

## A Study of the Role of Movie Reviews, Marketing Stimuli Factors, and Movie Decision-Making in Streaming Media Services

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### Abstracts

The research aims to bridge a research gap in film marketing literature by investigating the casual relationship between movie trailers, star power and movie reviews, decision-making about movie consumption, and the eWOM intention for streaming media services. Data from a total of 474 respondents were collected and the casual relationships were examined by Structural Equation Modeling analysis (SEM). The results and implications may contribute to streaming service providers or movie distributors in establishing eWOM for new and existed consumers. Since movie reviews had the strongest impact among all predictors used in this study, streaming service providers or movie distributors should understand and emphasize where review sources for films come from. Thus, the practitioners can manage and facilitate the evaluation of reliable review sources and reviewers which may attract more consumers.

**Keywords:** 1) movie reviews 2) eWOM 3) decision-making about movie consumption 4) streaming media services

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## Introduction

The coronavirus pandemic has had a significant effect on the film industry since 2020-2021. Across the world, 70,000 film theaters in China have been closed, nearly 2,500 in the United States and more than 9,000 in the European Union were also shut down. The golden era of global box office in 2019 has quickly given way to tension (Katsarova, 2020, pp. 1-12). Due to an increase in the number of global cinemas shutdowns, movie box office revenue fell by billions of US dollars. Meanwhile, video streaming grew in popularity worldwide, and the number of film exhibitions also dropped significantly (Sacks, 2020). Movie production, premieres, and film festivals have faced near-total suspension or rescheduling due to COVID-19, thus causing an approximate loss of US\$ 5,000 billion for the movie industry (Katsarova, 2020, pp. 1-12).

The COVID-19 pandemic has changed movie consumption behavior for audiences, consumers to gather product or service information, especially from other consumers' experiences by electronic word-of-mouth such as online review, prior to making a purchasing decision (Hall and Pasquini, 2020; Koch, Frommeyer and Schewe, 2020, pp. 1-20). Moreover, the increase in internet speed and infrastructure advances that enable new digital behavior have revolutionized streaming media system in Thailand (Kaveevivitchai, 2018). The number of video-streaming service subscribers has increased dramatically to ensure the safety of film audiences as conventional theatre experiences have been shut down (Brindha, Jayaseelan and Kadeswaran, 2020, pp. 12-21).

During the period of social distancing policies, the internet has played an important role in connecting everyone with the entire world as they stayed at home and maintained social distance. Famous streaming service providers such as HBO, WeTV, AppleTV, Netflix and Disney+ were introduced in Thailand in 2021 (Maneechote, 2021). An increasing number of local competitors, such as TrueID, Channel 3+, BUGABOO TV, MonoMaxxx, and AIS Play, have continuously developed their exclusive content and original media and launched various platforms for smartphone, smartTV, computers, and gaming consoles. The number of Thailand streaming subscribers has increased from 1.33 million in 2019 to 1.52 million in 2020, and the overall revenue of streaming media services in Thailand will reach 181 million dollars by 2024 (Infoquest, 2021).

With the benefits of internet usage, all news and information are no longer only handled by big companies and media. Every internet user is allowed to share and post their experiences and opinions to huge audiences with an enormous impact on others' purchasing decisions through online reviews (Duan, Gu and Whinston, 2008, p. 1007). However, little is known as to how certain sources of online reviews, such as movie site, influencers bloggers, and personal reviews, moderate the relationship between marketing stimuli elements and decision-making concerning movie consumption.

This research contributes to the literature on a combination of marketing stimuli elements and decision-making about movie consumption. In addition, the findings of

this research have theoretical and practical implications. From the perspective of practical contributions, this study's discoveries will provide information on audience sources of information gathering to guide marketers in creating digital marketing strategies for film producers, importers, and distributors. The first goal of this research is to investigate the causal relationship between marketing stimuli (movie trailers, star power and, movie reviews) and decision-making about movie consumption in streaming media industry. The second objective is to discover the mediating effect of decision-making about movie consumption on the relationship between marketing stimuli (movie trailers, star power and, movie reviews) and eWOM.

