individuals pride motivates them to do it (Park et al., 2011). So considering this background, it can be hypothesised that:

H5: Pride involvement will have considerable effect on review intentions.

Basuroy et al. (2003) analysed the box office performance of films. He concluded that this performance is moderately affected by commitment towards artist/director and the film budget. The study also gives an idea how reviews play an important role for box office performance. The producer of film looks at two key factors: stars and spending plans for a film. Big stars and large spending will leads to more positive reviews than small budget movies with less popular stars (Boatwright et al., 2007). The number and size of film reviews for mainstream movies compare to art house are large because they are directly influenced by stars or artists (Gemser et al.,

2007). So, in case of movies, viewers may have strong commitment for particular artist/director that leads them to write reviews. Hence, we can hypothesis that:

H6: Commitment towards artist/director will have considerable effect on review intentions.

It can be witnessed from the literature that consumers can be provided with economic incentives for taking part in positive eWoM, hence this variable 'Economic Incentives' was found relevant for this particular study. In a study that focuses on the motivation to create User-Generated Content (UGC) for a brand, it was established that one of the motivation to create content on Instagram is to get economic incentives in reward for content (Daugherty et al., 2008). Roets & Van Hiel (2010) describes economic benefits as motivation for individual to participate in a group or communicate their opinion to a community. In addition, customers are motivated to write for gaining economic incentives (Ho-Dac et al., 2013). So, in this context we can hypothesis that:

H7: Economic incentives will have considerable effect on review intentions.

Concern for others is a reason for creating UGC. This is a mode of reducing anxiety and frustration i.e. venting bad experience to help others as well as lighten own feelings (Hennig-Thurau et al., 2004). More individuals are involved in creating UGC if they believe that their views can make an impression on others view or can modify perception (Bronner &De Hoog, 2011).The worry for different shoppers can be isolated into two motivations behind the made substance: helping different purchasers and cautioning different customers (Yapet al., 2013). The result of this study shows that customers' motivation to write online reviews depends upon variety of situations. The customers are motivated to write for the enhancement of their self-image, helping both customers and companies, and in some situations to even harm companies (Ho-Dac et al., 2013). So, to understand the relationship between concern for others and intention to online movie review writing, we hypothesised that:

H8: Concern for others will have considerable effect on review intentions.

Research Methodology and Analysis

This research proposes a coordinated structure consolidating the relationship between eight independent variables with one dependent variable i.e. intention to write online movie reviews. For study, primary data was collected by means of a questionnaire. The questionnaire consists of four items which were used to measure attitude; three items were used to measure perceived behavioural control; three items were used to measure subjective norms; two items were used to measure supporting the movie; three items were used to measure bad experience; two items were used to measure pride involvement; three items were used to measure artist/director commitment; two items were used to measure economic incentives and three items were used to measure review intentions.

The survey was pilot tested on 50 responses and some modifications were made in the questionnaire as per the result analysis. To measure internal consistency, i.e reliability of items, Cronbach's alpha statistic was used. Depending on the values of the said statistic, one item was removed from attitude (i.e. writing movie reviews will be important) while one item

was deleted from subjective norms (i.e. you will write review for movie due to social pressure). Bad experience was considered as an independent variable for intention for writing movie review. But later on, it was felt that concern for others covers the bad experience intention, so items of bad experience and concern for others were modified in the final questionnaire.

Final sample for the research considered people who watch movies and review them. The respondents located in the Maharashtra region were randomly selected as per the convenience sampling. A sum of 500 questionnaires was distributed and 470 responses were received. Thereafter, data was cleaning and outliers were removed. AMOS provides testing 'normality and outliers' under the Output tab, within Analysis Properties. Data was run in AMOS and using Mahalanobis distance, cases have been found that have scores of p-value below 0.05 that are the possible multivariate outliers (Kline, 2011). Those outliers were then eliminated, thus improving the values of AVE (Average Variance Extracted) and MSV (Maximum Shared Variance). Completely filled 372 responses were used for further analysis. The demographic for the same is given in Table 1.

Table 1. Demographic data

Characteristics		Response (in %)
Gender	Male	58
	Female	42
Age (in years)	15-20	18
	21-25	76
	26-30	0.7
	31-35	1.3
	Above 35	4
Occupation	Student	51.2
	Employed	36.7
	Housewife	8.1
	Any other	4

Reliability of Research

Primary data was collected using a structured questionnaire to achieve the objective of this research. Cronbach's alpha value was used to measure the internal consistency i.e. reliability of model. Value greater than .70 shows the consistency of model which is given by Nunnally (1978). All Cronbach's alpha values given in Table 2 are in acceptable range i.e. greater than 0.70. The Structural Equation Modelling (SEM) was used to measure significance of eight hypotheses H1, H2, H3, H4, H5, H6, H7 and H8. The relationship between proposed variables was analysed with help of IBM AMOS software, wherein, and all measurement properties are given below.

