



**THE IMPACT OF HOLLYWOOD MOVIES ON CHINESE
CONSUMERS' CONSUMPTION BEHAVIOR TOWARDS
MOVIES**

MS. ZHANG MENG

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER'S DEGREE
OF ARTS IN HUMAN RESOURCE DEVELOPMENT AND MANAGEMENT**

INTERNATIONAL COLLEGE,

RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP

ACADEMIC YEAR 2022

**COPYRIGHT OF RAJAMANGALA UNIVERSITY OF TECHNOLOGY
KRUNGTHEP**

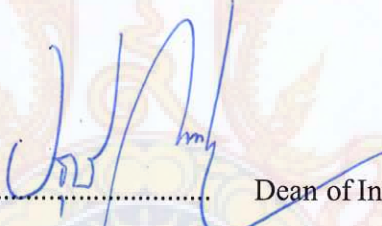
Independent Study THE IMPACT OF HOLLYWOOD MOVIES ON CHINESE CONSUMERS' CONSUMPTION BEHAVIOR TOWARDS MOVIES

Author Ms. Zhang Meng

Major Master of Arts in Human Resource Development and Management (M.A.)

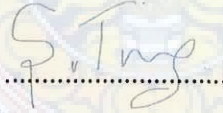
Advisor Dr. Arti Pandey

Faculty of Human Resource Development and Management International College, Rajamangala University of Technology Krungthep approved this independent study as partial fulfillment of the requirement for the degree of Arts in Human Resource Development and Management

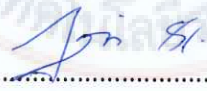


..... Dean of International College
(Assoc.Prof. Arus Kongrunghok, Ph.D.)


Examination Committee



..... Committee Chairperson
(Assoc.Prof. Suwattana Tungawat, Ph.D.)



..... Committee
(Jirangrug Samarkjarn, Ph.D.)



..... Committee and Advisor
(Arti Pandey, Ph.D.)

Independent Study	THE IMPACT OF HOLLYWOOD MOVIES ON CHINESE CONSUMERS' CONSUMPTION BEHAVIOR TOWARDS MOVIES
Author	Zhang Meng
Major	Master of Arts in Human Resource Development and Management (M.A.)
Major Advisor	Dr. Arti Pandey
Academic year	2022

ABSTRACT

Hollywood films have significantly influenced and appealed to the Chinese film market. The great success of Hollywood films introduced in China objectively reflects that Hollywood films conform to the consumption preferences of Chinese film audiences to a certain extent. As a starting point, this paper selects the Chinese mainstream moviegoers as the research object and, based on the theory of rational behaviour (TRA) and combined with the existing research results, summarizes the main factors affecting the attitudes and subjective norms of Chinese movie audiences towards overseas films, and establishes a research hypothesis model. Conclude using SPSS26.0 analysis software to verify the hypothesis between attitudes, subjective norms and movie-watching behavioural intentions. The study found that Hollywood films' film characteristics and marketing strategies will positively affect the audience's perspective and the second audience's self-satisfied needs. Marketing strategy; the attitude and subjective norms of the third audience will positively impact the behaviour intention of watching movies, and the influence of attitude on behaviour intention is more significant than that of subjective norms. Based on the empirical results, policy optimization suggestions are put forward for the Chinese film industry.

Keywords: Hollywood films, Chinese film market, theory of rational behavior, consumption.

ACKNOWLEDGEMENTS

First of all, I want to thank my thesis instructor. Thanks, Dr Arti Pandey. Secondly, thank you who help me find the direction of my thesis. Second, thanks to all the teachers and professors who have taught me for their instruction and generous support during these years. What is more, I would like to present my thanks to one of my special friends from whom I get tremendous love, encouragement, and instruction. Finally, I would like to express the most heartfelt gratitude to my family members who have provided me with great help and support. Also, I would like to express my sincere appreciation to all the professors who have taught me at this university, broadened my horizon and enriched my knowledge in my study. Their inspirational and conscientious teaching has given me a firm basis for composing this paper and will always be of great value to my future academic research. My thanks also go to the scholars whose monographs and scholarly articles have enlightened me in writing this paper.

Ms. Zhang Meng



TABLE OF CONTENTS

	Page
APPROVAL PAGE.....	A
ABSTRACT.....	B
ACKNOWLEDGEMENTS.....	C
TABLE OF CONTENTS.....	D
LIST OF TABLES.....	F
LIST OF FIGURES.....	G
CHAPTER1 INTRODUCTION.....	1
1.1 Overview.....	1
1.2 The statement of the problem.....	2
1.3 Research questions and significance of object.....	3
1.3.1 Research questions.....	3
1.3.2 Significance of the research.....	3
1.4 Purpose of the study.....	3
1.5 Benefits of research.....	3
CHAPTER 2 LITERATURE REVIEWS.....	4
2.1 Definition.....	4
2.1.1 Theory of Reasoned Action.....	4
2.1.2 Consumer Behavior.....	4
2.1.3 Subjective norm.....	5
2.1.4 Attitude.....	5
2.1.5 Behavior.....	6
2.1.6 Self needs.....	6
2.1.7 Film Traits.....	6
2.1.8 Marketing strategy.....	7
2.2 Film consumption mechanism.....	7
2.3 The Influence of Film Marketing Strategy on Film Consumption.....	9
2.4 Hollywood movie.....	9
2.5 Hypothesis development.....	10
CHAPTER 3 RESEARCH METHODOLOGY.....	14

3.1 Conceptual framework.....	14
3.2 Research method.....	14
3.3 Research design.....	15
3.4 Population and sample selection.....	15
3.4.1 Population.....	15
3.4.2 Sample size.....	15
3.5 Design of questionnaire and scale.....	16
3.6 Suggestions of the three experts on the questionnaire.....	18
3.7 Collection of data.....	18
3.8 Research methodology.....	19
3.8.1 Descriptive statistics analysis... ..	19
3.8.2 Reliability test.....	19
3.8.3 Path analysis.....	20
CHAPTER 4 DATA ANALYSIS	21
4.1 Reliability test of research instrument.....	21
4.2 Mean and standard deviation.....	23
4.3 Hypothesis test.....	25
CHAPTER 5 CONCLUSION AND DISCUSSION.....	28
5.1 Conclusions.....	28
5.2 Results and discussion.....	29
5.3 Research contributions.....	30
5.4 Practical contributions.....	31
5.5 Future research.....	31
BIBLIOGRAPHY.....	32
APPENDICES A.....	38
APPENDICES B.....	42
BIOGRAPHY.....	45

LIST OF TABLES

Table	Page
Table 3.1 Number of questionnaires for 5 factors that affect purchase intention.....	17
Table 3.2 Five-point Likert Scale.....	18
Table 3.3 Criteria of reliability.....	19
Table 4.1 Reliability test of questionnaire.....	21
Table 4.2 Demographic data.....	22
Table 4.3 Frequency of monthly income.....	23
Table 4.4 Averaged variances expected.....	23
Table 4.5 Correlation matrix of the constructs.....	24
Table 4.6 Hypothesis testing.....	26



LIST OF FIGURES

Figure	Page
Figure 3.1 The conceptual framework of this research.....	16
Figure 3.2 The sample size of this research.....	16
Figure 4.1. Path coefficients resulting from regression analysis.....	26



CHAPTER 1

INTRODUCTION

1.1 Overview

In recent years, China's film market has experienced explosive growth. From 2008 to 2018, the box office of the Chinese mainland jumped from 4 billion 340 million yuan to 60 billion 976 million yuan (Wang et al., 2020a). In the fast lane of the film industry's explosive growth, it has become the second largest ticket warehouse after the United States. According to statistics, the box office of Chinese films made another leap in 2018. The box office of films in the whole year successfully exceeded 60 billion yuan, reaching 60.976 billion yuan, an increase of nearly 10% over the same period last year. Among them, three films exceeded 3 billion, and Operation Red Sea won the annual championship with 3.65 billion; 16 films exceeded 1 billion, 32 films exceeded 500 million, and 82 films with a box office of more than 100 million, including 44 domestic films. In terms of box office growth, the launch of Hollywood films is a significant contributor (Mumtaz et al., 2019). In 2018, a total of 116 Hollywood films entered the Chinese film market, with a year-on-year increase of nearly 20%. Among them, 34 films were divided into households, 82 were approved, and the number of approved films was 1.3 times that of the previous year. The box office of imported films reached 23.079-billion-yuan, accounting for 37.8% of the total box office revenue of Chinese films in the year (Wang et al., 2020b).

In 1994, the Chinese film industry took steps to reform and gradually opened up the film market. As the first film imported from abroad, "The End of the World" opened the door to the Chinese film market and created a box office of 25 million. After the first successful attempt, a series of Hollywood blockbusters flooded the Chinese film market, constantly breaking records at the box office of Chinese films. Chinese film audiences have gradually developed a consumption taste for watching Hollywood blockbusters (Setijadi & Barker, 2010). In the late 1990s, the Chinese film market showed about ten imported films in theatres every year. In the 21st century, China's film industry has entered a new stage. China's entry into the WTO in 2001 further promoted the process of introducing Hollywood films. In 2002, China officially launched the reform of the theatre chain system (Turner et al., 2014a). From 2002 to 2011, 20 imported films from Hollywood entered the Chinese market as "split films" every year, and about 30 buyout films were released in China each year. In 2012, China and the United States agreed on issues related to WTO films. China will increase the quota of 14 part-account films (3D, IMAX) every year, and the number of imported films will increase from 20 to 34. At the same time, the film box office in the United States will increase. The share of accounts has also increased to 25%. So far, the introduction of Hollywood films in China has maintained at about 34 films per year, most of which are Hollywood films. The continuous influx of Hollywood films into the Chinese market promotes the transformation and upgrading of the Chinese film industry and affects the viewing preferences of Chinese film audiences (Wang et al., 2020b).

1.2 The Situation of the Problem

The study of consumer behavior is a crucial way to promote consumer behaviour, is closely related to profitability and is an essential part of business management and marketing strategy (Chao, 2015). Understanding the consumer behaviour of a product's target group facilitates consumer satisfaction by improving the product, further promoting consumer behaviour, and improving the company's reputation, reducing the cost of failure and insulating users from competitors (Hanzaee & Rezaeyeh, 2013). Consumer behaviour research is a more challenging research topic in the highly competitive film industry, especially in light of the downturn in the film market caused by COVID-19. Film production companies can gain a sustainable competitive advantage by implementing holistic thinking of film creation from consumer behaviour survey results (Gupta & Singharia, 2021).

As China's film industry has entered industrialization, Chinese researchers have begun to focus on empirical research on film consumers. There has been a proliferation of research articles on film consumers and consumer behaviour. However, little research has been conducted on the relationship between Hollywood films and the consumption behaviour of Chinese film consumers. As a result, few studies have examined how imported Hollywood films affect the consumption preferences of Chinese filmgoers through quantitative research. In particular, during the Corvid 19 epidemic, the global film industry was in a downturn, and the epidemic limited consumers' film consumption behaviour. To promote the growth of film consumption and to understand the consumption behaviour of film consumers during the COVID19 epidemic to inform the management of Chinese film imports and the direction of Chinese film investment, it is necessary to study the impact of Hollywood films on the behaviour of Chinese film consumers.

1.2 Research Questions and Significance of Object

1.2.1 Research questions

From the perspective of movie audiences' consumption preferences, this paper explores the impact of Hollywood films on Chinese moviegoers' consumption preferences. Therefore, the following questions are raised:

RQ 1. Does the attitude have a significant impact on the movie viewing behaviour intention?

RQ 2. Does the subjective norm significantly impact the Movie viewing behaviour intention?