To examine the marketing stimuli factors and online reviews in the movie industry which is the key goal to lead decision-making concerning film consumption. This is performed in order to examine and investigate online review through three different sources for guiding the audiences' decision as a key marketing element of online marketing. The first objective of this study is to examine the conceptualizations of marketing stimuli, online reviews and decision-making concerning film consumption in Thailand streaming services. This study also aims to investigate the link between the antecedents and decision-making concerning film consumption. Then, on the comprehensive review of literature, the intent in the second objective is to validate the data-collection measurement of marketing stimuli, online reviews, and decision-making intention. The third major objective of the current study is to

contribute to the body of knowledge on film industry through a theoretical contribution of this study and provide the managerial implications to marketers, film producers, importers or distributors, streaming service providers.

## Literature Review

### 1. Marketing stimuli

The basic concept of marketing stimuli has been proposed more than sixty years ago. McCarthy (1960) developed the elements of marketing mix (product, price, place, and promotion) in order to persuade and interact with their customers. The marketing mix can also be described through the model of Attention, Interest, Desire and Action (AIDA model) which was introduced by Tyagi and Kumar (2004). Marketing stimuli cover both elements of consumers' internal and external stimuli factors, by discussing their consumption behaviors, psychographic, geographic and characteristics. In the online marketing context, marketing stimuli factors influence the process of the online purchasing process, where customers start their journey with the required recognition, then search and gather the information on the internet, evaluate alternatives, decisions to buy, and finally, a post-purchase evaluation (Kotler and Keller, 2011).

In this research, we particularly look at both internal and external elements of marketing stimuli as key factors of film consumption decision-making. Internal factors are considered as those inherent to the film and that belong to it from the process of film production and marketing (Hixson, 2006, pp. 210-224; Karniouchina, 2011, pp. 62-74; Fin-



sterwalder, Kuppelwieser and Villiers, 2012, pp. 589-595). We also consider external factors to be those created separately from the film producing process, but that affect how the users' comments and experiences appear to the audiences and lead to audience decisions (Neelamegham and Jain, 1999, pp. 373-386; Martin and Lopez, 2019, pp. 81-99).

### 1.1 Trailer

A movie trailer is a 1-3 minute preview that generally provides details and events from scenes in the movie (Finsterwalder, Kuppelwieser and Villiers, 2012, pp. 589-595). A film trailer is an advertisement produced for the purpose of promotion on television, theater screen, or online platforms. The trailer content mostly contains portions of the promoted film and previews the overall movie genre, plot, and movie stars (Hixson, 2006, pp. 210-224). According to Finsterwalder, Kuppelwieser and Villiers (2012), a trailer is a form of advertisement which contains visual and emotional elements and can increase one's attraction to these affective products. The definition of trailer in this research is a commercial advertisement for a feature films that showed or will show in a streaming service platform.

A wide range of movie industry research focuses on the relevant effects of audience reviews in movie-based online communities, in which community users create and share personal relationships (Gavilan, Fernandez-Lores and Martinez-Navarro, 2019, pp. 45-59). Movie trailers are the key aspects of the decision-making about film consumption. Thus, we derive hypothesis H1: movie trailers have a significant impact on film decision making.

### 1.2 Star power

Film production budgets usually contain portions of the filming production and highly popular star pay. Star power has a significant impact on overall film revenue, due to the popularity which can lead buzz and encourage consumers to make a decision to watch their movie (Karniouchina, 2011, pp. 62-74). Star power is defined as an economic reputation leading to box office success, fame, and potential awards (Ravid, 1999, pp. 463-492). For example, K-pop artists were chosen by luxury fashion houses to attract new customers in the Asian fashion market and create social media buzz.

According to some film literature (Ravid, 1999; Karniouchina, 2011, pp. 62-74), the appearance of highly well-known stars in the cast of a film has a great impact on the overall box office. In this study, star power is defined as the celebrity endorsement or appearance which increase the consumers' level of movie consumption in streaming services.

