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## **The Role of IMDb Online Community Engagement on the Motivation and Intention to Watch Movies**

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*Master in Marketing*

Supervisor:

Prof. Doutor Ricardo Godinho Bilro, Invited Assistant Professor,  
ISCTE Business School

October, 2020

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## **Acknowledgments**

This was the hardest thing for me to write for this dissertation. Expressing gratitude in a few lines is hard, but I will try.

This dissertation holds a special place in my heart. Having a focal premise on something that has been a passion of mine during my, rather small, existence; it additionally marks my dedication to the academic life, which taught me so much for the past 6 years.

I own this project to my supervisor, Prof. Doutor Ricardo Godinho Bilro, who patiently listened to my constant changes of topic, but advised me and dedicated his time to help me develop this study.

Secondly, my passion for movies would not be what it is today without my parents, who promoted the entertainment consumption as a form of education. So, I must thank them for the support and for gifting me the great dedication to the entertainment industry. Also, to my friends, who uncomplainingly listened to my concerns and made me laugh even in the picks of stress for the past years. Specially to Sofia, who has been the best companion in any form or situation.

Finally, a big thank you for everyone that give up some of their time to answer my questionnaire. Let us be honest, without them I would not be here.

As the end of this chapter approaches many others are about to start and that is why life is so beautiful – for each door that we close, it gives us the opportunity to open others.

Thank you!

## **Abstract**

Nowadays, internet and social media are a necessity and indispensable tools that many businesses depend on. Conscious consumers before any consideration, rely on the online channel to search for reviews and ratings before the purchase. Within the entertainment industry the same is depicted. Movie enthusiasts before watching a movie rely on online brand communities' websites, such as IMDb, that have information about the quality and what to expect before watching a movie. IMDb – which is the exemplified platform used on this study - is full of detailed reviews and ratings given by other members, defining engagement as the main pillar for this platform to succeed.

Although, there is a lack of empirical studies that connect both entertainment consumption and online brand communities. This dissertation comes to fill this gap by analysing the concepts of Online Brand Communities Engagement within IMDb and the Motivation and Intention to Watch Movies. Also conceptualizing drivers of these concepts such as Brand Influence, Validation, Hedonic Motivation, and other moderators.

The results prove that all drivers play a role in IMDb Online Brand Community Engagement, Motivation to Watch Movies and Intention to Watch Movies, indicating the existence of a positive relationship between the variables studied. Moreover, both drivers Hedonic Motivation and Eudaimonic Motivation have a positive impact on the Intention to watch movies. In conclusion, IMDb Online Brand Community engagement positively influences the Motivation to Watch Movies, which positively influence the further intention to watch them and the reliability on keeping following IMDb recommendations.

**Key words:** Online Brand Community Engagement, Brand-Consumer Engagement, Motivation to Watch Movies, Intention to Watch Movies

**JEL:** M319 – Marketing

**JEL:** M390 – Marketing and Advertising: Other

## **Resumo**

Atualmente, a internet e as redes sociais são tanto uma necessidade como uma ferramenta indispensável para muitos negócios e empresas. Os consumidores mais conscientes antes de qualquer consideração, recorrem aos canais online para procurar opiniões de outros compradores por forma a decidirem se vale a pena comprar o produto. Na indústria do entretenimento o mesmo se verifica. Os entusiastas de cinema antes de assistirem a um filme, pesquisam informação sobre o mesmo em plataformas de comunidades online, como o IMDb, para perceberem qual a qualidade do filme e serem capazes de gerir expectativas. O IMDb – plataforma usada como exemplo neste estudo – está repleta de comentários opinativos detalhados e classificações dadas por outros membros, definindo o compromisso (engagement) como principal pilar para que a plataforma tenha sucesso.

Apesar desse facto, há falta de estudos empíricos que conectam o consumo de entretenimento com plataformas de comunidades online. Esta dissertação vem preencher esta lacuna na literatura ao analisar conceitos como o Compromisso da Comunidade Online da Plataforma IMDb e a Motivação e Intenção de ver filmes. Adicionalmente, conceptualizando construtos como Influência de Marca, Validação, Motivação Hedónica, assim como outros moderadores.

Os resultados mostram que todos os antecedentes influenciam os construtos, indicando que existe uma influência positiva na relação entre cada variável a ser estudada. Adicionalmente, é possível observar que os antecedentes Motivação Hedónica e Motivação Eudaimónica têm uma influência positiva na Intenção de ver filmes. Concluindo, o Compromisso da Comunidade Online da Plataforma IMDb influencia positivamente a Motivação de ver filmes, que por sua vez influencia positivamente a intenção posterior de os ver e a fiabilidade de continuar a seguir as recomendações do IMDb.

**Palavras-Chave:** Compromisso de Comunidades Online, Compromisso Marca- Consumidor, Motivação de Ver Filmes, Intenção de Ver Filmes.

**JEL:** M319 – Marketing

**JEL:** M390 – Marketing and Advertising: Other

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## 1. Introduction

The internet has positively proven to have a big role in any industry (Eliashberg *et al.*, 2006). With the emerging of social networks, which are often used as a marketing tool for monetization purposes, its impact lies on the increasing affluences (Koh *et al.*, 2010). Organizations have then begun to comprehend what lies behind the internet based “word of mouse” communities on social networking sites which can be used as a tool for consumer-brand relationship building (Bagozzi & Dholakia, 2006).