Common Method Bias

If same data collection instrument is used for collecting data for dependent as well as independent variable then to measure the common method bias in data, Harman's one factor test is performed. Total variance extracted by one factor analysis must be less than 50% to satisfy that common method bias is absent in data. The data collected and analysed for 372 responses. Harman's one factor test gives 25.250% total variance extracted which is less than permissible level of 50%. This shows that common method bias is absent in analysed data.

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) aims at testing how well the data fits the proposed researched model. In other words, the researcher imposes the data on the research model and then determines the goodness-of-fit of this data to the model through some measurement fit indices. A two-step data analysis process was used to carry out the analysis. In the first step, the measurement model was developed to measure the overall strength of model along with their validity. The results for the same are shown in Table 2. Secondly, the structural model was developed to test the hypothesis developed.
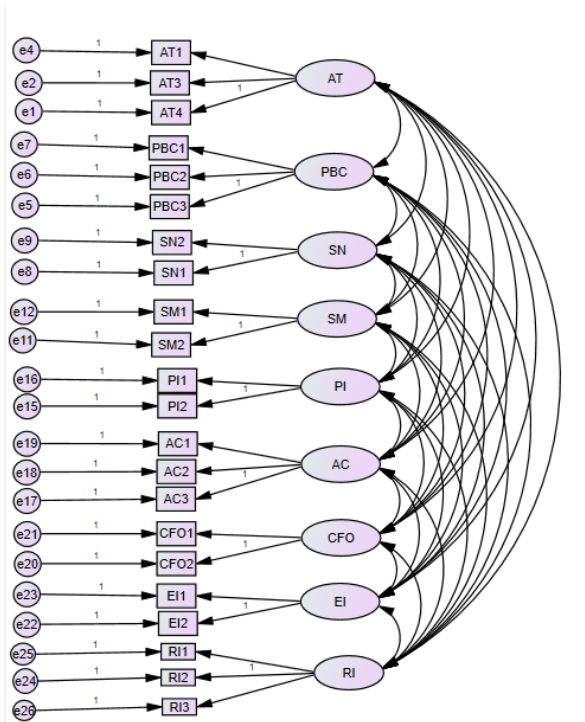
Table 2. Item Measurement Properties

Variable	Items	Loading	Cronbach's alpha
Attitude	Writing movie reviews is beneficial.	0.67	
	Writing movie review is useful for movie.	0.74	
	Writing movie reviews is credible.	0.88	0.797
PBC	You are confident about writing online movie reviews.	0.74	
	It is very easy to write online movie reviews.	0.74	
	You are aware of where to write reviews for movies.	0.68	0.761
Subjective Norms	People important to you would support your online review writing for movies.	0.80	
	People important to you will read your online movie review.	0.91	0.839
Supporting Movie	Good movies should be supported.	0.85	
	How often do you support a good movie if you liked it?	0.71	0.751
	Writing movie reviews is	0.69	0.776
Pride Involvement	normal part of everyday life.		
	Writing movie review recognizes you as loyal movie supporter.	0.92	
Artist Commitment	You will write online movie review because you like particular actor / director / music in that movie.	0.80	
	Star cast plays important role than story to motivate people to write online review.	0.79	
	Writing movie review recognizes you as loyal artist supporter.	0.70	0.811
Concern for Others	You will write online movie review to have others help you with your bad experience.	0.72	
	You will write online movie review to warn others from bad experience.	0.85	0.758
Economic Incentive	You will write online movie review for some rewards in return.	0.87	
	You will write fake review for better incentive.	0.77	0.802
Review Intentions	You will plan to write movie reviews in the near future.	0.61	
	You intend to write movie reviews in the near future.	0.76	
	Review writing will be regular part of your life in future.	0.52	0.712

Validity Examination

Main objective of performing discriminant validity for research is to show poor relation between measuring items of different variables. In other words, test is performed to show how distinct items are from each other. If we fail to check for discriminant validity among variables, there might be a case that some items will have relationship with non-related items which indicates poor discriminant validity. Results obtained from Figure 2 are tabulated in Table 3 showing that MSV was less than the AVE for all the variables. This fulfils the necessary condition of measuring discriminant validity in model (Hair et al., 2010).