RQ 3. Do the film traits have a significant impact on the attitude?

RQ 4. Does the self needs have a significant impact on the attitude?

RQ 5. Does the self needs have a significant impact on the subjective norm?

RQ 6. Does the marketing strategy have a significant impact on the attitude?

RQ 7. Does the marketing strategy have a significant impact on the subjective norm?

1.2.2 Significance of the Research

The number of imported films from Hollywood has increased yearly, forming a more significant influence and attraction in China's film market. At present, the domestic film market is still dominated by Hollywood films. The great success of Hollywood films in China objectively reflects that the films imported from Hollywood align with the consumption preferences of Chinese film audiences to a certain extent. Chinese films still have great potential and market. The research of this paper will examine the influencing factors and viewing behaviour intention of Chinese film audiences to watch Hollywood films:

1. Comprehensively and deeply grasp the audience characteristics of Hollywood films, analyze and sort out the factors affecting the audience's viewing behaviour intention.
2. Explore the Hollywood imported films' specific impact on Chinese film audiences' consumption preference.
3. Influence on Chinese film companies This paper puts forward some suggestions on the prosperity of China's film market and the optimization of the introduction mechanism of Hollywood blockbusters.

1.3 Purpose of the Study

This research will examine the factors that influence the behaviour of Hollywood movies on Chinese consumers and the behavioural intentions of Chinese consumers towards movie consumption during COVID 19's popularity.

(1) Comprehensively and profoundly grasp the audience characteristics of Hollywood films, and analyze and sort out the factors that affect audiences' viewing behavioral intentions.

(2) To explore the specific impact of Hollywood imported films on Chinese film audiences' consumption preferences.

(3) To make recommendations on the management and production of Chinese film companies and the optimization of the mechanism for introducing Chinese films.

1.4 Benefits of Research

During the Covid 19 pandemic, significant changes have occurred in Chinese consumers' consumption behaviour for films. The previous research results may no longer reflect the current Chinese film market changes. Starting with the questionnaire survey of Chinese film viewers watching Hollywood films, this paper summarizes the main factors affecting Chinese film viewers watching Hollywood films, explores the influence mechanism of Hollywood films on Chinese film viewers' consumption preferences during the covid19 pandemic, and theoretically expands the scope of cinema related research.

CHAPTER 2

LITERATURE REVIEWS

2.1 Definition

2.1.1 Theory of reasoned action

Theory of Reasoned Action, also known as TRA theory, originated in social psychology and is used to study the relationship between people's attitudes and behaviours (Rahmayanti et al., 2021). After Feishbein et al. established the prototype of the theoretical model of rational behaviour when they studied attitudes in 1967, in 1975, Feishbein and Ajzen made further research and modifications to this model, perfecting the previous model and finally established rationality. A theoretical model of behaviour. The TRA theory holds that an individual's willingness to act toward something will be affected by his attitude toward the matter and subjective norm, and philosophy and the subjective criterion will ultimately affect an individual's specific behaviour (Lin & Xu, 2021). TRA theory focuses on the formation process of attitudes and subjective norms. It believes that human behaviour is rational, and any factor may affect behaviour by affecting attitudes and subjective norms (Tanhan, 2021).

2.1.2 Consumer behavior

Consumer behaviour refers to the activities people perform when they obtain what they need, including purchase, comparison, purchase, and use of products and services. Yang and Paladin (2015) defined consumer behaviour as people's decision-making process and physical activity when they are engaged in evaluating, acquiring, using, and disposing products or services. Barber et al. (2009b) believe that consumer behaviour is the behaviour shown by consumers when they look for, buy, use, evaluate, and process products, services, and ideas that they want to meet their needs. Rojas-méndez et al. (2015) define consumer behaviour as the various actions taken to acquire, use, and dispose of consumer goods and the decision-making process that limits and determines these actions. Various scholars' definitions of consumer behaviour are similar in some parts, and there are also some disputes. These disputes may be related to the different research paradigms adopted by the researchers and the different perspectives of judgment (Goodman, 2009). Consumer behaviour, according to the American Marketing Association, is the dynamic interaction process of perception, cognition, behaviour, and environmental elements that allows individuals to modify their trade functions in life. There are at least three meanings to this term. The first is that consumer behaviour is dynamic; the second includes the interplay of perception, cognition, behaviour, and environmental elements; and the third is that transactions are involved (Actor, 1996).

Early consumer behaviour research was founded on economic theories that claimed that customers are rational decision makers who should pursue the maximizing of benefits as the primary goal when purchasing items or services. According to a subsequent study, a following research, consumers' cognition,

emotions, family, reference groups, advertisements, and roles in the purchasing decision process all influence impulsive purchases (Silva et al., 2014). Numerous researchers have described consumer behaviour using appropriate theories from various schools. And the product's pricing, to get its most advantage and happiness. Individuals can also make logical judgments about their tastes and preferences to make sensible purchases. Economists employ utility to measure customer behaviour and place a greater emphasis on monetary aspects. Marginal utility theory and information asymmetry theory are two economic theories that support this viewpoint. The marginal utility theory is critical in classical economics (Ellena S. King et al., 2014). Consumers are assumed to be rational in this hypothesis. They think consumers always obtain the most output from the minor input and should buy as much as possible within a given budget. Commodities, to maximize overall usefulness. However, it is difficult for the marginal utility theory to explain people's impulsive and regular purchases reasonably.

The information asymmetry hypothesis is a critical concept in new institutional economics. The market's incompleteness is a crucial assumption. It is most visible in the market's imbalanced and incomplete information (Yang & Paladino, 2015). The communication between the parties to the transaction is thought to be asymmetric, and both parties are aware of their respective positions in terms of information ownership (Barber et al., 2009).

2.1.3 Subjective norm

According to TRA theory, the subjective norm is the subjective belief or example that most people think should do that behaviour. In the conduct of brand purchases, subjective criteria reflect the personal opinions of most people that individuals should buy brands (Schepers & Wetzels, 2007). Among them, the imperative norm demonstrates the individual's perception of others' approval or disapproval of purchasing a brand. Descriptive examples reflect an individual's perception of other people's purchased brands (Aji et al., 2020).

2.1.4 Attitude

The term attitude first refers to body posture and posture in English and later evolved into a term referring to mental state, explicitly referring to the preparation of the subject's behavioural response to a specific object (Cai & Shannon, 2012). The evaluation system and psychological reaction tendencies of attitudes are manifested in the affirmation or denial, approval or opposition that everyone will make when treating anything, and also shows a psychological direction; in interpersonal contact, people can also perceive each other (Toler, 2017). The other's psychological reaction tendency of acceptance and rejection, enthusiasm and indifference. Therefore, attitude is not only a kind of evaluation but also an inclined psychological state of preparation. Social psychology generally believes that human attitudes are composed of three elements: cognition, emotion and intention (Weng et al., 2018). The cognitive component of an attitude refers to the perception, understanding, concept and judgment of the attitude object or the attitude subject. Cognition is the foundation, which not only includes the individual's cognition and performance of the attitude

object but also includes judgment. The emotional element of an attitude refers to an individual's emotional response to the attitude object, which plays a leading role in the individual's emotion, which is expressed as the degree of emotional experience (Currás-Pérez et al., 2013).

2.1.5 Behavior

Behaviour is defined as a person's or an animal's attitude toward life and a particular way of living (Liebe, 1916). It refers to the essential traits displayed by various persons, animals, or groups under specific settings and the stimulation of internal and external environmental elements. Human behaviour is influenced by stimuli from both internal and external surroundings (Malik et al., 2020). The most important source of inspiration that stimulates human behaviour is the factor connected with the objective needs of human beings (Tegarden, 1999). For example, environmental pollution endangers the satisfaction of human's basic physiological needs and constitutes a strong stimulus. The latter prompts humans to realize the harm to the ecological environment so that humans have the idea and behavioural response to protect the environment. Therefore, it can be said that the three links of stimulus, human, and behaviour are interconnected and interact with each other, forming a variety of human behaviours (Lim, 1995).

2.1.6 Self needs

Maslow, a famous American psychologist, proposed the theory of the hierarchy of needs. The theory holds that human beings are motivated by their needs and that human needs are hierarchical, with high-level and low-level requirements, and that the levels are not divided into fixed ones (Ugah & Arua, 2011). Maslow believed that the most basic human need is physiological, which is a prerequisite for generating other conditions (Zalenski & Raspa, 2006). In today's social environment, most people's physiological needs are pretty satisfied, so higher-level needs emerge, and satisfying higher needs can bring lasting and absolute joy to people (McLeod, 2018). Maslow believed that what occurs after satisfying physiological needs are security needs, including safety, stability, dependence, and freedom from anxiety and chaos. When a person's physiological needs and security needs are well satisfied, the need for love, affection, and belonging will emerge (Sitepu & Putri, 2020). At this stage, people will desire friendship with people, a beautiful family, and a certain amount of social and other people's approval. When the above three needs are satisfied, there will be a need for respect, including self-esteem, self-respect, and respect from others. Then comes the highest level of conditions - the need for self-actualization (Ştefan et al., 2020).

2.1.7 Film traits

The artistic, high-tech, commercial, social and reproductive aspects of the art of cinema promote its sustainable development. The artistry sets the film's tone and clarifies the filming's spiritual direction, with a clear central idea and a prominent centre. The film's filming keeps pace with the times, and to win the audience's attention, no expense is spared in using advanced technology to create refreshing

graphic effects. The high technology provides superb technical support for the film's filming and enriches the cinematography's artistic expression language (Joy & Sherry Jr, 2004). It creates an unprecedented audio-visual experience for the audience. Of course, the film's stunning effects have also brought considerable box office success. In particular, technology and box office results in today's films have never been more critical. Commerciality brings lucrative economic benefits to the cinema while at the same time reserving the financial basis for continued filmmaking (Gilardi et al., 2018). The social aspect of cinema is not only limited to entertaining audiences but also to revealing social realities through cinema and raising awareness of current problems and issues; the reproduction aspect of cinema benefits the general public and allows more and more people to enjoy the magic of cinema around the world through different channels (Yanardağoğlu & Karam, 2013).

2.1.8 Marketing strategy

Marketing strategy is the planned organization of business activities based on customers' needs, information on customer demand and purchasing power, and the business community's expectations. It is a series of measurable and controllable activities to increase sales and the company's reputation for a specific target market. It combines various marketing methods such as product, price, channel, promotion and public relations strategies (Susanti et al., 2019). Marketing is the ability to educate and compel a target audience to appreciate the advantages, benefits, benefits or protect your product, service or company offers. You offer these things to your customers above and beyond what they have and above and beyond all the options and choices they have been given. Marketing strategy includes an analysis of the market environment, consumer psychology, product advantages, and marketing approaches (Chou et al., 2020).

Marketing strategy is the process by which a company takes the needs of its customers as the starting point, obtains information on customer demand as well as purchasing power and the expectations of the business community based on experience, and organizes various business activities in a planned manner, i.e. the 4P principles: product strategy, price strategy, channel strategy and promotion strategy, to provide customers with good goods and services and achieve corporate goals (Ghose et al., 2015). The development of a marketing strategy plan is a process of interaction, creation, and iteration. Marketing strategy is the process by which a company takes the needs of its customers as the starting point, obtains information on customer demand and purchasing power based on experience and the expectations of the business community, organizes its business activities in a planned manner and provides customers with good goods and services through a coordinated product strategy, price strategy, channel strategy and promotion strategy to achieve its corporate objectives (Luchs et al., 2016).