These communities are based on trust and shared values, which enable the credibility and dependence of consumers on reassurance opinions on the quality of the product (Li & Bernoff, 2008), having influenced the way companies do business, and in the film industry the same is depicted (Baldus *et al.*, 2015). Considering the importance of these in shaping purchase intentions, online ratings and reviews are a source of valuable information for movie enthusiasts - helping them inferring the quality of the end-product (Koh *et al.*, 2010). With a wide range of movie ratings websites online, many are the resources that allow movie consumers to understand if what they want to watch next is worth their time. Although, literature lacks on having online reviews, and its impact on either box office revenues or in the intention to watch - a variant of “intention to purchase” -, as a focal premise.

Furthermore, the authors verified that discussing engagement, based on online brand communities, and how it motivates consumers to watch movies needs conceptualization. Being this study a starter point for further developments and considerations. With backing-up concepts such as Relationship Marketing and Consumer Engagement, it is relevant and necessary to fill this gap and establish a bridge between these concepts and the direct form of entertainment consumption – movies.

Thus, to better develop this connection, this study will focus on the relationship between the online database community platform – IMDb (a great tool to understand the response of viewers (Sobchack, 2013) and its role on engaging with its users and influencing their intention to watch a movie. The main research question of the thesis is: Does the online brand community IMDb’s reviews and ratings affect the motivation and further intention of users to watch a movie?

Furthermore, aiming to reach findings, the following hypothesis are proposed:

- Hypothesis 1: IMDb Online Brand Community Engagement positively influences the Hedonic Motivations to Watch Movies.

- Hypothesis 2: IMDb Online Brand Community Engagement positively influences the Eudaimonic Motivations to Watch Movies.
- Hypothesis 3: Hedonic Motivations to Watch Movies positively influences the Intention to Watch Movies.
- Hypothesis 4: Eudaimonic Motivations to Watch Movies positively influences the Intention to Watch Movies.

Therefore, the aim of this study is to add to the research of online brand community engagement and offer a primary aid to what lies behind the motivation/intention to watch movies. Additionally, this study can assist platform owners, who strive to understand how can they interact better with their users, since it focus on what members are looking for in such websites and how involvement can lead to engaged consumers.

### 1.1 Structure of the dissertation

This study is organized in six distinctive parts: Introduction, Literature Review - where there is an in-depth analysis of the different concepts. Following the: Research Model and Hypothesis Development, Methodology, Data Analysis - where the constructs are being proven. And lastly, Conclusions and Implications, which features main findings, managerial implications, as well as limitations and future research.

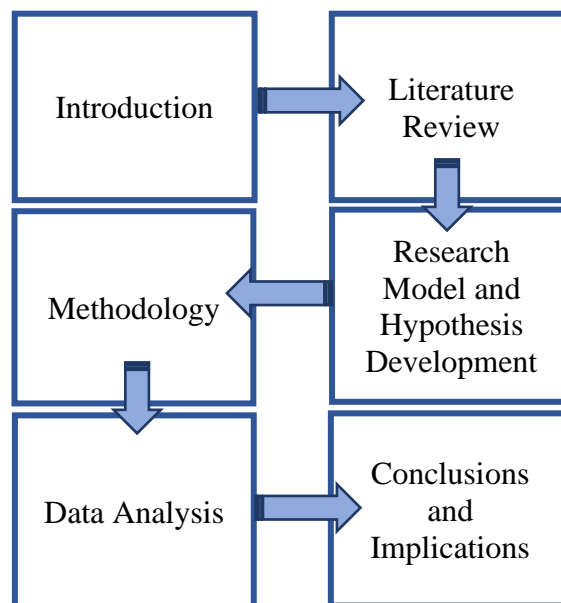


Figure 1. 1: Structure of the Thesis

Source: Own elaboration

## 2. Literature Review

This section will be divided into several sub-sections, in order to discuss in depth a set of topics that are interrelated with engagement, online brand communities and its role in the film industry. Therefore, the section will be divided in (1) portraying how the role of the consumer has change due to the relationship marketing approach adopted by brands on the online environment: online brand communities; (2) conceptualizing engagement as the desirable goal of these communities; (3) explaining the complexity of the entertainment industry and how impactful can database communities have on the industry.

### 2.1 Relationship Marketing applied to Brand's Strategy

The Relationship Marketing approach has shifted the way companies do business (Jones *et al.*, 2018). Its importance in the marketing thought has been examined and has evolved through the years (Morgan & Hunt, 1994; Samaha *et al.*, 2014; Samiee *et al.*, 2015; Zhang *et al.*, 2016). It is mentioned that trust, commitment, loyalty, quality, and satisfaction are the key antecedents investigated within the field, being correlated to one another (Samiee *et al.*, 2015).

Trust is given the importance of being the central aspect of every sustainable relationship (Jones *et al.*, 2018). Companies which focus on developing strategies based on bonding and sharing values with their customers, have the aptitude to create meaningful interactions, improving relationship learning and commitment (Lee & Dawes, 2005). Although, this last-mentioned concept has been described as redundant, given its similarities to other construct – loyalty (Beerli *et al.*, 2004; Jones *et al.*, 2018). Grounded on these, the conceptualization of relationship marketing has the tendency to overlap across studies (Jones *et al.*, 2018).

Commitment is repeatedly stated as an outcome of trust (Radionova & Praude, 2016; Brow *et al.*, 2018), which permits it to grow (Brow *et al.*, 2018) and simplifies acceptance and cooperation (Morgan & Hunt, 1994). And customer loyalty, as suggested by Hamid *et al.* (2015), is the result of customer preference. Its definition lies on the bound to be loyal to a brand under the condition that the values being offered are larger than the ones provided by competitors.