Fronell-Larcker (1981) criterion is one of the most popular techniques used to check the discriminant validity of measurements models. The main aim is to find out whether the items claiming measuring a particular construct are indeed measuring them. Convergent validity of model can be judged by AVE and value of CR (Composite Reliability). The thumb rule is that factor loading, Cronbach's alpha and CR must be greater than 0.70 along with AVR that must be greater than 0.50. Table 3 shows that value of CR for all variables is greater than 0.7 and they ranges between 0.700 and 0.881, at the same time AVE ranges between 0.520 and 0.680 which is greater than 0.5 for all variables. Thus, we can say that this model has acceptable convergent as well as discriminant validity.

Figure 2. Predicting Review Intention - Measurement Model

Table 3. Validity Examination

	CR	AVE	MSV	EI	AT	PBC	SN	SM	PI	AC	CFO	RI
EI	0.806	0.676	0.392	**0.822**								
AT	0.810	0.590	0.328	0.031	**0.768**							
PBC	0.765	0.520	0.734	0.250	0.463	**0.721**						
SN	0.843	0.734	0.734	0.260	0.573	0.857	**0.854**					
SM	0.758	0.612	0.317	-0.162	0.563	0.414	0.402	**0.782**				
PI	0.795	0.664	0.653	0.486	0.330	0.550	0.550	0.132	**0.815**			
AC	0.808	0.653	0.584	0.626	0.267	0.369	0.353	0.186	0.808	**0.764**		
CFO	0.763	0.618	0.612	0.576	0.470	0.365	0.426	0.377	0.672	0.782	**0.786**	
RI	0.881	0.542	0.413	0.115	0.149	0.582	0.169	-0.005	0.717	0.425	-0.105	**0.640**

The Structural Model

The acceptable level of reliability, convergent validity and discriminant validity is obtained from the measurement model that is shown in Fig 2. For testing the hypothesis, structural model is developed as shown in Fig 3. Results obtained after testing the model shows acceptable fit of the structural model. The Chi-Square test results were decent with CMIN/DF = 4.027, and other indicators like GFI = 0.871, RMSEA = 0.090, AGFI = 0.812, CFI = 867, and TLI = 0.822, also indicated good fit as suggested (Byrne, 2010).
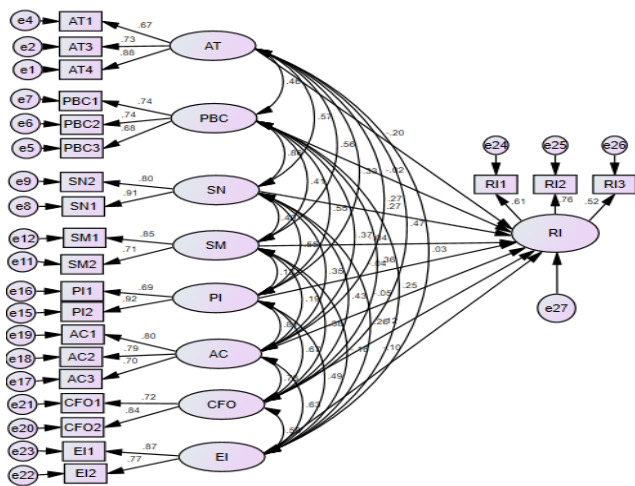
Figure 3. Predicting Review Intention - Structural Model

Results and Discussion

The findings of the analysis are shown in Table 4. Results obtained after testing the structural model shows that Pride Involvement has a considerable effect on Review Intentions (beta= 0.216, p=0.028). It is also observed that pride involvement is the most significant predictor of model with almost 36% variance. From this we can say that when pride involvement is high in case of movie, it leads to more online reviews by the viewers. These results are in line with the finding of Park et al. (2015).

Table 4 indicates that Subjective Norms (SN) have a considerable effect on intention to online movie review (beta=0.108, p=. ***). As per results, subjective norms come up with 27% variance in review intentions. Therefore, it can be summarised that if others favours online movie review writing then an individual will frequently go for it. In addition, if others will discourage the writing a movie review then an individual may not go for it.