2.2 Film consumption mechanism

Movies are not only an art but also a type of product. Many scholars believe that the different characteristics of the movie itself will have an impact on movie audiences' behavioural intentions. Xiaoming et al. (1997) classified Hollywood

blockbusters imported by China since 1994 into five categories in terms of story type and content. He believes that since the opening of the Chinese film market to Hollywood films, Chinese film audiences have become accustomed to American-style cinema in the past two decades. The cultural guts of fast-moving movie products mean that Chinese movie audiences are more inclined to consume movies of the same type after finishing Hollywood blockbusters. When the research involves variables related to the characteristics of film products, most scholars choose to use film type as the research variable, while Mumtaz et al. (2019) proposed that there is no uniform standard for the definition and distinction of film type, so they choose Movie content is an in-depth study as a variable. Wang et al. (2020) used the Personal Involvement Scale to distribute questionnaires to 1,000 Sydney households to investigate respondents' preferred film attributes. The study's results showed that, except for the two factors of material/greedy and creative/fictional, all other qualities showed a significant positive correlation with the behaviour of movie consumers.

Turner et al. (2014) research on the characteristics of film products also starts with film elements. She selects the top 60 films at the annual box office from 2008 to 2012 as samples, introduces a research model for film and television text elements, and concludes that adventure elements, Elements such as modern urban themes and the protagonist's character traits such as "fighting" all contribute to the conclusion that the movie's box office increases. At the same time, some scholars pointed out that the changes in film technology also profoundly affect movie consumers' movie viewing preferences. (Wang et al., 2020b) pointed out that movies have the dual attributes of art and technology, and the continuous upgrading of movie technology also creates movie audiences. New expectations for movies, movie technology and movie viewing expectations have formed a two-way driving cycle, and the influence of high-quality sound and picture effects and special effects technology in movies on movie consumption is beyond doubt. Shi Miao (2007) believes that movie consumption can meet the needs of movie audiences for role-playing. By role-playing the characters in the movie, moviegoers deepen the memory of the movie scene and the relationship between the characters to identify the characters in the film and the plot setting. It has the effect of socialized learning. Muharria et al. (2016), starting from the theory of use and satisfaction, proposed that movies can satisfy the audience's psychological needs for entertainment pleasure, social interaction needs and self-seeking needs in film. Ardianto and Manuel Son (2019) also put forward the same view regarding satisfying entertainment needs. He believes that movies exist to satisfy people's sensory experiences. This perceptual pleasure can be said to find an outlet for the body's instinctive impulses. Satisfaction of entertainment needs. Das (2011) conducted in-depth research and discussion on Chinese audiences' consumption of American movies. In addition to satisfying entertainment and social needs, Meng Zhao also proposed that Chinese audiences like to watch American movies because American movies can also meet the Information acquisition and learning needs of Chinese audiences.

2.3 The Influence of Film Marketing Strategy on Film Consumption

Moviegoers' viewing behaviour is also affected by movie marketing. Film marketing plays a vital role in promoting the film as quickly as possible to make it familiar and even accepted by the public. Celebrities have almost been tacitly regarded as the guarantee of movie box office, and inviting them to perform is a way of movie marketing. Albert (1998) pointed out that stars can attract more audiences for movies because of their distinct appearance characteristics and popularity and have strong box office influence and appeal. Faulkner and Anderson (1987) took Hollywood movies as the research object. They used empirical research to conclude a significant positive correlation between stars and movie box office. Many foreign scholars, such as P. Smith and Kerry Smith (1986); Muharria et al. (2016), researched the relationship between the American movie box office and the star effect. Both concluded that the star effect would positively affect the box office. Domestic scholars have also conducted in-depth discussions on the relationship between star directors, star actors and movie box office. Ardhiyanto and Manuel (2019) selected 400 films released in China from 2011 to 2015 as a research sample and concluded that star directors and star actors would significantly impact the box office of movies, and the influence of star directors is more substantial. Shabbir et al. (2017) selected 189 movies with famous movie stars from 2013 to 2016 as research samples, constructed a research model of the relationship between the star effect and movie box office, and verified their hypothesis. Word-of-mouth marketing has also attracted the attention of film studies scholars. Proposed that movie ratings have two functions, one is to influence the audience's decision in the early stage of the movie release, and the other is to predict the audience's consumption preference. Kabadayi (2012) conducted a study on the impact of online ratings on the North American box office of Chinese films and found that the ratings of Chinese cinema at home and abroad are consistent, and the North American audience's favourable comments on Chinese movies will affect the consumption of the film. Play a promoting role. Mutlu (2020) made a comprehensive overview of film marketing strategies. The author classified film marketing strategies into several categories, such as brand marketing, star marketing, word-of-mouth marketing, and cinema marketing, and proposed that film marketing constantly stimulates the viewing interest and demand of moviegoers, which has created many box office miracles.

2.4 Hollywood Movie

Hollywood is often used directly to refer to the American film industry. Since many famous American film companies are established here, they are often associated with American films and movie stars. Hollywood is a world-famous film centre. The Oscars are held here every year. An award ceremony is a grand event in the world film industry (Chow, 2020a). Hollywood is not only the birthplace of global fashion but also the centre of the global music and film industry. It has the world's top entertainment industry and luxury brands, leading and representing the highest level of international fashion, including DreamWorks, Walt Disney, 20th-century fox, Columbia Pictures, Sony Pictures, Universal Pictures, Warner Bros. Entertainment, Paramount Pictures and other top record companies. Fashion, science, and technology

here restrict and develop each other, which is naturally plain. Its profound fashion heritage and exquisite technology have been completed and imitated worldwide (Kim & Brunn-Bevel, 2020).

The American Film Institute was established in the United States. The organization's primary goal is to monitor the global spread and box office of Hollywood films in real-time every year. The U.S. government publishes a film development report every year. The information has become a more targeted method for the U.S. government and Hollywood filmmakers to create and disseminate Hollywood films that are readily accepted by the world. Silk et al. (2018) believed that Hollywood films are changing rapidly in the era of globalization in the 21st century. It spreads to every corner of the world. No matter where there are Hollywood films, American values are spreading. He believes that American films are a necessary means of spreading American values. Ross (2020) thought that Hollywood films, as a part of American culture, have a tremendously destructive impact on the cultural industry of other countries in the world.

2.5 Hypothesis Development

Consumption intention represents a consumer's desire to buy and utilize a product. It may be used to predict a consumer's actual consumption habits' demonstrating that behavioural orientation and behaviour have a tangible link. Through a survey of 153 undergraduates who use online learning at DBMU, Farahat (2012) studied the determinants of students' acceptance of online learning and how these determinants affect students' intention to use online learning. The results show that students' attitudes towards online learning have been identified as an essential determinant of students' intention to practice online learning. Ajzen (1991) found in researching young people's fruit and vegetable consumption behaviour that consumption intentions significantly positively affect consumer behaviour. Aktaş et al. (2011) believe that consumer willingness can well explain consumer behaviour. This study will investigate consumer attitudes towards movie viewing, the association between viewing attitudes and viewing behaviours, and differences in influencing variables. Huh et al. (2009) found through surveys that perceived enjoyment and attitude toward usage are two key predictors of user behavioural intentions to use a hotel reservation site. When Liu et al. (2009) investigated e-users' acceptance of e-learning streaming media using the Technology Acceptance Model (TAM), they found that user attitudes were all predictors of usage intentions. Therefore, the following assumptions are made:

H1. The attitude has a significant impact on movie viewing behaviour intention.

A subjective norm is a person's view, which is based on whether or not the majority of the person's key people believe the conduct should be regarded by the person (Ajzen & Fishbein, 1975). Subjective norms define how a person's behaviour evolves due to other essential reference groups' behaviour or how a person should act (Taylor & Todd, 1995). Subjective norms have a moderating influence on adoption intentions, according to research on the adoption behaviour of 132 college students who have been introduced to a new virtual learning system (Sawang et al., 2014). Subjective norms are supported by regression analysis, which shows that the desire to

use sophisticated social networking sites is strongly predicted. Other investigations back up the previous findings (Hartshorne & Ajjan, 2009). Schepers and Wetzels (2007) found that subjective norms had a significant impact on behaviour intention when investigating company members' willingness to use I.T., and was considered to be an essential factor affecting company members' desire to use I.T. Aji et al. (2020) in one study, a total of 253 responses were collected using an online questionnaire. Check the data by using structural equation modelling (SEM). The cross-regulation technique was used to study the moderating effect of K.R. on the willingness to use electronic money. Its findings show that subjective norm significantly affects customers' perceived usefulness (P.U.), ease of use (PEU), and intent to use e-money (INT). Indonesian customers are becoming more aware and aware of riba. S.N., as a social factor, also has a strong influence on INT. Based on the above discussion, the following hypotheses are proposed:

H2. The subjective norm has a significant impact on movie viewing behaviour intention.

Movies are both an art and a type of product. Many scholars believe that the different characteristics of the movie itself will have an impact on the audience's viewing attitudes. Muharria et al. (2016) classified the overseas blockbusters imported by China since 1994 according to the type and content of the story. They pointed out that since the Chinese film market opened to overseas films, Chinese movie audiences have become accustomed to the aesthetics of American-style movie fast-selling products in the past two decades. Johnson and Ranzini (2018) examine this behaviour to investigate how different motivations for self-expression generate selective patterns of sharing media content on social networks. Expect other ideal motives to drive sharing in mass media, your superior motives to share in well-known media, and actual ego motives to drive sharing of guilty pleasures. An online experiment (N = 168) invoked motivational situations and asked participants to list songs and movies they would share on Facebook. These media perceptions are then rated. Studies have found that film traits can significantly affect audience attitudes. Mumtaz et al. (2019) screened five major movie product factors for college students' movie-watching behaviour. They concluded that movie types and content significantly impact college students' movie-watching attitudes in movie theatres. At the same time, film technology changes also affect movie audiences' attitudes towards movie watching. Wang et al. (2020) pointed out that movies have dual attributes of art and technology. While movie technology is continuously improving, it also raises moviegoers' expectations. Viewing movies and movie technologies A two-way driving cycle is predicted to have been established, with the marketing of sound and image effects and special effects technology in the film to movie consumption. As a result, the author assumes:

H3. The film traits have a significant impact on attitude.

On the issue of the source of attitude, some scholars pointed out that the satisfaction of moviegoers' self-needs is an essential factor affecting the movie attitude. Starting from the theory of use and satisfaction, Turner et al. (2014) propose that movies can meet the audience's psychological needs for entertainment pleasure, social interaction needs, and self-seeking needs in movies. Key. Also believes that the

sensory service provided by the film to the audience allows the audience to release their emotions and impulses in the process. Setijadi & Barker (2010) has conducted in-depth research and discussion on the phenomenon of Chinese audiences consuming American movies. Amenuvor et al. (2019) In a study to evaluate the moderating effect of price and empirically examines the impact of customer autonomy demand on perceived customer effectiveness and green buying behaviour. Data was collected from 453 consumers in South Korea. The results of the study show that self-need has a significant effect on attitude. The study provides managerial and theoretical insights into understanding green buying behaviour, the need for self-determination, and perceived customer effectiveness. As for why Chinese audiences like to watch American movies, he believes that American movies meet the needs of Chinese audiences for entertainment, information and social interaction.

On the other hand, the movie's content can become a social topic for movie audiences to help moviegoers build a social circle to meet the needs of the social level (Muharria et al., 2016). Grudistova et al. (2019) conducted a study to discuss the results of empirical research on the self-actualization needs of Russian students, taking three Russian universities, Moscow Region State University, Belgorod State Research University and Bratsk State University as examples. A. Maslow proposed the concept of self-actualizing personality as a theoretical basis for research. For empirical analysis, A.V. adapted from N.F. Kalina used Lazukin's questionnaire. Research has shown that self-needs are an important influencing factor of attitudes. Social interaction can realize the self-satisfaction of moviegoers, and social needs also affect the subjective norms of moviegoers, so the author puts forward the following hypothesis:

H4. The self needs have a significant impact on attitude.