Thus, relationship marketing is a strategy designed to boost loyalty and long-term engagement, while strengthening the overall quality of the relationship, between brands and customers (Kumar *et al.*, 1995; Palmatier *et al.*, 2006; Hoppner *et al.*, 2015). Quality, which is measured by the positive performance of a relationship (Kumar *et al.*, 1995; Palmatier *et al.*,

2006), aiming to achieve customer satisfaction – the fundamental facet of relationship marketing (Peng & Wang, 2006; Radionova & Praude, 2016).

Moreover, well established, and managed relationships bring advantages to companies and are an essential approach to communicate and deliver value to customers and stakeholders (Ritter & Andersen, 2014). The consideration of multiple facets it is vital since “measuring a relationship based on just one construct would provide an incomplete view of the overall relationship”, according to Zhang *et al.* (2016: 55). The acknowledgement of different variables can build stronger relationships capable of predicting and eliminate difficulties related with marketing (Samiee *et al.*, 2015). Furthermore, relationship marketing is a fundamental strategy designed to increase loyalty and satisfaction. Companies strive for visibility, and this approach has unlocked new ways companies communicate and their share values.

### **2.1.1 The Relationship between Consumer and Brand**

Consumer Brand Relationships has become a core domain of marketing and its conceptualization was first conducted by Fournier in 1998. Since then, numerous other researchers have gain interested in acquiring knowledge about how consumers interact with brands (Loureiro, 2013), for its important role in developing brand engagement (Pina *et al.*, 2019). As mentioned on the previous topic, companies, and brands privilege meaningful and lasting relationships with their consumers. But since these interact daily with countless brands, there is a strive to successfully create loyal relationships (Kumar & Kaushik, 2018).

On literature, the exploration of consumer brand relationship does not seem to be consensual, but academics have advanced main concepts reflecting the bonds between consumers and brands, such as brand attachment (Park *et al.*, 2010), brand love (Batra *et al.*, 2012), self-brand connection (Escalas & Bettman, 2003), brand trust (Chaudhuri & Holbrook, 2001), brand experience (Nysveen *et al.*, 2012) and brand identification (Stokburger-Sauer *et al.*, 2012). These concepts have been identified as main tools which can mature long-term customer-brand relationships (Nysveen, 2012; Tuškej *et al.*, 2013).

Brand attachment is developed by Park *et al.* (2010) as a concept that was build laying on brand self-connection and brand prominence. It reflects about the theory that the consumer-brand bond is a mixture of emotional and cognitive attributions. Brand love was introduced by Carroll and Ahuvia (2006), who mention the feeling of love in branding and how consumers feel deeply emotionally connected to a brand because of their satisfaction and their belief that the values shared are alike. Self-brand connection, as studied by Escalas & Bettman, 2003 is

debated as the way consumers incorporate brands in their own characterization. It refers to the implementation of the brand to express individuality (Cheng *et al.*, 2012).

When talking about brand experience, Brakus *et al.* (2009) studied its integrated framework by four dimensions: sensory, affective, behavioural, and intellectual. Sensory brand experience affects brand satisfaction and affective brand experience has the most influence in creating consumer-brand relationships. As stated by Kumar and Kaushik (2018), desirable outcomes are generated by pleasant brand experiences, so it is anticipated that consumers would like to establish long-term relationships with brands because of repeated experiences. Based on this explanation, there seems to be a correlation between brand experience and brand identification. Playing an important role in influencing communication and emotional exchange (Kumar & Kaushik, 2018), brand identification can lead to loyalty, commitment (Underwood *et al.*, 2001), word of mouth (Kuenzel & Vaux Halliday, 2008), resilience to negative information and frequent product consumption (Elbedweihy *et al.*, 2016). The fulfilment of consumers' needs creates a memorable brand experience, which can lead to brand identification, resulting in building emotional connections between consumers and brands.

Furthermore, as competition increase brands struggle to retain customers, but consumer-brand relationships can help developing and maintaining favourable relationships with their consumers (Kumar & Kaushik, 2018). Consumers can consider some brands important to them and even as active relationship partners (Ghani & Tuhin, 2018). That way it is important for brands to connect deeply and share values in order to stand out from competition.

### **2.1.2 Brand Communities as a Relationship Marketing Strategy**

Consumers with a profound enthusiasm towards a brand, are deeply engaged to the point of identify themselves socially through it (Bagozzi & Dholakia, 2006). Brands undertake this opportunity to cultivate stronger relationships with their consumers. Investing in communities, brands produce content that has the purpose to motivate participation and interaction between brands and consumers (Baldus *et al.*, 2015). This relationship between brand and its users describe the concept of brand community (McAlexander *et al.*, 2002).

Muniz *et al.* (2001), in an early study about this topic, intended to explore the characteristics of a brand community. With the purpose to understand the customer-brand perceptive, the authors examined the relationships between customers and brands. In the research is depicted the existence of three bonding characteristics that are required to successful establish a brand community: shared consciousness, values and traditions and sense of moral responsibility.

Itemise the above-mentioned characteristics, what fulfils the construct of shared consciousness concerns the consumer's connection towards the brand and the brand members. This topic was further extended by Schouten *et al.* (2007) and later, Laroche *et al.* (2012), whose work focused on exploring the capacity of members to enable practices of value creation and brand loyalty. Shared values and traditions are represented by the consumption experiences lived by the brand community members and how the participation on a brand community help members obtain hedonic (self-expression, entertainment, and exploration) and utilitarian (monetary savings, product quality, and shopping convenience) benefits (McAlexander *et al.*, 2002; Schau *et al.*, 2009, Lin *et al.*, 2019). Lastly, sense of moral responsibility features the sense of duty and obligation on the behalf of members to stay in the community (Gambetti & Graffigna, 2014; López *et al.*, 2017). Active members are affective, behavioural, and cognitively connected with the brand and its community, classifying a brand as an extension of their own personally (Muniz *et al.*, 2001; Dessart *et al.*, 2015). Indeed, Veloutsou & Black (2019), underlined the role members perform on brand communities, categorising them in three streams: member's involvement intensity within the brand community; member's contribution to the brand community and member's interest on the brand community characteristics and activities.