Table 4: Hypothesis Testing of Structural Model

	Hypothesis	Standard	p-value	Result
H1	AT→RI	0.063	0.513	Not
H2	PBC→RI	0.211	0.040	Accepted
H3	SN→ RI	0.108	***	Accepted
H4	SM→ RI	0.158	0.027	Accepted
H5	PI→ RI	0.216	0.028	Accepted
H6	AC→ RI	0.141	0.006	Accepted
H7	EI→ RI	0.092	0.154	Not
H8	CFO→ RI	0.173	***	Accepted

The study establishes the fact that commitment towards artist/director has a considerable effect on writing online movie review (beta=0.141, p= 0.006). This contributes 25% variance towards review intentions. It can be inferred that individuals' commitment towards a particular artist/director/musician/supporting cast, encourages to write online movie review. Higher the commitment towards artist/director/musician/supporting cast, greater the likelihood of writing online movie review. It could also be witnessed that

helping the movie has a considerable effect on intention to write online movie review (beta= 0.158, p= 0.027). Concern for others has a significant impact on online review writing intention (beta= .173, p=. ***). Concern for others contributed to 12% variance for writing online movie review intention. This indicates that movie viewers considers online reviews as a way to communicate their bad experience of particular movie. It can be inferred that people tries to save others from a bad movie experience.

Perceived behavioural control contributes to 2% variance in movie review intention. From this result, it can be understood that if viewer have knowledge about the platform where they can write online movie reviews then they will be willing to share their reviews about movie through online mode. This impactful relation between perceived behavioural control and intention to do any task matches with findings from past research (Sheeran, 2002; Godin &Kok, 1996; Dixit et al., 2017).

The results show that attitude has very less effect on intention to write online movie review (beta= 0.063, p= 0.513). This finding is in line with that given by Park et al. (2015). This can be summarised that attitude may not directly influence the intention, i.e. irrespective of whether an individual considers writing movie review as beneficial /useful/ credible or not; this will not affect intention to write online movie reviews. So, we can consider Attitude as a moderating variable in future studies instead of considering it as a significant predictor. Similarly Economic incentive have very negligible effect on review intention (beta= 0.092, p= 0.154). It can be inferred that individuals are not willing to write any fake or wrong review just to gain any economic incentive.

Managerial Implications

The paper provides relevant implications for all the stakeholders (especially managers) associated with the arduous and skilled task of a movie creation. This industry demands a lot of inputs in terms of money, skills, art, labour etc. and faces a lot of competition, that even becomes cut-throat with online reviews. Hence, the need of such a study can be very well easily felt. Online movie reviews impact the entire fraternity associated with a movie (in a direct or an indirect way), might an individual or a group of individuals. In this digital age any one can write a movie review which may have same content or very different content. For same movie one can give very pleasing review while other can have harsh review. According to literature we know that movie reviews play important role in movies success. So, critical reviews (pleasant or unpleasant) can always impact a film. In this highly competitive film industry, some of the names die before the film is even released while some are able to sustain for a longer period since they were able to influence the viewers. From the branding viewpoint, the positive reviews could be possibly be build upon further, whereas the negative ones are be taken for the learning and betterment, in a constructive way.

Since the relationship between perceived behavioural control and review intentions was established by the model, the stakeholders should try to share the information about all the available platforms of writing a movie review. They should try to make the review process simpler and easier for all types of audiences; they should ensure that level of education, language etc. must not act as a barrier in the review system. Possibly, a

rating scale (Likert/graphical) should be preferred to tap the responses of all the category of reviewers.

As per the study, subjective norms (perceptions of general societal pressure)is found to be highly associated with review intentions, movie marketers could emphasize for family reviews and provide some sort of incentives for it (in terms of some coupon that could be redeemed in future). This would not only help in increasing the reviewer's base but would inculcate the sense of social responsibility in review writing.

The way all the departments of a movie creation are managed under some head, the need of a movie review management is also felt by the authors that would seek to address the online reviews of the people in a constructive way, and possibly lay some policies that encourages the viewers to go for the online review writing.

Limitations and Scope for Future Studies

The research restraints itself in its confined focus as it studies responders from movie viewers. Future researchers can work on other sectors such as e-commerce and try to identify the similar or slightly different results across different sectors.

In addition, researchers can also identify the new platforms for online movie watch such as Netflix, Amazon Prime, etc. and the type of review audience will like to see that particular platform. This study only focuses on writing online movie review and does not consider other options such as review video or movie review podcasts, future researchers may conduct similar study on other mode. Researchers can also work on intention to write or podcast review about web series as well as short films.

Another inadequacy of the study has been the technique of gathering information. Future researchers can try to collect the responses from large number of respondent and also they can collect from different demographics. Change in intention as demographic changes can be measure in future to get overall comprehension of intention to write movie review. Future researchers can include regional movie reviews also to analyse the intention. This research majorly focuses on direct relation between independent variables and depend variable. In future effect of moderating/mediating variables can also be considered in this model with new predictors, which will have impact on review intentions.

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