H5. Self-needs have a significant impact on the subjective norm.

Correct marketing methods can effectively improve the promotion and acceptability of a product. The marketing strategy of overseas films is also an essential factor affecting the attitude and subjective norms of movie audiences. Wingstedt et al. (2010) believe that in recent years, in movie marketing, marketing methods including brand marketing, star marketing, word-of-mouth marketing, cinema marketing, etc., have continuously stimulated movie audiences' interest in watching movies and created many box office miracles, which can be seen in movie marketing. It will significantly affect the audience's viewing attitude and is of great significance to the development of the industry. There are numerous marketing methods for movies, among which word-of-mouth marketing has attracted the attention of film research scholars. To study the mediating effect of green products through marketing mix, Chou et al. (2020) operationalized the effect of marketing strategy on consumer attitudes to verify the situation of the proposed research model, explaining consumers' willingness to be environmentally friendly in the Taiwanese context. The model is based on structural equation modelling (SEM) from data collected from 977 online consumers. The findings suggest that marketing strategy significantly and directly affects attitudes toward green products and subjective norms. These findings have contributed to the revival of the theory of planned behaviour (TPB) and provide insights into consumer attitudes, consumer social responsibility, marketing mix and a comprehensive understanding of the impact of perceived quality,

the effect of restaurants on the ability to increase consumers' willingness to purchase green products or food. Many scholars believe that word-of-mouth significantly impacts the audience's viewing intentions. Chow (2020) considers that the effect of word-of-mouth will impact the audience's viewing attitude through the guidance of "opinion leaders", which in turn will affect the box office. At the same time, she also believes that word-of-mouth communication's positive and negative effects can also trigger a cluster effect, which in turn produces a "silent spiral" effect. At the same time, it will also generate a specific "consensus" in the circle of friends and social processes of Chinese movie audiences, which will, in turn, cause certain social pressure on the audiences themselves and affect the subjective norms of moviegoers (Kim & Brunn-Bevel, 2020). Therefore, the author assumes:

H6. The marketing strategy has a significant impact on attitude.

H7. The marketing strategy has a significant impact on the subjective norm.



CHAPTER 3 RESEARCH METHODOLOGY

3.1 Conceptual Framework

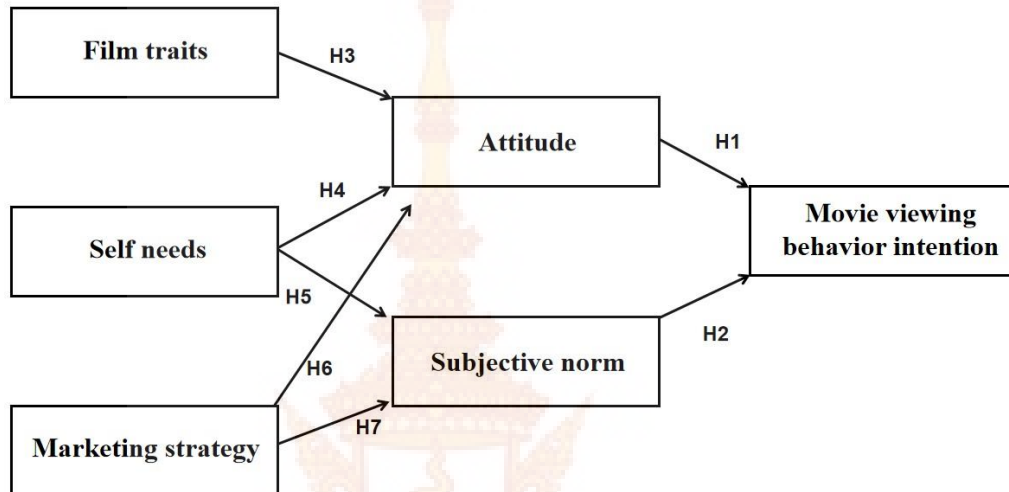


Figure 3.1 The Conceptual Framework of this research

Source: Constructed by author

3.2 Research Method

Based on the current research results, this study is guided by the theory of rational behaviour (TRA theory). It adopts the method of combining normative analysis and empirical analysis (Yousafzai et al., 2010). Through a questionnaire survey, frequency analysis and comparative mean analysis, this paper conducts comprehensive research on the influence of Hollywood movies on Chinese audiences' willingness to watch movies. Investigate Film traits, Self needs, Marketing strategy, Attitude, Subjective norms, Movie viewing, Behavior intention and demographic characteristics. Through regression analysis, this paper analyzes the influence of Hollywood movies on the Chinese audience's willingness to watch movies. An empirical study of critical factors and their degree of leverage is conducted to determine the influence factors of Hollywood movies on Chinese audiences. On this basis, suggestions are put forward to promote the development of the Chinese film industry (Joy & Sherry, 2004).

The influence of purchasing decisions depends on consumers' subjective feelings about various factors. In consumer behaviour research, the subjective judgments of individual consumers are often measured by attitude scales (Pavlou, 2003). Consumer

personal knowledge refers to how much product knowledge, usage knowledge and purchase knowledge consumers think they have. It is the personal judgment of consumers; in addition, consumers' purchasing decisions are influenced by many factors, each of which affects consumers. The influence of purchasing decisions depends on consumers' subjective feelings about various aspects. In consumer behaviour research, the subjective judgments of individual consumers are often measured by attitude scales (Hoteit & Morozevich, 2020). Quantitative statistical analysis of relevant issues reveals the relationship between factors and behaviour (Barber et al., 2009a). Data on Chinese audiences were collected using self-administered questionnaires. The five-point Likert questionnaire collected quantitative data on viewers' video sources. The survey was conducted in November 2021. For statistical analysis of the collected data, we used SPSS.

3.3 Research Design

Based on the theory of rational behaviour (TRA), this research adopts a combination of normative and empirical analysis. A comprehensive analysis of the Chinese audience's movie viewing behaviour intention was carried out through a questionnaire survey, frequency analysis and comparative mean analysis. To this end, a survey was conducted to collect data. Participants are required to fill out a questionnaire. Respondents' responses were completely anonymous, but the survey showed other demographic information in the questionnaire, including age and gender. Respondents' privacy is protected. All respondents were voluntary and agreed to use the dataset to answer, and the authors gave respondents gifts. There are many types of research suitable for exploratory analysis, descriptive research and contingency research. However, in this study, the appropriate research was based on descriptive research, i.e. describing the answers to illustrate the research question. The significance of descriptive analysis is to focus on the characteristics of the individual and the entire sample, which can provide helpful information for problem-solving. This type of research is best suited for collecting data and describing relationships between measured variables. In addition, this study also adopted a survey technique: the raw data of 500 people were collected using questionnaires.

3.4 Population and Sample Selection

3.4.1 Population

This study uses the online platform questionnaire star to distribute and collect the questionnaire. The population is Chinese consumers as a whole, which are randomly selected through the questionnaire platform.

3.4.2 Sample size

The researcher will determine the sample size by applying an equation Yamane (1967) proposed at the confidence level of 95% and precision levels = 0.05.m.

Anticipated effect size:	<input type="text" value="0.2"/>	<input style="border: none; background-color: #007bff; color: white; padding: 2px 5px; border-radius: 3px; font-size: 1em; font-weight: bold; vertical-align: middle;" type="button" value="?"/>
Desired statistical power level:	<input type="text" value="0.8"/>	<input style="border: none; background-color: #007bff; color: white; padding: 2px 5px; border-radius: 3px; font-size: 1em; font-weight: bold; vertical-align: middle;" type="button" value="?"/>
Number of latent variables:	<input type="text" value="6"/>	<input style="border: none; background-color: #007bff; color: white; padding: 2px 5px; border-radius: 3px; font-size: 1em; font-weight: bold; vertical-align: middle;" type="button" value="?"/>
Number of observed variables:	<input type="text" value="27"/>	<input style="border: none; background-color: #007bff; color: white; padding: 2px 5px; border-radius: 3px; font-size: 1em; font-weight: bold; vertical-align: middle;" type="button" value="?"/>
Probability level:	<input type="text" value="0.05"/>	<input style="border: none; background-color: #007bff; color: white; padding: 2px 5px; border-radius: 3px; font-size: 1em; font-weight: bold; vertical-align: middle;" type="button" value="?"/>
<input style="background-color: #007bff; color: white; padding: 10px 20px; border: none; border-radius: 5px; font-weight: bold; font-size: 1.2em; margin-top: 10px;" type="button" value="Calculate!"/>		
Minimum sample size to detect effect: 403		
Minimum sample size for model structure: 88		
Recommended minimum sample size: 403		

Figure 3.2 The sample size of this research

Source: <https://www.danielsoper.com/statcalc/calculator.aspx?id=89>

Based on the calculation results of the sample size, the Minimum sample size to detect the effect is 403. Taking into account the feedback rate of the survey and other issues, the sample size is 453 for research data collection.

3.5 Design of Questionnaire and Scale

This study uses a questionnaire, which creates a review of the relevant literature to collect data. The questionnaire can be divided into two parts:

Part 1: Closed-end questions about the demographic characteristics of the participants, including gender, age, education, and income.

1. Gender

Male

Female

2. Your age

18-25

26-35

36-45

46-60

Over 60 years old

3. Your highest education

- Junior high school and below
- High school / technical secondary school
- University/College
- Postgraduate

4. Income (monthly)

- Less than 3000 RMB
- 3001-6000 RMB
- 6001-9000 RMB
- More than 9001 RMB

Part 2: 14 closed-ended answer questions about 6 factors that influence purchase intention, including:

Table 3.1 Number of questionnaires for 6 factors that affect purchase intention

Film traits	3 Questions
Self needs	7 Questions
Marketing strategy	7 Questions
Attitude	3 Questions
Subjective norm	4 Questions
Movie viewing behavior intention	3 Questions
Total	27 Questions

Source: Constructed by author

The second part of the questionnaire includes 6 factors and a total of 27 questions, of which 3 questions are used to measure Film traits, 7 questions are used to measure Self needs, 7 questions are used to measure the Marketing strategy, and 3 questions are used to measure the Attitude. 4 questions are used to measure the Subjective norm. 3 questions are used to measure the Movie viewing behaviour intention. The questionnaire contains a total of 27 queries.

Table 3.2 Five-point Likert Scale

Strongly Agree	5 points
Agree	4 points
Neutral	3 points
Disagree	2 points
Strongly Disagree	1 points

Source: Vagias, Wade M. (2006). "Likert-type scale response anchors. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University.

The questions are the different meanings of each question mentioned in the questionnaire. The questions and items in our face-to-face survey questionnaire are set up and perfected according to the scale established in the literature.

3.6 Suggestions of the Three Experts on the Questionnaire

Among the three experts, two are from the film field, and one is from the marketing field. All three experts believe it is necessary to study Hollywood films' influence on the intention of viewing behaviour of Chinese audiences. The questionnaires are derived from the classic questionnaires of previous researchers, and the questionnaire questions are suitable for this study and further research. During the implementation of the IOC, each project is evaluated and scored by experts on a scale of 1, 0, and -1. If experts give a project a score of 1, it means the project can measure its goals and has effective content. If experts rate the item 0, it can measure its intended use. If experts order an item as -1, the thing has not yet measured its usage. After completing the evaluation of all items, the three experts put the score of each item into the formula. They calculated it based on the objective suitability index of the item (Litwin, 1995).