The relationship between star power and film revenues was investigated by Elberse (2007), and the result showed that star power had a significant impact on box office revenues and that different stars contributed and received different audience feedback. Especially, the research results showed that stars can add value to movies by up to several millions of dollars in film revenues, and can lead to decision-making (Karniouchina, 2011, pp. 62-74; Finsterwalder, Kuppelwieser and Villiers, 2012, pp. 589-595; Jang, Kwak and Lee, 2012, pp. 113-122). In this study, star power was drawn to test the causal relationship. Therefore, our

hypothesis H2 conjectures: star power has a significant impact on film decision-making.

### 1.3 Online reviews

Emotional bonding in movie is a link between the message of movie producers and audience members' feelings. The key characteristics of reviews are that audiences can preview the quality of a movie through other audience members' experiences and compare those reviews with a rating scale provided by the review websites or platforms. The movie review is powerful since it is an experiential product and audiences cannot evaluate them prior to watching films (Neelamegham and Jain, 1999, pp. 373-386). In the present study, online reviews are defined as the reviews of films made by a streaming user who has experienced a film and share his/her experience via an online platform, such as, movie website, Facebook group or page, etc.

Prior studies on movie suggest that many audiences make offline ticket purchasing decisions based on online community (Gavilan, Fernandez-Lores and Martines-Navarro, 2019, pp. 45-59). Thus, we derive hypothesis H3: online reviews have a significant impact on film decision-making.

## 2. Decision-making about movie consumption

Movie consumers are always up to date on the latest releases and are constantly exposed to new information. Their natural curiosity prompts them to engage in searching for the film information before selecting a movie to watch (Lamb, Hair and McDaniel, 2008). This process is similar to the process of "purchasing intention" in other high-involvement

consumer product studies. Consumers who have identified a need for a product will seek information in order to make a better buying decision deriving increased satisfaction with the outcome (Shaver, 2007, pp. 27-39). However, the motivation of information searches can be to obtain information for future use or just for enjoyment. The ongoing search may lead to "impulse buying", which is purchases undertaken without planning (Kardes, Cline and Cronley, 2011). As a result, a leisure activity such as watching a streaming TV series or films at home might occasionally be an impulsive activity in which no information is sought at the pre-consumption stage.

The previous studies indicated that decision-making had a significant mediating effect on the relationship between marketing stimuli and eWOM intention. Consequently, the following hypothesis is proposed: Mediating hypothesis (H5): decision-making about movie consumption has a mediating effect on the relationship of marketing stimuli (movie trailers, star power, and movie reviews) and eWOM intention.

## 3. e-WOM intention

Word-of-mouth communication (WOM) is one of the most crucial keys in marketing since word-of-mouth communication plays the main role in consumers' feelings (satisfaction and dissatisfaction) and future behavior (Arndt, 1967, pp. 291-295). Many academics have frequently studied this factor as a business outcome for many years (Arndt, 1967, pp. 291-295; Tassawa, 2019, pp. 1-18). "Electronic Word-of-Mouth" (eWOM) intention refers to the willingness of an individual to share his/her past



experience on online platforms (Ismagilova, Slade and Rana, 2020, p. 1226).

The film consumers' eWOM was found to be a motivative factor to an improving reputation, since a large number of consumers generate their positive or negative eWOM on the online platforms (Lu and Tian, 2021, pp. 180-192). He and Hu (2021) stated that digital marketing campaigns and social media platforms are influencing indicators on box office performance in movie industry. As a result, eWOM in the form of electronic reviews has increased tremendously in recent years (Wang, et al., 2020, pp. 25-40).

The influences of eWOM generates volumes of total comments and retweets on many online platforms (Lee and Choeh, 2020, pp. 1-18). In Thailand, users usually read and gather information from online reviews of products or services rather than ask the opinion of their friends or family (Tassawa, 2019, pp. 1-18). For example, one may review films through imdb.com or cosmetic products via shopee.com, suggest restaurants via wongnai.com, and comment on many social media platforms. H4: Decision making on movie consumption has a significant impact on eWOM intention.