This involvement of members is described as consumer participation – another dimension within the domain of brand communities. Among literature, this topic is classified as capable of letting the brand and its customers collect benefits, such as customization, improved quality and brand experience. Creating functional, emotional and relational value, consumer participation affects the brand relationship performance. A positive consumer experience can lead to satisfaction and consequently brand loyalty behaviours (Carlson *et al.*, 2019; Lin *et al.*, 2019). This symbiotic connection is meaningful to both parties, since members build and co-create brand meaning (Black & Veloutsou, 2017; Lin *et al.*, 2019), contribute to the renovation of the brand image over time (Cova & Paraque, 2016), as well as, are able to express their self-identity (Essamri *et al.*, 2019).

In an attempt of coming up with interactive ways to connect with consumers and respond to what they desire, brands have founded a solution. Brand communities have increased participation levels, and nowadays it has created the necessity for them to adapt their marketing tools (Balducci *et al.*, 2015). Moreover, the creation of communities is a powerful mechanism for brand to achieve profitable relationships with their consumers.



### **2.1.3 Online Brand Communities - a new Approach for Brands**

Caused by the growth of social media, the shift of focus from the general concept of brand communities to online brand communities has increased (Hanson *et al.*, 2019). These new and interactive communities enable members to socialize while sharing their brand knowledge and experiences (Kumar & Nayak, 2019; Liao *et al.*, 2019). The effort of brands to disparately invest in cultivating stronger relationships with their consumers, has bloomed to this new interactive multimedia marketing strategy where brands can offer unique experiences to their consumers (Baldus *et al.*, 2015). Starting with simple chat boxes and text forums, online brand communities eliminate the geographical barriers among consumers (Le & Duong, 2019), and give them the authority to co-create and build brand meaning to current and future consumers (Black & Veloutsou, 2017; Liao *et al.*, 2019). Encouraged by the benefits they can reap, online communities stimulate creativity and product innovation (Essamri *et al.*, 2019), as well as facilitates communal relationships with brand admirers (Bagozzi & Dholakia, 2006). To understand the reasoning behind customers motivation to participate in online brand communities, Wirtz *et al.*, (2013) described the social factors - such as social identity and affiliation - as its key drivers, alongside with the quality of information, entertainment and functional benefits that these communities can offer to their consumers. Although, these dimensions depend upon the interest on the consumption activities of the brand or in developing relations with other consumers who purchase the brand (Kozinets, 1999; Chang *et al.*, 2013). Encouraged by the benefits they can reap, online communities bring both the brand and the consumers desirable outcomes by stimulating creativity and product innovation (Essamri *et al.*, 2019), as well as, facilitating communal relationships with brand admirers (Bagozzi & Dholakia, 2006).

Furthermore, the members' commitment is an essential component for the viability of an online community (Bateman *et al.*, 2010). Scholars have proven that brand communities have a positive role on forecasting brand loyalty and boosting connections (Schau *et al.*, 2009; Manchanda *et al.*, 2015), since while connected socially, members of communities share a common interest and engage jointly in activities to achieve mutual objectives. This affiliation enhances product adoption and simplifies consumer-to-consumer helping (Henning-Thurau *et al.*, 2004).

Moreover, with the many advantages online brand communities deliver, it is an attractive approach for brands. Currently there are many brand communities present in the online world defying companies which want to stand out (Baldus *et al.*, 2015). Managers aim to increase

participation and the connection with their consumers, and in order to do so, the necessity to invest in a broader set of marketing tools is mandatory (Hanson *et al.*, 2019).

## 2.2 Consumer Engagement

Among academics, the concept of engagement has been investigated and there seems to be a lack of agreement in its conceptualization since it has various focuses (Dessart *et al.*, 2016). In marketing groundings, it appears to be studied in different contexts, such as retailing (Vivek *et al.*, 2014), social media (Hollebeek *et al.*, 2014) and services (Jaakkola & Alexander, 2014). It is often represented as multidimensional concept (van Doorn *et al.*, 2010; Hollebeek, 2011a) and there seems to be a wide diversity of studies who focused on developing a right definition for this phenomenon (Liu *et al.*, 2018).

Likewise, it has been mentioned that engagement can follow three streams. It is either classified as a psychological interaction where a consumer has a connection with a brand due to emotional attachment (Brodie *et al.*, 2011a; Dwevedi, 2015; Claffey & Brady, 2019); as a behavioural manifestation of a consumer towards a company or brand (van Doorn *et al.*, 2010; Jaakkola & Alexander, 2014) ; and also, as a process in which a customer builds loyalty and keeps repeating its purchase (Bowden, 2009). Patterson *et al.* (2006) began to deconstruct engagement in dimensions like absorption, dedication, and vigour. These concepts were also previous mentioned by Schaufeli *et al.* (2002), given the definitions that: absorption refers to the level of engrossment a consumer has when interacting with a brand; dedication is the inspiration and enthusiasm for the interaction and vigour complies the level of energy and ability to invest effort in the interaction. This approach is still being adopted in research which argue that, to have engagement, a consumer's devotion to interact is mandatory. Moreover, Vivek *et al.* (2012) studied different conceptual dimensions that found engagement, such as awareness – the conscious of the object of engagement; enthusiasm – excitement toward the object of engagement; interaction – exchange of feelings about the object of engagement; activity – actions focused on the object of engagement; and extraordinary experience – sense of originality about the object of engagement. Furthermore, deepening the confirmation of its multidimensional background, Hollebeek *et al.* (2014) proposes that engagement expresses the cognitive, emotional, or behavioural connection between a brand and a customer. These three concepts represent different levels of interaction and collide to some of the constructs mentioned above. The cognitive dimension concerns the level of concentration and interest in the object of engagement, referring to the thoughts towards a brand/company, being a similar

concept to “absorption”, defended by Patterson *et al.* (2006). The emotional dimension refers to the level of inspiration and attachment, representing the feelings connected to the engagement object; another concept developed by Patterson *et al.* (2006) with the terminology of “dedication”. Lastly, “vigour” fulfils the behavioural dimension since it concerns the energy putted in on an interaction and the attitudes and actions made upon.