This project describes the indicators and calculation components of the Project Objective Alignment Score. There are 27 entries in total. The highest score equals 1, and the lowest quantile is 0.67, reserved. Therefore, the content validity of 27 items in this study is sufficient. See Appendix 1 for the results.

3.7 Collection of Data

To measure the impact of Hollywood movies on Chinese audiences' film viewing behavioural intentions, this study surveyed consumers in Chengdu, China. This survey selected 15 cinemas, distributed questionnaires to 480 participants, and recovered 453 valid data. We used SPSS 24.0 for Windows to analyse the collected data. The reliability and demographic information of the measurement items were

tested using SPSS analysis software, and regression analysis was performed.

3.8 Research Methodology

3.8.1 Descriptive statistics analysis

The data are presented in tables, charts and graphs depicting the profiles of respondents and the distribution of relevant factors. Calculating mean, frequency and percentage distributions is the most common form of aggregate data.

3.8.2 Reliability test

This study used the Cronbach's alpha test to test each variable's reliability. The tool has good reliability if it has a minimum alpha score of 0.6 and overall reliability of 0.7 or higher (Bagozzi & Yi, 1988). The higher the accuracy coefficient, the higher the reliability of measurement. Scholars outline as follows: 0.60~0.65 (preferably not); 0.65~0.70 (minimum acceptable value); 0.70~0.80 (good); Therefore, a good beacon scale or questionnaire should be in the acceptable range of 0.80 to 0.70 to 0.80. Subscales above 0.70 are preferred, and ranges between 0.60 and 0.70 are acceptable. Therefore, it is necessary to conduct a pre-test to check whether the research tool can be used in this study.

Table 3.3 Criteria of Reliability

Cronbach's Alpha Coefficient	Desirability level	Reliability Level
0.80-1.00	Excellent	Very High
0.70-0.79	Good	High
0.50-0.69	Fair	Medium
0.30-0.49	Poor	Low
Less than 0.30	Unacceptable	Very Low

Source: van Zyl, J. M., Neudecker, H., & Nel, D. G. (2000). On the distribution of the maximum likelihood estimator of Cronbach's alpha. *Psychometrika*, 65, 271-280.

3.8.3 Path analysis

To analyze the relationship within the research framework, regression analysis was performed. In this study, SPSS 26.0 software was used for data collection, arrangement, analysis, and regression.



CHAPTER 4 DATA ANALYSIS

4.1 Reliability Test of Research Instrument

Descriptive research is a joint project research method. It refers to the different factors faced by other aspects of research, data collection and data recording, focusing on a static description of objective facts. Most marketing research is descriptive. Descriptive research can be used in a company's marketing operations strategy, including market analysis. Quantitative research is the determination of the number of things in a certain amount of scientific research, a sample representing several questions and phenomena, and then analyzed, tested, and interpreted to obtain meaningful research methods and processes. A sample survey is not a comprehensive survey. This survey is used to survey some units of all respondents and estimate and extrapolate all responses accordingly. This study used a face-to-face questionnaire to collect the necessary information. Communicating with the target sample group is an easy way. The researchers handed out the questionnaire face-to-face. Use Cronbach's alpha test to test the reliability of the question for each variable. The reliability assessment was defined as Cronbach's alpha. A measurement has good reliability if it has a minimum alpha score of 0.6 and overall reliability of 0.7 or higher (Bagozzi & Yi, 1988). Therefore, it is necessary to do a pre-test to check whether the research tool can be used in the main study.

Table 4.1 Reliability analysis of questionnaire

Variables	Number of items	Cronbach α	Overall Cronbach α
Film traits	3	0.776	0.902
Self needs	7	0.864	
Marketing strategy	7	0.877	
Attitude	3	0.751	
Subjective norm	4	0.804	
Movie viewing behavior intention	3	0.749	

Notes: N=453

Source: Constructed by author

The Cronbach's alpha score of each factor scale in this study was more significant than 0.6 after testing. The total Cronbach's alpha value of the questionnaire was 0.902, indicating strong reliability and good internal consistency.

Table 4.2 Demographic data

Variables	Sort	Frequency (f)	Percentage (%)
Gender	Male	159	35.1
	Female	294	64.9
Age	18-25	276	60.9
	26-35	95	21.0
	36-45	68	15.0
	46-60	14	3.1
	Over 60 years old	0	0
Highest education	Junior high school and below	9	2
	High school / technical secondary school	45	9.9
	University/College	279	61.6
	Postgraduate	120	26.5
Monthly income	Below 3000 RMB	86	19.0
	3001-6000 RMB	190	41.9
	6001-9000 RMB	123	27.2
	More than 9001 RMB	54	11.9

Notes: N=453

Source: Constructed by author

As shown in the table, approximately 64.9% (N = 294) of the participants were women, while men accounted for 35.1% (N = 159). about 41.9% (N = 190) of participants have a monthly income between 3001-6000 yuan, and participants with a monthly income of less than 3000 yuan accounted for 19.0% (N = 86). 6001-9000 yuan accounted for 27.2% (N = 123), and income above 9001 yuan accounted for 11.9% (N = 54). There were 276 participants aged 18-25, accounting for 60.9%. A total of 95 participants aged 26-35, accounting for 21%; 68 participants aged 36-45, accounting for 15.0%; and 14 participants aged 46-60, accounting for 3.1%. No participants are older than 60. 9 participants are in Junior high school and below, accounting for 2%; 45 participants are in High school / technical secondary school, accounting for 9.9%; 279 participants are in University/College, accounting for 61.6%; 120 participants The latter is Postgraduate, accounting for 26.5%.

4.2 Mean and Standard Deviation

Table 4.4 Averaged variances expected

Variables	Standard Deviation	Mean
Film traits		
FT1	0.952	4.09
FT2	0.946	4.08
FT3	0.985	3.80
Self needs		
SN 1	0.860	3.92
SN 2	0.848	3.83
SN 3	0.871	3.45
SN 4	0.797	2.86
SN 5	0.718	3.70
SN 6	0.955	3.04
SN 7	0.985	3.44
Marketing strategy		
MS1	0.718	4.17
MS2	0.955	3.82
MS3	0.849	3.3
MS4	0.782	3.92
MS5	0.756	3.54
MS6	0.808	3.91
MS7	0.953	3.45
Attitude		
ATT1	0.718	3.51
ATT2	0.955	3.44
ATT3	0.849	3.26
Subjective norm		
SJN 1	0.756	3.18
SJN 2	0.802	3.03
SJN 3	0.783	2.80
SJN 4	0.845	3.18
Movie viewing behavior intention		
MBI 1	0.955	3.90
MBI 2	0.849	3.45
MBI 3	0.782	3.57

Source: Constructed by author

Table 4.5 Exploratory factor analysis

Variables	Standard Deviation				Mean	
	1	2	3	4	5	6
FT1	-	-	-	0.842	-	-
FT2	-	-	-	0.829	-	-
FT3	-	-	-	0.753	-	-
SN 1	-	0.697	-	-	-	-
SN 2	-	0.642	-	-	-	-
SN 3	-	0.746	-	-	-	-
SN 4	-	0.655	-	-	-	-
SN 5	-	0.695	-	-	-	-
SN 6	-	0.678	-	-	-	-
SN 7	-	0.614	-	-	-	-
MS1	0.800	-	-	-	-	-
MS2	0.700	-	-	-	-	-
MS3	0.540	-	-	-	-	-
MS4	0.772	-	-	-	-	-
MS5	0.617	-	-	-	-	-
MS6	0.700	-	-	-	-	-
MS7	0.739	-	-	-	-	-
ATT1	-	-	-	-	0.815	-
ATT2	-	-	-	-	0.847	-
ATT3	-	-	-	-	0.681	-
SJN 1	-	-	0.687	-	-	-
SJN 2	-	-	0.714	-	-	-
SJN 3	-	-	0.731	-	-	-
SJN 4	-	-	0.727	-	-	-
MBI 1	-	-	-	-	-	0.549
MBI 2	-	-	-	-	-	0.718
MBI 3	-	-	-	-	-	0.630
Cumulative explained variance				64.277%		

Source: Constructed by author

Combined with the data analysis in the above table, it can be seen that the formal questionnaire scale has a total of 6 factors after operational factor analysis, which is consistent with the dimensions of theoretical assumptions. The cumulative explained variance reaches 64.277%, which is higher than 50% of the default reference standard, indicating that the overall cumulative variance explained the level of the sample data exceeds the default test standard. The factor loadings of each item under its variable are above the ideal level of 0.5, indicating that the scale has good construct validity and can effectively measure the questions to be explored.

Table 4.5 Correlation matrix of the constructs.

Construct	FT	SN	MS	ATT	SJN	MBI
Film traits	1					
Self needs	0.405**	1				
Marketing strategy	0.399**	0.579**	1			
Attitude	0.433**	0.307**	0.318**	1		
Subjective norm	0.476***	0.608**	0.630**	0.192**	1	
Movie viewing behavior intention	0.514***	0.604**	0.473**	0.583**	0.477**	1

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; $N=453$.

Source: Constructed by author

The correlation coefficients between satisfying self-needs, marketing strategies and subjective norms are all significantly correlated at the 0.01 level, and they are all positive, indicating a significant positive correlation between audience self-satisfaction, marketing strategies and subjective audience norms, which can be further Perform regression analysis.

4.3 Hypothesis Test

The primary purpose of this study is to understand how Hollywood films affected the viewing attitude of Chinese consumers during the covid 19 epidemic to affect the consumption behaviour of Chinese consumers. The analysis results are shown in the figure, and the hypothetical results are shown in the table.

Table 4.6 Hypothesis testing

Hypothesis		Std.	Result
H1	ATT-----> MBI	0.499**	Support
H2	SJN-----> MBI	0.23**	Support
H3	FT----->ATT	0.459**	Support
H4	SN----->ATT	0.597**	Support
H5	SN----->SJN	0.562**	Support
H6	MS----->ATT	0.277***	Support
H7	MS-----> SJN	0.222***	Support

Notes: * p < 0.05; ** p < 0.01; *** p < 0.001; N=453.

Source: Constructed by author

According to the data in the table, H1 $\beta=0.499$, $P < 0.01$, this hypothesis was accepted. H2 $\beta=0.23$, $P < 0.01$, this hypothesis was accepted. The hypothesis that H3 $\beta=0.459$, $P < 0.01$ was accepted. H4 $\beta=0.597$, $P < 0.01$, the hypothesis was accepted. H5 $\beta=0.562$, $P < 0.01$ assumption is accepted. H6 $\beta=0.277$, $P < 0.001$ assumption is accepted. H7 $\beta=0.222$, $P < 0.001$ assumption is accepted.

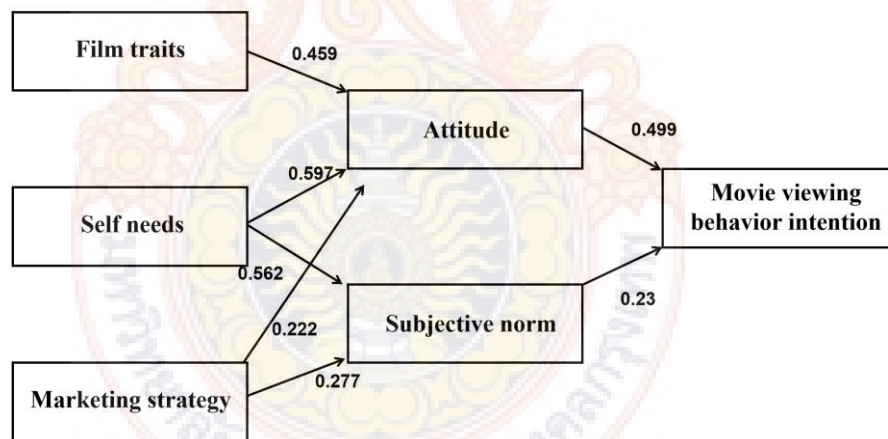


Figure 4.1 Path coefficients resulting from regression analysis

Notes: * p < 0.05; ** p < 0.01; *** p < 0.001; N=400.