#### 4. Research hypotheses

H1: Movie trailers have a significant impact on film decision making.

H2: Star power has a significant impact on film decision-making.

H3: Online reviews have a significant impact on film decision-making.

H4: Decision making on movie consumption has a significant impact on eWOM intention.

H5: Decision-making about movie consumption has a mediating effect on the relationship of marketing stimuli (movie trailers, star power, and movie reviews) and eWOM intention.

#### Methods

##### 1. Data collection and samples

This research used a self-administered questionnaire as a study tool for examining the causal relationship between exogenous and endogenous variables. According to Structural Equation Modeling (SEM) technique for data analysis, Hair recommended that the number of research samples per estimated parameter should be greater than 10 times (Hair, et al., 2010). This research contains a total of 18 observed variables; therefore, the sample size of this study should be greater than 180 respondents. The researcher used a convenience sampling scheme to gather the information from the main online platforms such as Facebook movie and streaming services groups, for example, NETFLIX LOVER THAILAND, I like to watch movies (I like to watch movies), Disney+ Hotstar TH Community, etc. The online questionnaires were distributed to Facebook movie consumers experienced in the streaming service platforms such as Facebook pages and groups. The data was collected in October, 2021, and January, 2022. A quantitative research method is used in this study to examine the relationship between the proposed independent and dependent variables. Data from a total of 474 respondents were gathered and the casual relationships were investigated through Structural Equation Modeling analysis (SEM).

## 2. Research measurement

The marketing stimuli on movie consumption were categorized into 3 elements consisting of movie trailers, star power, and movie reviews based on the marketing stimuli questionnaire developed by Pastorekova (2015) and Cheung, Sia and Kuan (2012). Movie trailers, star power, and movie reviews include five, four, and four items respectively with a five-points Likert scale from 1 (entirely disagree) to 5 (entirely agree). The measurement of decision-making about movie consumption was adapted from Pastorekova (2015). The measurement scale includes four items with five-points Likert scale from 1 (entirely dis-

agree) to 5 (entirely agree), and the measurement of e-WOM intention was adapted from Lee and Choeh (2020). Questionnaires consist of one item with a five-points Likert scale from 1 (entirely disagree) to 5 (entirely agree).

## 3. Reliability test and convergent validity

Table 1 shows the results stating all measurements employed in this research were valid in reliability analysis since they are all over 0.6. The reliability for the respondents is the following: trailer  $\alpha = 0.793$ ; star power  $\alpha = 0.844$ ; movie reviews  $\alpha = 0.791$ ; and decision-making about streaming film consumption = 0.647.

**Table 1** Convergent Validity and Measurement Model

Variables	Items	Loadings	CR	AVE
Trailer ( $\alpha = .793$ )	T1	.768	.859	.549
	T2	.747		
	T3	.677		
	T4	.777		
	T5	.734		
Star power ( $\alpha = .844$ )	SP1	.801	.895	.681
	SP2	.839		
	SP3	.830		
	SP4	.831		
Movie reviews ( $\alpha = .791$ )	MR1	.767	.866	.618
	MR2	.779		
	MR3	.842		
	MR4	.756		
Movie decision-making ( $\alpha = .647$ )	DM1	.479	.803	.578
	DM2	.813		
	DM3	.727		
	DM4	.737		



Convergent validity is defined as the indicators of the measured construct that express a high percentage of variance between each construct (Hair, et al., 2010). To measure the convergent validity among all construct items, there are some indices such as factor loadings, average variance extracted (AVE), and composite reliability (CR). Hair, et al. (2010) recommends that the CR should be equal or greater than 0.7, meanwhile, the value of AVE and factor loadings should be equal or greater than 0.5 which represents adequate convergence among construct items.

Table 1 shows the results of constructs' factors loadings, CR, and AVE. The results were consistent with the suggested criteria with all CR in the range of .803 to .895, and the values of AVE ranging from .549 to .681. However, there was only one item that revealed a factor loading below .500, which was considered omittable for the construct model (DM1). Hence, the overall construct

model was found to be adequate convergence and fit for estimating the casual relationships among the proposed variables.