The mentioned conceptualization supports the existence of engagement as a multidimensional approach. Accordingly, it is proposed to be a moderator of customer loyalty, positive word of mouth and continuous consumption (Calder *et al.*, 2015). Described as a consequence of satisfying experiences and influential values (Brodie *et al.*, 2011a), it is a factor within the communication process that can transfer trust (Liu *et al.*, 2018).

### **2.2.1 Engagement between Consumer and Brand**

As previously stated, engagement is an important construct in the domain of marketing and has various deviations of conceptualization. Either customer engagement or customer-brand engagement, it all expresses the connection between a customer and a company or brand (Hollebeek *et al.*, 2014). Hollebeek (2011: 790) defined this concept as the “level of an individual customer’s motivational, brand-related state of mind”. This relational bond combines the consumer’s effort in maintaining an interaction with a brand, acting as an attempt to comprehend customers’ behaviour beyond purchase intentions (van Doorn *et al.*, 2010) and, also, seems to offer benefits to consumers comparatively to competitors offers (Dwivedi, 2015).

Customer Brand Engagement, as discussed above, it aggregates components of cognitive, emotional and behavioural competence (Hollebeek *et al.*, 2014), which is represented by the degree at which a customer is immersive, passionate or interacting with a focal brand (Hollebeek, 2011). These concepts are explained by the willingness of a consumer to put effort in establishing positive interactions and, also, can perform as pillars for the fundamental components of behavioural customer engagement such as customer purchase behaviour, customer referral and customer influencing behaviour (which includes the term brand advocacy) (Kumar *et al.*, 2010). The above-mentioned constructs can build loyalty bridges, since they boost consumer behaviour outcomes (Algharabat *et al.*, 2018).

In literature, the antecedents of customer brand engagement are cited to be involvement – consumer commitment and motivation to search for information about the brand; participation - willingness to interact with the brand; and self-expression – the consumer adoption of the brand as a trait of his/her personality (Hollebeek, 2011; Leckie *et al.*, 2015). Moreover, the

intense consumer/brand bonding is reflected in the concept of consumer brand engagement, explained by the positive and fulfilling consumer experience (Dwivedi, 2015). This established connection needs sustainably in order to keep the psychology bond in the future (Hollebeek, 2011), so relationship quality is required and, as well as, proposed to be a consequence of consumer-brand engagement. Quality is expressed in commitment and trust (Dwivedi, 2015; Algharabat *et al.*, 2018) and its evaluation is based on the consumer's satisfaction after purchase and consumption (Aurier & N'Goala, 2010).

The concept of consumer brand engagement was born in the offline world, but this has shifted. With the evolution of technology, consumer brand engagement has interconnected with the online world, upgrading its approach using interactive experiences between brand and consumers, or even with other members of the community (Algharabata *et al.*, 2018). Academics believe that consumer brand engagement through social media can better influence consumers' behaviour (Gambetti & Graffigna, 2010; Gómez *et al.*, 2019).

### **2.2.2 The Role of Engagement in Online Brand Communities**

As formerly stated, consumer brand engagement has been a concept highly valuable to understand the motivation of participation among consumers. In the online sphere engagement has equally the same importance, since it has been spurred by the expansion of social media (Ibrahim *et al.*, 2017), increasing the interaction mediated by computers or smartphones (Yadav & Pavlou, 2014). Given the fact that the focal study on this paper is the online brand community IMDb, prior understanding of the role of engagement within these platforms is relevant to better develop further hypothesis and conclusions.

Nowadays, brands interactively communicate with their consumers as a way of stimulating co-creation (Kelley & Alden, 2016; Loureiro *et al.*, 2017). Online platforms aim to deliver captivating experiences, effortfully enriching engagement through the caption of data or by incentivising consumers to give ratings or reviews (Dessart *et al.*, 2016; Loureiro *et al.*, 2017).

The role of engagement within online brand communities refers to the interactions carried out by its members and the brand (Brodie *et al.*, 2013; Baldus *et al.*, 2015). As a way of avoiding mainstream marketing strategies, many companies have uncovered the power social networking websites have on building relationships or establishing loyalty with consumers (Dholakia *et al.*, 2004; Chan *et al.*, 2014; Martínez-López *et al.*, 2017). Brodie *et al.*, (2013) even mentions that besides loyalty, online communities can enhance empowerment as well as emotional bonding among users and/or between users and the focal brand. Subsequently, if members perceived the

information provided by these communities as important, or if they can freely express their opinions on the platform, they willingly seek to build a relationship with them; being cognitive, emotional and physically engaged (Bakker *et al.*, 2008, Chan *et al.*, 2014). Within the context of online brand communities, members are motivated by the ability to exchange knowledge and skills, which can create value for both parties (Hollebeek *et al.*, 2014; Le & Duong, 2019). In existing literature, when studying the likelihood of consumers to engage in online brand communities, it is depicted that this motivation is psychological driven, resting on the potential interchange of resources and experiences, as well as in the interest of consumers on knowledge learning (Hollebeek *et al.*, 2014). Likewise, this provides proof of why companies strive to provide positive experiences and incentive consumers feedback (Payne *et al.*, 2009; Martínez-López *et al.*, 2017). Having a base of engaged consumers has now become a key objective for many companies (Dessart *et al.*, 2015) since it has a vast impact on any brand's performance (Schau *et al.*, 2009).