Source: Constructed by author

H1 Through data analysis, it is found that the influence path coefficient of Attitude on Movie viewing behaviour intention is 0.499, and at the same time, $P < 0.01$, which is significant, so the H1 hypothesis is established. Through research, it can be considered that Attitude has a moderately substantial impact on Movie viewing behaviour intention.

H2 The study found that the path coefficient of Subjective norm on Movie viewing behaviour intention is 0.23, $P < 0.01$, which is significant, so it can be considered that H2 is established. From the path coefficient, it can be seen that the Subjective norm substantially impacts Movie viewing behaviour intention to a small extent.

H3 The path coefficient between Film traits and Attitude is 0.459, $P < 0.01$, which is significant, so it can be considered that Film traits have a substantial impact on Attitude, and H3 is established. From the perspective of path coefficients, Film traits have a moderately significant impact on Attitude.

H4 The author found that the path coefficient of Self needs on Attitude is 0.597, $P < 0.01$, which is significant, so the author believes that H4 is established, Self needs have a considerable impact on Attitude, and this effect is moderate.

H5 as shown in the figure above, the path coefficient between Self needs and Subjective norm is 0.562, $P < 0.01$, which is significant, so it is concluded that Self needs has a considerable impact on Subjective standard, H5 is established, and the influence between the two is moderate.

H6 from the data analysis found that the path coefficient between Marketing strategy and Subjective norm is 0.222, $P < 0.001$, which is significant, so the author believes that H6 is established, and Marketing strategy has a negligible impact on Subjective norm.

H7 The study found that the path coefficient between Marketing strategy and Attitude was 0.222, $p < 0.001$, which was significant. All the results H7 were established, and Marketing strategy had a little significant impact on Attitude.

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusions

After 24 years of development in China, imported films from Hollywood still strongly influence the Chinese film market. Watching imported movies from Hollywood is still an important reason for many moviegoers to enter the cinema. According to the empirical research results of this paper, it can be seen that the behavioural intention of Chinese movie audiences to watch imported films is affected by their attitudes towards imported films, and the characteristics of the film become the most critical factor affecting the mood. Traits have become one of the criteria by which audiences judge the value of a movie. Amending the policy for the introduction of Hollywood films, properly adjusting the market quota for imported films, introducing more Hollywood films with rich genres and high-quality content, and improving the product structure of the Chinese film market will all help stimulate the viewing demand for Chinese film consumers and promote the Growth in consumption in the Chinese film market. According to the 2018 Chinese film box office report, films imported from Hollywood hold nearly 40% of the domestic film market, and their influence and appeal are still strong. But in COVID 19 epidemic period, the "unacceptable" of some Hollywood films in the domestic market also attracted great attention. Non-Hollywood niche films have frequently become dark horses at the box office in mainland China, defeating many gimmicky big productions. The success of successive non-Hollywood films tells us that non-Hollywood cinema is rising. Hollywood blockbusters focusing on "science fiction" are no longer the panacea for the Chinese film box office.

RQ 1 is whether attitude significantly impacts movie viewing behaviour intention, and the author found that mentality significantly impacts movie viewing behaviour intention.

RQ2 is whether subjective norm significantly impacts movie viewing behaviour intention, and the author found that personal standard significantly impacts movie viewing behaviour intention.

RQ3 is whether film traits significantly impact attitude, and the author found that film traits significantly impact mood.

RQ4 is whether self needs significantly impact attitude, and the author found that self needs have a significant impact on mood.

RQ5 is whether self needs significantly impact the subjective norm, and the author found that self needs significantly impact the personal standard.

RQ6 is whether marketing strategy significantly impacts attitude, and the author found that marketing strategy significantly impacts mood.

RQ7 is whether marketing strategy significantly impacts the subjective norm, and the author found that marketing strategy significantly impacts the personal standard.

By analyzing the descriptive statistical results of the question items on the film characteristics of imported films, it can be seen that on the Likert five-point scale, the average score of the question item "The type of films imported from Hollywood attracts me to watch" is as high as 4.09. The average score of "Hollywood imported

films attracts me to watch" is as high as 4.09. The content of the story told by the imported film is beautiful" The average score of the question item also reached 4.08; Chinese film audiences expressed a strong demand for enriching film types and strengthening film content in terms of film characteristics. The attraction of special effects is weakened.

5.2 Results and Discussion

Empirical research results show that self-satisfied needs will impact the subjective norms of moviegoers, and there is a significant positive correlation between personal criteria and movie-watching behavioural intentions. The viewing needs of moviegoers are diversified, and with the upgrade in movie consumption, the demand is developing towards the direction of personalization. For the Chinese film industry, it is not only necessary to strengthen the grasp of the audience's psychology in the film production process, but also to be guided by the needs of the audience, continue to deepen the reform of the theatre system, and continuously enhance the creativity of my country's film industry. Satisfy the needs of different levels of film groups to stimulate consumer demand and increase the vitality of film consumption in Covid 19.

If the movie audience in the past paid attention to the accurate representation of the objective world in movies, then the movie audience in the information age has gradually changed to focus on exploring the subjective world in film, that is, watching movies to meet their own internal needs. In the survey on the level of self-satisfaction, it is found that entertainment needs and social needs are the most critical factors affecting Chinese movie audiences' viewing behaviour intentions. Suppose the Chinese film market wants to achieve rapid development. In that case, it is also necessary to summarize the successful experience of foreign films imported in the past to meet Chinese film audiences' needs. Movie psychology analyzes the movie viewing needs of Chinese movie audiences at all levels and launches more movie products that meet the audience's consumption preferences. Hollywood sci-fi movies have always been one of the top-grossing films in the Chinese film market. These big-budget all-star and illusory sci-fi movies have frequently become dark horses at the box office because of their excellent plot, character creation and film technology. The upgrade fully meets the entertainment needs of moviegoers. Empirical research shows that many moviegoers go to the cinema to watch Hollywood movies to pass the time and release the pressure of life. Hollywood movies build a virtual world but have exhausted their minds regarding story details, character creation, and sound and picture effects. Make a virtual world feel real. And the sense of accomplishment that moviegoers get by following the heroes in the virtual movie world to "fight monsters and upgrade and save the world" greatly satisfies their emotional needs that are difficult to vent in real life. In addition, technological changes have promoted the development of movies on the one hand and, at the same time, interacted with and supported the movie-watching psychology of movie audiences. The three-dimensional look and feel created by 3D technology and the ultra-clear experience brought by 4K technology make the audience who like the visual department more and more prefer blockbusters supported by new technologies, and ordinary movie-watchers taste the freshness brought by technology. There are also higher requirements for daily movie

viewing, and the "immersive" movie viewing mode brought about by technological upgrades has gradually become the preferred choice of audiences. Movies change with technology and form changes for content. Audiences are keen on new technology movies because of unfamiliar expectations but will not give up traditional forms of film and their desire for stories. Diverse movie elements such as plot, characters, sound and picture, and technology constitute an important indicator that can meet the entertainment needs of movie audiences.

By analyzing the empirical research results, it can be found that the attitudes and subjective norms of movie audiences will both affect their movie-watching behaviour intentions. Among the factors that influence attitudes and personal criteria, movie marketing strategy is the only factor that affects both. The reason is that, on the one hand, movie marketing that matches the quality of the movie and can stimulate the desire to watch the film will positively affect the audience's attitude towards the movie. At the same time, word-of-mouth marketing and other strategies involved in the marketing process will stimulate the audience to keep up with others. Consistent motivation, thereby affecting the audience's subjective norms. When attitudes and subjective norms are positively affected, the audience's willingness to watch movies will naturally be affected. Therefore, starting from the film marketing strategy, establishing a new concept of integrated marketing for the marketing side, improving the marketing capability and efficiency, and forming a favourable marketing environment with policy supervision as the guarantee will effectively drive Chinese film consumption.

This research is a brand-new exploration in the research field related to imported films from Hollywood and Chinese film consumption preferences. It uses quantitative research to conduct empirical analysis, which has limitations in theory and method. First, in terms of questionnaire design, the three dimensions of the first-level film characteristics, self-satisfaction, and marketing strategies are summarized and refined based on the existing research results at home and abroad. They cannot include all factors that may affect attitudes and subjective norms, making the research results limited to a certain extent; secondly, the form of the questionnaire has certain deficiencies, and it is impossible to deeply analyze the audience's more profound views on Hollywood imported films. Future research can break through formal limitations, such as combining interview methods. In addition, due to time and money constraints, the sample collection in this study was mainly carried out in the form of online questionnaires, and the representativeness and capacity of the samples were insufficient. Future research can strengthen the sample collection work to make quantitative research in this field more reference valuable.

5.3 Research Contributions

With the development of China's film industry, empirical research on the film industry has gradually emerged, and there are many research articles on film audience and consumption. However, there are few studies on the relationship between imported Hollywood films and the consumption preference of Chinese film audiences, and so are the studies using quantitative research to accurately grasp how imported Hollywood films affect the consumption preference of Chinese film audiences. Starting with the questionnaire survey of Chinese film viewers watching imported

Hollywood films, this paper summarizes the main factors affecting Chinese film viewers watching imported Hollywood films, explores the influence mechanism of imported Hollywood films on Chinese film viewers' consumption preferences during Covid 19, and expands the film industry in theory. And made some attempts in the empirical research field of China's film industry.

5.4 Practical Contributions

The number of films imported from Hollywood has increased yearly, forming a considerable influence and attraction in the Chinese film market. Currently, most of the domestic film market is still dominated by imported films from Hollywood. The great success of Hollywood films in China objectively reflects that Hollywood films are in line with the consumption preferences of Chinese film audiences to a certain extent. Chinese films still have great potential and market. Currently, China's film industry still lacks a grasp of the consumption preferences of film audiences. It only depends on experience or the feelings of filmmakers to decide what kind of film to shoot and has not formed a scientific and systematic cognitive system. This study will investigate the influencing factors and intention of Chinese film viewers to watch imported Hollywood films, comprehensively and deeply grasp the audience characteristics of imported Hollywood films and analyze and sort out the factors affecting the audience's viewing behaviour intention. On this basis, it is of practical significance to further explore the specific impact of imported Hollywood films on the consumption preference of Chinese film audiences and provide suggestions for Chinese film companies, the prosperity of the Chinese film market and the optimization of Hollywood blockbuster introduction mechanism during the covid 19 epidemic.

5.5 Future Research

Combing through the literature on Hollywood imported films, it is found that there are few studies at home and abroad on the influence of Hollywood imported films on movie viewing preference, and more focus on the discussion of domestic film consumption by American blockbusters, and mainly qualitative research, which provides the basis for this article. The direction of innovative research. This study will take Hollywood imported films and Chinese movie audiences as the research objects and use qualitative and quantitative methods to explore the impact mechanism of Hollywood imported films on domestic movie audiences' consumption preferences.

In addition, by sorting out the domestic and foreign studies on the influence mechanism of film consumption, it can be found that the scope of research on film consumption is extensive, and relatively comprehensive subjective and objective factors have been summarized, which have both similarities and differences. The research on the influence mechanism of consumption factors is relatively mature. Summarizing the current research results, this research will be based on the TRA model and outline the factors that affect the audience's attitude and subjective norms towards Hollywood films in three dimensions: film characteristics, self-satisfaction, and marketing strategies.