## Results

Descriptive results showed that most of the respondents were women (69.2%) and 30.8 percent were men. In term of streaming film watching frequency, it was divided into 220 respondents who watch the streaming films less than 3 times per week (46.4%), followed by 171 respondents (36.1%) who watch films about 4–6 times per week, and 83 respondents (16.6%) who watch the streaming films more than 7 times per week. Regarding to movie review information sources, it was found that the majority of the respondents read or saw the review from well-known reviewers such as Facebook page (39%), followed by the review videos on YouTube or other platforms (35.2%), and movie reviews from friends, Internet users, and website community (25.7%).

**Table 2** Demographic Information

Factors	Frequency	Percentage
<b>Gender</b>		
Male	146	30.8
Female	328	69.2
<b>Frequency of watching films</b>		
< 3 times per week	220	46.4
4 – 6 times per week	171	36.1
More than 7 times per week	83	16.6
<b>Movie Review Information Sources</b>		
Internet users, website community	122	25.7
Review video (e.g. YouTube)	167	35.2
Reviews by well-known reviewers	185	39.0



## 1. Confirmatory factor analysis (CFA)

To investigate the causal relationship among the proposed constructs within the conceptual framework, we employed a confirmatory factor analysis (CFA) for assessing the model's goodness of fit (Hair, et al., 2010). There are some suggested fit indices that should be determined in order to estimate the model. First, if the gathered samples are larger than 250, the chi-square ( $\chi^2$ ) should be signif-

icant, with the p-value below 0.05, and the  $\chi^2/\text{df}$  should be lower than 5.0, indicating an acceptable fit (Hair, et al., 2010). According to Hair, et al. (2010), the goodness of fit index (GFI) and comparative fit index (CFI) were proposed to be greater than 0.90, and the root mean square error of approximation (RMSEA) should be determined, with a value of less than 0.07, and can then be considered acceptable fit.

**Table 3** Comparison between Initial Model and Adjusted Model

Model	$\chi^2$ p-value	$\chi^2/\text{d.f.}$	CFI	GFI	RMSEA
The initial model	580.88 (0.00)	5.14	0.842	0.877	0.094
The modified model	258.79 (0.00)	2.78	0.938	0.938	0.061
Cutoff criteria	< 0.05	< 5.0	> 0.90	> 0.90	< 0.07

Table 3 reveals the initial model with the unacceptable values of  $\chi^2/\text{d.f.}$ , CFI, GFI, and RMSEA. There was one observed variable from movie trailer (T2) was considered for deletion as part of modifying the construct model based on the recommended model's goodness of fit. Therefore, the modified model was found to be fit for investigating the proposed relationships in this research:  $\chi^2/\text{d.f.}=2.78$  (p-value = 0.00), CFI=0.938, GFI=0.938, and RMSEA=0.061.

## 2. Structural Equation Modeling (SEM) and hypotheses testing results

The SEM results of the path analysis are illustrated in Figure 1 and Table 3. There were positive significant effects of movie trailer and movie reviews on decision-making about movie consumption with standardized coefficients of .166 (p-value = .003) and .695 (p-value = .000), respectively. Decision-making about movie consumption (H4: Decision mak-

ing on movie consumption has a significant impact on eWOM intention) was found to have a significant direct effect on e-WOM ( $\beta = .179$ , p-value=.047). However, star power (H2: star power has a significant impact on film decision-making) had an insignificant direct effect on decision-making about movie consumption. Hence, the empirical findings support H1, H3, and H4.