Baldus *et al.*, (2015) contributed greatly to better identify the variables that measure the motivation of members of online communities to feel connected and participate in its activities. Insightfully relevant, the study helps to comprehend how these platforms have transform themselves with the evolution of internet. Maturing from information storage platforms to interactive settings. The scale developed proves the multidimensionality of the concept, labelling 11 motivational dimensions behind this type of engagement, which will be further explored and explained in chapter three of this thesis.

Brand communities are indeed a favourable marketing investment on the behalf of companies. This approach is an innovative and effective way for brands to reach their consumers (Chan *et al.*, 2014; Loureiro *et al.*, 2017), having suitable settings to better study engagement as a multiple focal dimension (Brodie *et al.*, 2013; Dessart *et al.*, 2015). This marketing tactic has developed new forms of marketing communication, turning back the strategies belonging to traditional spectrums (Kim *et al.*, 2016).

### **2.3 Engagement in the context of the Entertainment Industry**

Cultural and creative industries have an extensive impact on global economics. The system of entertainment is audience centred and among producers and consumers it is mentioned as the centre of cultures self-articulation, leisure and understanding (McKee *et al.*, 2014). People engage, define their identities and values through entertainment (Wolf, 1999). According to Zillmann & Vorderer (2000), what offers consumers fulfilment is entertainment.

Among producers, entertainment is defined by economists as a business model. The goal is that the payments of consumers meet or surpass production costs. In other words, its definition relies on the offering of culture in exchange for money (Andersson & Andersson, 2006; Sayre & King, 2010). There is a symbiotic relationship between economics and audience satisfaction. Hence, the entertainment's economics is measured around risk minimization, audience testing, as well as, recycling big franchises (McKee *et al.*, 2014). For consumers, entertainment is culture. Audiences consume entertainment for pleasure, and for the experience. The aforementioned sector can be categorized in four main scopes: exhibition entertainment (ex: festivals, water parks, museums, etc.), live entertainment (ex: circus, concerts, theatres, etc.), mass media entertainment (ex: motion pictures, sports, television broadcasting, etc.) and electronic entertainment (ex: video games). . Either going to a museum, watch a movie or skydiving, all have symbolic value to the consumer, providing an enjoyable distraction from concerns (Maltby, 2003; McKee *et al.*, 2014). Moreover, through amusement, sadness and thrills, entertainment bonds emotionally with its audience, aiming to increase delight and therefore found customer loyalty (Martin, 1998; Neale, 2010). Yet, it is necessary to sort two types of entertainment: as a category and as an adjective. Experiences such as golfing or, as mentioned before, skydiving are entertaining activities but among academics are defined as recreational events (McKee *et al.*, 2014). In academia, entertainment is defined as being audience-centred (Roberts, 2004) and driven by positive of word-of-mouth (Eliashberg *et al.*, 2006).

### **2.3.1 Influential Factors behind the Mass Media Entertainment Consumption**

Given the conceptualization above, for a greater impact and pertinence, the study focus will be oriented to a specific category on the entertainment sector: mass media entertainment with a focus on the movie business. Therefore, it is pertinent to understand its value and influence. Narrative films have a big role within the entertainment sector and every year the competition within this field increases (Zhan *et al.*, 2018). With the great power to create emotional reactions and help forecast understanding, the reasons to watch a film can differ from consumer to consumer. Either for pleasure or recreation, a film can have an impact in its viewers lifestyle (McKee *et al.*, 2014), but its affluence to the box office depends on various factors, external to filmmakers. Moreover, the film business depends upon the generation of emotional engagement. In fact, as claimed by McKee *et al.* (2014), Hollywood is a great example within the entertainment sector that provides enjoyment. Being considered a producer of dreams, what

is shown on screens makes the audience experience mirrored feelings to those lived by the characters portrayed (Coplan, 2006). This emotional engagement is the response of a successful transmission of experiences and feelings to consumers. Taking into consideration real world events or betting on well-known artists, filmmakers strive to better create and transmit emotions and influence beliefs (Coplan, 2006). This broadcast is measured by the positive response, or not, among consumers. Eliashberg *et al.* (2006: 648) in an early study about the success of motion pictures, named the concept of “buzz marketing”, where producers provide access to consumers of film’s previews, and partnerships with brands, where these advertise upcoming motion pictures, as “word-of-mouth spreaders and key drivers of demand for films. Claiming that a successful engagement establishment can be obtained by driving word-of-mouth or being endorsed by third parties.

In a more recent investigation, Carrilat *et al.* (2017) discussed the influential mediators of films’ success, such as: star brand equity, since moviegoers are motivated to watch films that feature their preferred stars, or those who are distinguished by their artistic talent (Hofmann *et al.*, 2017). This concept of start brand equity has been established by some directors and actors (e.g. Steven Spielberg and Meryl Streep) who managed to create a great reputation and brand equity among consumers. And the other mediator mentioned is: product reviews through posts on online database platforms (e.g. IMDb) or social media (e.g. Twitter, or Facebook) where film enthusiasts and professional critics make available insights that are influential on other consumers’ preferences (Basuroy *et al.*, 2003; Henning-Thurau *et al.*, 2015). In fact, IMDb is cited to be “an important resource for improving our understanding of spectator response” according to Vivian Sobchack (2013: 38) and sources suggests that consumers’ reviews are the strongest tool of word-of-mouth communication within the film industry, since it reflects consumer satisfaction, as well as, user experience (Duan *et al.*, 2008).