BIBLIOGRAPHY

- Aji, H. M., Berakon, I., & Riza, A. F. (2020). The effects of subjective norm and knowledge about riba on intention to use e-money in Indonesia. *Journal of Islamic Marketing*, 12(6), 1180–1196. <https://doi.org/10.1108/JIMA-10-2019-0203>
- AJZEN, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. <https://doi.org/10.1080/10410236.2018.1493416>
- Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, 82(2), 261–277. <https://doi.org/10.1037/h0076477>
- Akgülçil Mutlu, N. G. (2020). The future of film-making: Data-driven movie-making techniques. *Global Journal of Arts Education*, 10(2), 167–174. <https://doi.org/10.18844/gjae.v10i2.4735>
- Aktaş, E., Çiçek, I., & Kiyak, M. (2011). The effect of organizational culture on organizational efficiency: The moderating role of organizational environment and CEO values. *Procedia - Social and Behavioral Sciences*, 24, 1560–1573. <https://doi.org/10.1016/j.sbspro.2011.09.092>
- Amenuvor, F. E., Owusu-Antwi, K., Bae, S.-C., Shin, S. K. S., & Basilisco, R. (2019). Green Purchase Behavior: the Predictive Roles of Consumer Self-Determination, Perceived Customer Effectiveness and Perceived Price. *International Journal of Scientific Research and Management*, 7(10). <https://doi.org/10.18535/ijrm/v7i10.em05>
- Ardhianto, P., & Manuel Son, W. (2019). Visual Semiotics Analysis on Television Ads UHT Ultra Milk “Love Life, Love Milk.” *International Journal of Visual and Performing Arts*, 1(1), 27–41. <https://doi.org/10.31763/viperarts.v1i1.13>
- Authors, F. (1996). *Product Involvement in Consumer Wine Purchases : Its Demographic Determinants and Influence on Choice Attributes*.
- Barber, N., Taylor, D., & Strick, S. (2009). Environmental knowledge and attitudes: influencing the purchase decisions of wine consumers. *Event London*, 1–11. <http://scholarworks.umass.edu/refereed/Sessions/Wednesday/16/>
- Cai, Y., & Shannon, R. (2012). Personal values and mall shopping behavior: The mediating role of attitude and intention among Chinese and Thai consumers. *Australasian Marketing Journal*, 20(1), 37–47. <https://doi.org/10.1016/j.ausmj.2011.10.013>
- Chou, S. F., Horng, J. S., Sam Liu, C. H., & Lin, J. Y. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer Services*, 55(September 2019), 102113. <https://doi.org/10.1016/j.jretconser.2020.102113>
- Chow, P.-S. (2020a). Ghost in the (Hollywood) machine: Emergent applications of artificial intelligence in the film industry. *Necsus*, 9(1), 193–214.

<https://doaj.org/article/9f446b2b47bf45f3acb983fe7c3f35ab>

- Chow, P.-S. (2020b). Ghost in the (Hollywood) machine: Emergent applications of artificial intelligence in the film industry. *Necsus*, 9(1), 193–214.
- Currás-Pérez, R., Ruiz-Mafé, C., & Sanz-Blas, S. (2013). Social network loyalty: Evaluating the role of attitude, perceived risk and satisfaction. *Online Information Review*, 37(1), 61–82. <https://doi.org/10.1108/14684521311311630>
- Das, M. (2011). Gender Role Portrayals in Indian Television Ads. *Sex Roles*, 64(3), 208–222. <https://doi.org/10.1007/s11199-010-9750-1>
- Ellena S. King, Trent E. Johnson, & Bastian, S. E. P. (2014). Consumer liking of white wines: segmentation using self-reported wine liking and wine knowledge. *Journal of Education*, 53(2), 177–196. <https://doi.org/10.1108/JEA-06-2013-0067>
- Farahat, T. (2012). Applying the Technology Acceptance Model to Online Learning in the Egyptian Universities. *Procedia - Social and Behavioral Sciences*, 64, 95–104. <https://doi.org/10.1016/j.sbspro.2012.11.012>
- Ghose, A., Li, B., & Liu, S. (2015). Digitizing offline shopping behavior towards mobile marketing. *2015 International Conference on Information Systems: Exploring the Information Frontier, ICIS 2015*, 1–15.
- Gilardi, F., Lam, C., Tan, K. C., White, A., Cheng, S., & Zhao, Y. (2018). International TV series distribution on Chinese digital platforms: Marketing strategies and audience engagement. *Global Media and China*, 3(3), 213–230. <https://doi.org/10.1177/2059436418806406>
- Goodman, S. (2009). An international comparison of retail consumer wine choice. *International Journal of Wine Business Research*, 21(1), 41–49. <https://doi.org/10.1108/17511060910948026>
- Grudistova, E. G., Pastukhova, D. A., Slinkov, A. M., Slinkova, O. K., & Melnikov, T. N. (2019). Study of self-actualization needs of Russian students as a factor of competitiveness in the labor market. *Espacios*, 40(26), 1–11.
- Hoteit, O., & Morozevich, O. (2020). *Influence of Mall Interior Design on Consumer Behavior: Lebanese Experience*.
- Huh, H. J., Kim, T. (Terry), & Law, R. (2009). A comparison of competing theoretical models for understanding acceptance behavior of information systems in upscale hotels. *International Journal of Hospitality Management*, 28(1), 121–134. <https://doi.org/10.1016/j.ijhm.2008.06.004>
- Johnson, B. K., & Ranzini, G. (2018). Click here to look clever: Self-presentation via selective sharing of music and film on social media. *Computers in Human Behavior*, 82(2018), 148–158. <https://doi.org/10.1016/j.chb.2018.01.008>
- Joy, A., & Sherry Jr, J. F. (2004). Framing considerations in the prc: creating value in the contemporary chinese art market1. *Consumption Markets & Culture*, 7(4), 307–348. <https://doi.org/10.1080/1025386042000316306>

- Kabadayi, L. (2012). The Role of Short Film in Education. *Procedia - Social and Behavioral Sciences*, 47, 316–320. <https://doi.org/10.1016/j.sbspro.2012.06.657>
- Kim, M., & Brunn-Bevel, R. J. (2020). Hollywood's Global Expansion and Racialized Film Industry. *Humanity & Society*, 44(1), 37–66. <https://doi.org/10.1177/0160597619832045>
- Liebe, G. (1916). Einheitliche Zeichensprache bei Untersuchung Lungenkranker. *Beiträge Zur Klinik Der Tuberkulose Und Spezifischen Tuberkulose-Forschung*, 35(3), 315–318. <https://doi.org/10.1007/BF02512353>
- Lim, B. (1995). Examining the organizational culture and organizational performance link. *Leadership & Organization Development Journal*, 16(5), 16–21. <https://doi.org/10.1108/01437739510088491>
- Lin, C. A., & Xu, X. (2021). Exploring Bottled Water Purchase Intention via Trust in Advertising, Product Knowledge, Consumer Beliefs and Theory of Reasoned Action. *Social Sciences*, 10(8), 295. <https://doi.org/10.3390/socsci10080295>
- Liu, S. H., Liao, H. L., & Pratt, J. A. (2009). Impact of media richness and flow on e-learning technology acceptance. *Computers and Education*, 52(3), 599–607. <https://doi.org/10.1016/j.compedu.2008.11.002>
- Luchs, M. G., Swan, K. S., & Creusen, M. E. H. (2016). Perspective: A Review of Marketing Research on Product Design with Directions for Future Research. *Journal of Product Innovation Management*, 33(3), 320–341. <https://doi.org/10.1111/jpim.12276>
- Malik, S. I., Alfarsi, G. M., Tawafak, R. M., & Alfarsi, G. (2020). Development of Framework from Adapted TAM with MOOC Platform for Continuity Intention. *International Journal of Advanced Science and Technology*, 29(1), 1681–1691. <https://www.researchgate.net/publication/338832700>
- McLeod, S. (2018). Maslow 's Hierarchy of Needs Maslow 's Hierarchy of Needs. *Business*, 3–5.
- Muharria, Yusuf, S., & Kartika, S. (2016). Pengaruh Penerapan Media Film Pendek Sebagai Sumber Belajar Siswa Di Kelas X Matematika Ilmu Alam Sekolah Menengah Atas Negeri 13 Palembang. *Jurnal CRIKSETRA*, 5(9), 48–57.
- Mumtaz, M., Bao, Y., Liu, L., Huang, J., Cagnetta, G., & Yu, G. (2019). Per- and Polyfluoroalkyl Substances in Representative Fluorocarbon Surfactants Used in Chinese Film-Forming Foams: Levels, Profile Shift, and Environmental Implications. *Environmental Science and Technology Letters*, 6(5), 259–264. <https://doi.org/10.1021/acs.estlett.9b00154>
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Rahmayanti, P. L. D., Widagda, I. G. N. J. A., Yasa, N. N. K., Giantari, I. G. A. K., Martaleni, Sakti, D. P. B., Suwitho, & Anggreni, P. (2021). Integration of

- technology acceptance model and theory of reasoned action in predicting e-wallet continuous usage intentions. *International Journal of Data and Network Science*, 5(4), 649–658. <https://doi.org/10.5267/j.ijdns.2021.8.002>
- Rojas-méndez, J. I., Nestour, M. Le, & Rod, M. (2015). Understanding Attitude and Behavior of. *Journal of Food Products Marketing*, 21(4), 375–396. <https://doi.org/10.1080/10454446.2014.885869>
- Ross, C. (2020). *DigitalCommons @ Pace*.
- Sawang, S., Sun, Y., & Salim, S. A. (2014). It's not only what i think but what they think! the moderating effect of social norms. *Computers and Education*, 76, 182–189. <https://doi.org/10.1016/j.compedu.2014.03.017>
- Schepers, J., & Wetzels, M. (2007). A meta-analysis of the technology acceptance model: Investigating subjective norm and moderation effects. *Information and Management*, 44(1), 90–103. <https://doi.org/10.1016/j.im.2006.10.007>
- Setijadi, C., & Barker, T. (2010). *Institutional Knowledge at Singapore Management University Imagining “ Indonesia ”: Ethnic Chinese film producers in pre-independence cinema*. 21, 25–47.
- Shabbir, H. A., Hyman, M. R., Reast, J., & Palihawadana, D. (2014). Deconstructing Subtle Racist Imagery in Television Ads. *Journal of Business Ethics*, 123(3), 421–436. <https://doi.org/10.1007/s10551-013-1798-8>
- Silk, M. J., Crowley, S. L., Woodhead, A. J., & Nuno, A. (2018). Considering connections between Hollywood and biodiversity conservation. *Conservation Biology*, 32(3), 597–606. <https://doi.org/10.1111/cobi.13030>
- Silva, A. P., Figueiredo, I., Hogg, T., & Sottomayor, M. (2014). Young adults and wine consumption a qualitative application of the theory of planned behavior. *British Food Journal*, 116(5), 832–848. <https://doi.org/10.1108/BFJ-05-2012-0114>
- Sitepu, J. C., & Putri, A. (2020). The Hierarchy of Needs of Louisa Clark in “Me Before You” Novel. *ANGLO-SAXON: Jurnal Ilmiah Program Studi Pendidikan Bahasa Inggris*, 11(1), 118–130. <https://www.journal.unrika.ac.id/index.php/jurnalanglo-saxon/article/view/2370>
- Ștefan, S. C., Popa, Ștefan C., & Albu, C. F. (2020). Implications of maslow's hierarchy of needs theory on healthcare employees' performance. *Transylvanian Review of Administrative Sciences*, 16(59), 124–143. <https://doi.org/10.24193/tras.59E.7>
- Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2019). How to Manage Customer Satisfaction through Brand Association and Perceived Value Strategy. *GATR Journal of Management and Marketing Review*, 4(3), 184–193. [https://doi.org/10.35609/jmmr.2019.4.3\(3\)](https://doi.org/10.35609/jmmr.2019.4.3(3))
- Tanhan, A. (2021). Approaching Mental Health: Social Ecological Model and Theory of Planned Behavior. *International Journal of Eurasian Education and Culture*, 6(14), 1967–2015. <https://doi.org/10.35826/ijoecc.470>