Table 4 illustrates that the results of Hypothesis 5 (decision-making about movie consumption has a mediating effect on the relationship of marketing stimuli and eWOM intention), the greatest total effect (TE) on e-WOM was star power ( $\beta = .179$ , p-value<.05). Although there is no direct relationship between star power and decision-making about movie consumption; however, decision-making about movie consumption had a fully mediating effect on the relationship between star



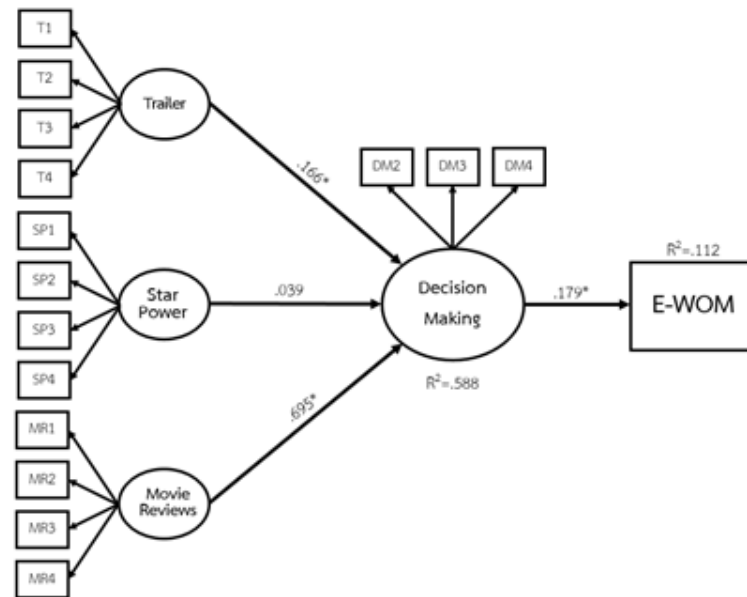
power and e-WOM. There were no significant mediating effects of decision-making on the relationship between a movie trailer and movie reviews on e-WOM. Therefore, the proposed

model could predict positive decision-making about movie consumption and e-WOM with 58.8 and 11.2 percent, respectively.

**Table 4** Mediating Effect Results

Variable	Consequences					
	Decision-making			e-WOM		
	DE	IE	TE	DE	IE	TE
Movie trailer	.166	-	.166	.035	.030	.064
Star power	.039	-	.039	.214	.007	.221
Movie reviews	.695	-	.695	-.01	.124	.117

**Note:** DE = Direct effect, IE = Indirect effect, TE = Total effect



**Figure 1** Results of Path Analysis

## Conclusion and Discussion

The result achieved the objectives proposed in this study, the causal relationship between marketing stimuli (movie trailers, star power and, movie reviews) and decision-making about movie consumption was investigated, as well as the mediating effect of decision-making about movie consumption on the relationship between marketing stimuli and

eWOM. The findings of this study were consistent with past literature on movie reviews and external influences on decisions about movie selection. For Hypothesis 1, movie trailers had a positively significant effect on decision-making about movie consumption with a standardized coefficient of .166 ( $p$ -value<.05). The results of this study were supported by a few studies on movie reviews (Finsterwalder,

Kuppelwieser and Villiers, 2012, pp. 589-595; Gavilan, Fernandez-Lores and Martines-Navarro, 2019, pp. 45-59).

We found some disputes about the relationship between star power and decision making on movie consumption proposed in Hypothesis 2. The results revealed that star power had an insignificant effect on decision-making, but this result was not consistent with the previous movie studies by Elberse (2007), Karniouchina (2011), Finsterwalder, Kuppelwieser and Villiers (2012), and Jang, Kwak and Lee (2012). In Thailand, consumers may select films on streaming services based on many marketing stimuli factors, but most of the films streaming on the online services have a limited production budget. Moreover, streaming services spend most of the budget on content licensing and original shows; therefore, people may not expect to see the big names of celebrities but the content and production would be the essential aspect to monitor.

Hypothesis 3, which proposed the causal hypothesis between movie reviews and decision-making about movie consumption, was investigated and showed that movie reviews had positive significant effects on decision-making about movie consumption with a standard coefficient of 0.695 at the 0.01 level. Movie reviews had the strongest impact among all predictors used in this study. This finding was supported by previous empirical studies in movies and other related industries (Gavilan, Fernandez-Lores and Martines-Navarro, 2019, pp. 45-59; Ismagilova, Slade and Rana, 2020, pp. 1226, Zhao, et al., 2020, pp. 1-19).