With the purpose of helping consumers assessing a film before watching it, these are resources that can evaluate the quality of a film, which is a big determinant of the film’s influence and its success in the future (Hennig-Thurau *et al.*, 2015; Canet *et al.*, 2016; Carrilat *et al.*, 2017).

### **3. Research Hypothesis and Theoretical Model**

In this chapter the hypothesis for this study, based on the previous research, accessible in the literature review, are formulated and justified, ready to be proved, during methodology. Additionally, a conceptual model is proposed, displaying the variables that motivate consumers to have the intention of watch a movie based on their level of engagement with the online film database community IMDb.

#### **3.1 Engagement in Online Film Database Communities**

Internet has a great range of sources that provide information on motion pictures, including customer-review sections of online retailers (ex: Amazon), film databases (ex: IMDb) or critics' sites (ex: Rotten Tomatoes). Widely available online, they can influence prospective watchers through their reviews and ratings (Chintagunta *et al.*, 2010; Lee *et al.*, 2015), making it easier for movie enthusiasts to find out what others think about their favourite motion pictures (Eliashberg *et al.*, 2006). Although, despite the vast forms of movies platforms present online, the focal piece of this paper is the film database community IMDb and as stated previously, IMDb has been mentioned as a tool to understand the response of viewers (Sobchack, 2013). Therefore, it is essential to conceptualize its role within the category of brand communities and better explain how it impacts people's opinions on movies.

As mentioned above, online brand communities are founded upon social relationships among admirers of a brand in the online environment (Jang *et al.*, 2008; Kumar & Nayak, 2019). Online Film Database communities underline this same concept. In literature, these communities have been considered as one of the main drivers of a good box office performance (Chintagunta *et al.*, 2010) and highlighted as having the power to incentivize other users to write reviews (Duan *et al.*, 2008). This incentive for participation is highly influenced not only by the movie performance but as well as on the present movie's reviews. Schlosser (2005) claims that consumers tend to plunge down their intention to give good reviews after prior observation of negative comments. With the belief that movie reviewers who give negative ratings or reviews are more intelligent and their comments more accurate, these have a great impact on spectators' expectations but also on people's intention to write bad comments or give bad ratings. Moreover, Moe and Trusoy (2011) underlined the fact that even when a movie is causing a disagreement among reviewers, the potential posting of opinions tends to be discouraged. In Addition, one's opinion on movies is greatly affected by existing online thoughts among movie devotees but also by friends' judgements. Lee *et al.*, (2015) emphasizes



this influence since user ratings tends to follow their social circle opinions independent of the movie popularity.

Furthermore, the online environment provides favourable conditions to understand the dynamics of word-of-mouth (Godes & Mayzlin, 2004) and brand communities have a great impact on proliferating opinions. Motion picture studios have been tackling this phenomenon, and gradually accepting the power these communities have over people's expectation to watch movies and further motivation (Oliver & Raney, 2011).

### **3.2 Drivers of Engagement in Online Film Database Communities**

As described on chapter 2, Baldus *et al.*, (2015) developed a measurement scale, identifying 11 variables which impact the motivation of members of online communities to interact and engage in their activities. To better understand the concepts which are the focal piece of Baldus *et al.*, (2015) work, these dimensions need to be conceptualize to further explain the development of the hypothesis behind them, as well as their role on the concept of online brand communities engagement.

#### **3.2.1 Brand Influence**

Along the years, many were the scholars that studied the consumer psychology and social interaction among member of an online brand community. Cova and Pace (2016), while studying the influential behaviour of community members, declared that consumers are the most participative when they there is reciprocation of ideas and support on their opinions.

Thus, branded communities have a positive impact among consumers since they serve social benefits by increasing participants contributions and their influence on other members and even on the brand approach (Casaló *et al.*, 2015). Consumer brand influence is then conceptualized as a tool that can indeed improve relationships between brands and consumers (Algesheimer *et al.*, 2005) since it is given the consumer the power to contribute to the brand's equity and to see their requirements met.

In Baldus *et al.*, (2015), brand influence is putted to test to prove its impact on the conceptualization of online brand community engagement.

### **3.2.2 Brand Passion**

According to Ahuvia (2005), brand passion is claimed to be the positive intense emotional attachment that a consumer has with a brand. The author develops that the antecedents that lie behind this sentiment of commitment are the uniqueness of the brand, the self-expression, prestige, and hedonic features of it.

Considered to be a branch of the concept of consumer-brand relationship, brand passion incorporates the capability for the brand to be present at the consumer's mind, as well as its glorification (Albert *et al.*, 2008). Matzler *et al.*, (2011) even added that brand passion can reflect and influence personal factors, helping consumers defining themselves.

Therefore, the concept of brand passion is highly influenced by brand-related features that contribute to the consumer's feeling of arousal and has a huge role on brand commitment and brand-consumer relationships (Albert *et al.*, 2013), being the second dimension referred on the measurement scale used in this study.

### **3.2.3 Connecting**

As previously stated, online brand communities are created in an online social environment where admirers of a brand communicate and exchange ideas and opinions.

Baldus *et al.*, (2015) utilizes the variable of connecting in its measurement scale to explain until what extent the members of the brand community feel that it can connect them to something bigger than themselves. In an attempt to understand what stirs engaged in and within the members of an online community, the variable connecting comes to give definition to the feeling of what follows brand usage, with a big role on the concept of consumer-brand community engagement.