- Taylor, S., & Todd, P. A. (1995). Understanding information technology usage.pdf.crdownload.pdf. In *Information Systems Research* (Vol. 6, Issue 2, pp. 144–176). <https://www.jstor.org/stable/23011007>
- Tegarden, D. P. (1999). Business Information Visualization. *Communications of the Association for Information Systems, 1*, 1–38. <https://doi.org/10.17705/1cais.00104>
- Toler, R. (2017). Structural Equation Modeling of Advertising Involvement, Consumer Attitude, and Engagement for Video Advertising in a Social Networking Site. *ProQuest Dissertations and Theses, June*, 170. <https://login.ezproxy.javeriana.edu.co/login?url=https%3A%2F%2Fsearch.proquest.com%2Fdocview%2F1943998862%3Faccountid%3D13250>
- Turner, N. C., Changrong, Y., Wenqing, H., Enke, L., Qin, L., & Shuang, L. (2014a). Plastic-film mulch in Chinese agriculture: Importance and problems. *World Agriculture, 4* (2)(January 2014), 32–36. <https://www.researchgate.net/publication/296353247>
- Turner, N. C., Changrong, Y., Wenqing, H., Enke, L., Qin, L., & Shuang, L. (2014b). Plastic-film mulch in Chinese agriculture: Importance and problems. *World Agriculture, 4* (2)(January 2014), 32–36.
- Ugah, A. D., & Arua, U. (2011). Expectancy theory, Maslow's hierarchy of needs, and cataloguing departments. *Library Philosophy and Practice, 2011*(APRIL).
- Wang, Q., Zhu, G., Zhang, S., Li, K., Chen, X., & Xu, H. (2020a). Extending emotional lexicon for improving the classification accuracy of Chinese film reviews. *Connection Science*, 1–20. <https://doi.org/10.1080/09540091.2020.1782839>
- Wang, Q., Zhu, G., Zhang, S., Li, K., Chen, X., & Xu, H. (2020b). Extending emotional lexicon for improving the classification accuracy of Chinese film reviews. *Connection Science*, 1–20. <https://doi.org/10.1080/09540091.2020.1782839>
- Weng, F., Yang, R. J., Ho, H. J., & Su, H. M. (2018). A tam-based study of the attitude towards use intention of multimedia among school teachers. *Applied System Innovation, 1*(3), 1–9. <https://doi.org/10.3390/asi1030036>
- Wingstedt, J., Brändström, S., & Berg, J. (2010). Narrative music, visuals and meaning in film. *Visual Communication, 9*(2), 193–210. <https://doi.org/10.1177/1470357210369886>
- Xiaoming, C., Kang, L., & Shi, A. (1997). The Mysterious Other: Postpolitics in Chinese Film. *Boundary 2, 24*(3), 123. <https://doi.org/10.2307/303709>
- Yanardağoğlu, E., & Karam, I. N. (2013). The fever that hit Arab satellite television: Audience perceptions of Turkish TV series. *Identities, 20*(5), 561–579. <https://doi.org/10.1080/1070289X.2013.823089>
- Yang, Y., & Paladino, A. (2015). *The case of wine : understanding Chinese gift-giving behavior*. <https://doi.org/10.1007/s11002-015-9355-0>

- Yousafzai, S. Y., Foxall, G. R., & Pallister, J. (2010). Explaining Internet Banking Behavior: Theory of Reasoned Action, Theory of Planned Behavior, or Technology Acceptance Model? *Journal of Applied Social Psychology*, 1172–1202.
- Zalenski, R. J., & Raspa, R. (2006). Maslow's hierarchy of needs: A framework for achieving human potential in hospice. *Journal of Palliative Medicine*, 9(5), 1120–1127. <https://doi.org/10.1089/jpm.2006.9.1120>



APPENDICES A

Project target consistency index (IOC) ratio form and results

Please tick "√" in the blank space below and answer the following questions. "1" means that the subject may be able to deal with the corresponding hypothesis and its goals, "0" means that the subject may not be able to clearly distinguish the theory and its goals, and "-1" means that the subject may not conform to the paradigm and its goals. In addition, leaving further comments is the greatest support for the research.

Example-Attitude: the student's attitude towards virtual reality technology

Item	+1	0	-1	Comment
It is easy for me to use virtual reality technology in my studies.	√			

Variables	+1	0	-1	Comment
Film traits				
The type of Hollywood movies that lured me to watch.				
I think the content of the stories told in Hollywood films is attractive.				
The sound and picture effects of Hollywood films bring me audio-visual enjoyment.				
Self needs				
I can find shadows related to my life in Hollywood films, I can pin my emotions and pursue myself.				
Hollywood movies satisfy my entertainment needs, relax my mind and relieve stress				
Hollywood films that tell stories from other countries can give me more insight.				
I want to gain knowledge and practice foreign language through Hollywood movies.				
I think watching Hollywood movies is a fashion consumption, it proves my taste and keeps me on trend.				
Watching Hollywood movies helps me communicate and socialize with my friends.				

Watching Hollywood movies helps me pass my spare time.				
Marketing strategy				
The star actors and directors of Hollywood movies made me want to watch movies.				
Hollywood movies adapted from well-known IPs make me want to watch movies.				
Because watching the same series of Hollywood movies made me want to watch movies.				
The title, trailer, and poster of the movie make me want to watch the movie.				
Hollywood movies with high ratings and high box office make me want to watch movies.				
The promotion of Hollywood films made me want to watch the movie.				
Recommendations from friends around me made me want to watch movies.				
Attitude				
I think it's good to watch Hollywood movies.				
I think it's wise to watch Hollywood movies.				
I like Hollywood movies.				
Subjective norm				
I will also consider Hollywood movies watched by friends and family.				
The attitude of people I know around to Hollywood films affects my attitude to Hollywood films.				
People who are important to me support me watching Hollywood movies.				
I plan to continue buying watching Hollywood movies in the future.				
Movie viewing behavior intention				
I plan to continue watching Hollywood movies.				
I will try to keep watching Hollywood movies.				
I'm willing to invest more time and money to watch Hollywood movies.				

Result of Index of Item-Objective Congruence (IOC) Rating

Construct	Item	Rating from experts			ΣR	IOC $= \frac{\Sigma R}{N}$	Result
		1 st Expert	2 nd Expert	3 rd Expert			
Film traits	FT1	1	1	1	3	1	Pass
	FT 2	1	1	1	3	1	Pass
	FT 3	1	1	1	3	1	Pass
Self needs	SN1	1	0	1	2	0.67	Pass
	SN 2	1	1	1	3	1	Pass
	SN 3	1	1	1	3	1	Pass
	SN 4	1	1	1	3	1	Pass
	SN 5	1	1	1	3	1	Pass
	SN 6	1	1	1	3	1	Pass
	SN 7	1	1	1	3	1	Pass
Marketing strategy	MS1	0	1	1	2	1	Pass
	MS 2	0	1	1	2	0.67	Pass
	MS 3	0	1	1	2	1	Pass
	MS 4	0	1	1	2	1	Pass
	MS 5	0	1	1	2	1	Pass
	MS6	0	1	1	2	1	Pass
	MS7	0	1	1	2	1	Pass
Attitude	ATT1	1	0	1	2	0.67	Pass
	ATT2	1	0	1	2	0.67	Pass
	ATT3	1	1	1	3	1	Pass
Subjective norm	SN 1	1	1	1	3	1	Pass
	SN 2	1	1	1	3	1	Pass
	SN 3	1	1	1	3	1	Pass
	SN 4	0	1	1	2	0.67	Pass

Movie viewing behavior intention	MVI 1	1	1	1	3	1	Pass
	MVI 2	1	1	1	3	1	Pass
	MVI 3	1	1	1	3	1	Pass



APPENDICES B

Questionnaire

Thank you very much for filling out this questionnaire. This questionnaire aims to measure the impact of Hollywood films on Chinese consumers' attitudes towards film viewing. It may take you one to five minutes to complete this questionnaire. This questionnaire is part of a personal study of master students in Thailand. Please read each question carefully and make sure that all answers are your true thoughts. All this information is for academic purposes only.

Part A: Closed-end questions about the demographic characteristics of the participants, including gender, and income.

1. Gender

Male

Female

2. Your age

18-25

26-35

36-45

46-60

Over 60 years old

3. Your highest education

Junior high school and below

High school / technical secondary school

University/College

Postgraduate

4. Income (monthly)

Less than 3000 RMB

3001-6000 RMB

6001-9000 RMB

More than 9001 RMB

Part B: closed-ended answer questions about 5 factors that influence purchase intention, including

Please write a '√' in the box to show you agree or disagree with the following statements 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

Variables	1	2	3	4	5
Film traits					
The type of Hollywood movies that lured me to watch.					
I think the content of the stories told in Hollywood films is attractive.					
The sound and picture effects of Hollywood films bring me audio-visual enjoyment.					
Self needs					
I can find shadows related to my life in Hollywood films, I can pin my emotions and pursue myself.					
Hollywood movies satisfy my entertainment needs, relax my mind and relieve stress					
Hollywood films that tell stories from other countries can give me more insight.					
I want to gain knowledge and practice foreign language through Hollywood movies.					
I think watching Hollywood movies is a fashion consumption, it proves my taste and keeps me on trend.					
Watching Hollywood movies helps me communicate and socialize with my friends.					
Watching Hollywood movies helps me pass my spare time.					
Marketing strategy					
The star actors and directors of Hollywood movies made me want to watch movies.					
Hollywood movies adapted from well-known IPs make me want to watch movies.					
Because watching the same series of Hollywood					

movies made me want to watch movies.					
The title, trailer, and poster of the movie make me want to watch the movie.					
Hollywood movies with high ratings and high box office make me want to watch movies.					
The promotion of Hollywood films made me want to watch the movie.					
Recommendations from friends around me made me want to watch movies.					
Attitude					
I think it's good to watch Hollywood movies.					
I think it's wise to watch Hollywood movies.					
I like Hollywood movies.					
Subjective norm					
I will also consider Hollywood movies watched by friends and family.					
The attitude of people I know around to Hollywood films affects my attitude to Hollywood films.					
People who are important to me support me watching Hollywood movies.					
I plan to continue buying watching Hollywood movies in the future.					
Movie viewing behavior intention					
I plan to continue watching Hollywood movies.					
I will try to keep watching Hollywood movies.					
I'm willing to invest more time and money to watch Hollywood movies.					

BIOGRAPHY

NAME SURNAME

Zhang Meng

ACADEMIC BACKGROUND

Chengdu College of Arts and Sciences

Major: Radio and TV director (undergraduate)

Professional
courses: Film/Television/Photography/Drama
Director/New media

operation/Adobe Photoshop/Adobe premiere

EXPERIENCES

2019.03---now

Sichuan Sculpture Association

Organizing activities/writereport/learn art

Participate in planned activities:

Participated in national subject and national art fund
project of Cultivation of Design Talent of Historic
Towns and Villages in 2019

Zhan Qi Da Di Art Festival in 2020 Cultural and
Tourism Administration of Pidu District