The findings of the research indicated

that Hypothesis 4, which revealed the significant impact of decision making on movie consumption on eWOM intention with a standard coefficient of 0.179 at the 0.05 level. This finding was consistent by previous results in other relevant literature (Lee and Choeh, 2020, pp. 1-18; Wang, et al., 2020, pp. 25-40).

Hypothesis 5, the results revealed that decision-making about movie consumption had a mediating effect on the relationship of marketing stimuli (movie trailer, star power, and movie reviews) and e-WOM. Although there is no direct relationship between star power and decision-making about movie consumption, decision-making about movie consumption had a fully mediating effect on the relationship between star power and e-WOM. Meanwhile, there was no direct relationship between star power and decision-making about movie consumption. These findings are directly linked with the findings of Finsterwalder, Kuppelwieser and Villiers (2012) and Jang, Kwak and Lee (2012). Star power may lead the willingness of consumer to share their attitudes or opinions about those stars on traditional and online platforms.

### Research Implication

The findings provide a few insights into how people use movie reviews for selecting films. Since movie reviews performed the strongest impact among all predictors used in this study, streaming service providers or movie distributors should understand and emphasize where review sources for films come from, such as through imdb.com, rotten tomatoes.com, etc. Thus, the practitioners can manage



and facilitate the evaluation of reliable review sources and reviewers which may attract more consumers.

We discovered that movie reviews are the strongest factor among movie marketing stimuli, which is in line with past studies. Consumer are more likely to trust a review if it includes supporting evidence, explanation and credibility. As a result, the findings propose that online consumer review sites encourage and assist reviewers in writing better reviews. Therefore, streaming service providers or movie distributors should consider fully utilizing online word-of-mouth platforms. This covers online communities, wikis, discussion boards, movie blogs, and other similar sites.

The theoretical contribution of this study highlighted the mediating effect of deci-

sion-making about movie consumption on the relationship of marketing stimuli (movie trailer, star power, and movie reviews) and e-WOM which fill the gap of marketing stimuli factors in movie studies as a research contribution.

Finally, movie trailers have a favorable impact on consumer decision-making when it comes to movie selection. Trailers can influence how consumers feel about a film at the pre-experience stage. Aside from that, trailers should be placed free and easy to find on websites such as YouTube and Facebook. Movie distributors should be aware of the trailer production. Since star power had an insignificant effect on decision-making, the trailer should focus on the content, and production which are the key to attracting more consumers.

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## Appendix

### Research measurement items

Marketing Stimuli (Trailer)	
T1	The trailer is attractive.
T2	The trailer makes me feel excited to watch the film.
T3	The trailer makes me have a positive perception of the quality of the film.
T4	The trailer indicates the film is my kind of movie.
T5	The trailer that shows how the movie would be like are very helpful in my decision to watch a film.
Marketing Stimuli (Star power)	
SP1	Before watching the film, it is important to know the people or star that acted in the film.
SP2	Good or popular stars will attract me to watch the film.
SP3	Star that well performed in previous film leads me to have a good perception towards the movie.
SP4	Star is important factor when choosing a movie to watch
Marketing Stimuli (Movie reviews)	
MR1	I think the positive reviews can lead to the positive overall of the movie.
MR2	I find the review or rating information before making the decision on films.
MR3	I feel confident in making the right decision on films to watch based on positive reviews.
MR4	Critic review is important when choosing a movie to watch.
Decision-Making on Movie Consumption in Streaming Service Platforms	
DM1	I will watch movie in streaming service platforms based on the highlight of movie.
DM2	Evaluations given by professionals help me in choosing a film in streaming service platform.
DM3	The presence of celebrity or star influences me to watch a film in streaming service platform.
DM4	Friends and family's recommendation affect my decision in watching movie in streaming service platform.
e-WOM intention	
WOM	I will share my movie consumption experiences on online platforms in the future.