### **3.2.4 Helping**

Helping is the variable present in the concept of online brand community engagement which explains the willingness of community members to help other community members with their knowledge or experience (Baldus *et al.*, 2015). Being dependent on behavioural actions, helping also gives dimension to what motivates members' participation and exchange of information.

### **3.2.5 Like-minded Discussion**

The fourth variable depicted on Baldus *et al.*, (2015), refers to the importance community members give to be talking to people with similar ideas and opinions towards the brand as themselves. In a way to understand the ties between the members of a brand community, like-minded discussion comes to help define this concept.

### **3.2.6 Hedonic Rewards**

The variable Hedonic Rewards fulfils the social and leisure perks a member can obtain from avidly participate and exchange information within the online brand community (Baldus *et al.*, 2015). This dimension evaluates the willingness of contribution if there are personal benefits from the experience, such as fun or enhancement of social status.

### **3.2.7 Utilitarian Rewards**

On the other end of the Rewards spectrum, Utilitarian Rewards is the dimension that tests the degree of participation of a member on the community, given the possibility of gaining monetary prizes or time savings, from the interaction (Baldus *et al.*, 2015). Assessing a more superficial motivation, it analyses the power of financial advantages, which members can be driven by.

### **3.2.8 Seeking Assistance**

Baldus *et al.*, (2015), discuss the variable Seeking Assistance as the degree to which a member resorts to the community to receive help from other members. As an interaction of exchange of experiences and knowledge, it tests if the member's sharing has the intention to receive answers or support.

### **3.2.9 Self-Expression**

Self-Expression is defined as the freedom of expression of interests and/or opinions on the community (Baldus *et al.*, 2015). Members can recourse to these communities to vent their beliefs and this variable discuss the degree to which a community member feels open to do it.

### **3.2.10 Up to Date Information**

The relevance of the dimension Up to Date Information, is on the fact that it tests the members' search of information, give its belief that the community has the most up to date content on the topic of discussion (Baldus *et al.*, 2015). Members rely on the community, believing that is where they find occurrent help and relevant answers from their quest.

### **3.2.11 Validation**

The last dimension depicted on Baldus *et al.*, (2015) measurement scale is Validation. This concept describes the feeling of which a member of a community participates and communicates with other members, in order to receive affirmation of the importance of their ideas and opinions. This variable is discussed to be a highly impactful motivation for members to keep sharing, since it helps on self-discovery and esteem.

## **3.3 Drivers for the Motivation to Watch Movies**

Oliver & Raney (2011) developed a measurement scale, identifying hedonic and eudaimonic motivations for entertainment consumption. These variables differentiate with one another and to perfect the knowledge on these two concepts, it is required its conceptualization. Hence, to understand these variables' role on the research process of this study, both types of motivations will be hypothesized and further verified.

### **3.3.2 Hedonic Motivation**

The consumption of entertainment is highly influenced by personal taste. The management of emotions is what lied behind the choices made, serving to maximize optimistic sentiments (Oliver & Raney, 2011). Although, many consumers' preference lies on sad or tragic stories, which contributes to classify this motivation as paradoxical.

Scholars studied the sobriety of consumers' choices, suggesting that different content holds different appeal among individuals depending on their current emotions (Gibson *et al.*, 2000).

In an attempt to understand the inconsistent assumptions of hedonic entertainment selection, Oliver & Raney (2011) evaluate the many genres, implying that negative plots provide quantifiable benefits, such as mood improvement, and positive plots enhance upbeat emotions, encouraging optimistic thoughts.

Furthermore, in this study it will be then highlighted the individual motivation on picking a movie and how it is correlated with the level of engagement with the online community:

IMDb. Given the members personal taste, it must be tested the importance of online rating and reviews and how they are impactful on the hedonic motivations.

For the above reasons, the first hypothesis is as follows:

H1: IMDb Online Brand Community Engagement positively influences the Hedonic Motivations to Watch Movies.

### **3.3.1 Eudaimonic Motivation**

In a way to further explain the reasoning behind the preference for sad or tragic movies, Oliver & Raney (2011) discussed a type of happiness called: eudaimonic happiness, which implies that personal expressiveness and self-realization is what less positive plots focus on and it is what keeps consumers glued to the screen. Being a branch of psychological well-being, eudaimonic motivations imply meaningfulness-seeking as well as gratification of human conditions as contributing factors for some when choosing a movie to watch.

In a way to fulfil this type of motivation and connecting it with the level of engagement among the members of the online community: IMDb, it is then hypothesized:

H2: IMDb Online Brand Community Engagement positively influences the Eudaimonic Motivations to Watch Movies.

### **3.4. Drivers for the Intention to Watch Movies**

In the paper of Jiménez-Castillo & Sánchez-Fernández (2019) the intention to purchase recommended brands is studied and proven. The study besides providing evidence of how social media and influencers have on shaping people perception of brands, it draws conclusions on how this engagement between influencer, social media and people can develop a dependent relationship, affecting the followers' behaviour and intention to purchase.

The measurement scale of this scale was then dissected and the variable that was consisted of "intention to purchase recommended brands" was adapted to this study in order to understand IMDb role on the intention to watch movies and it is correlated with the previous mentioned variable "motivation".

Considering the hedonic and eudaimonic motivations discussed above, which subsequently will lead to higher levels of engagement, the following hypothesis are postulated:

H3: Hedonic Motivations to Watch Movies positively influences the Intention to Watch Movies.

H4: Eudaimonic Motivations to Watch Movies positively influences the Intention to Watch Movies.

### 3.5 Theoretical Framework

Based on the Literature Review and Hypothesis Development, the theoretical model is presented below in figure 3.1.

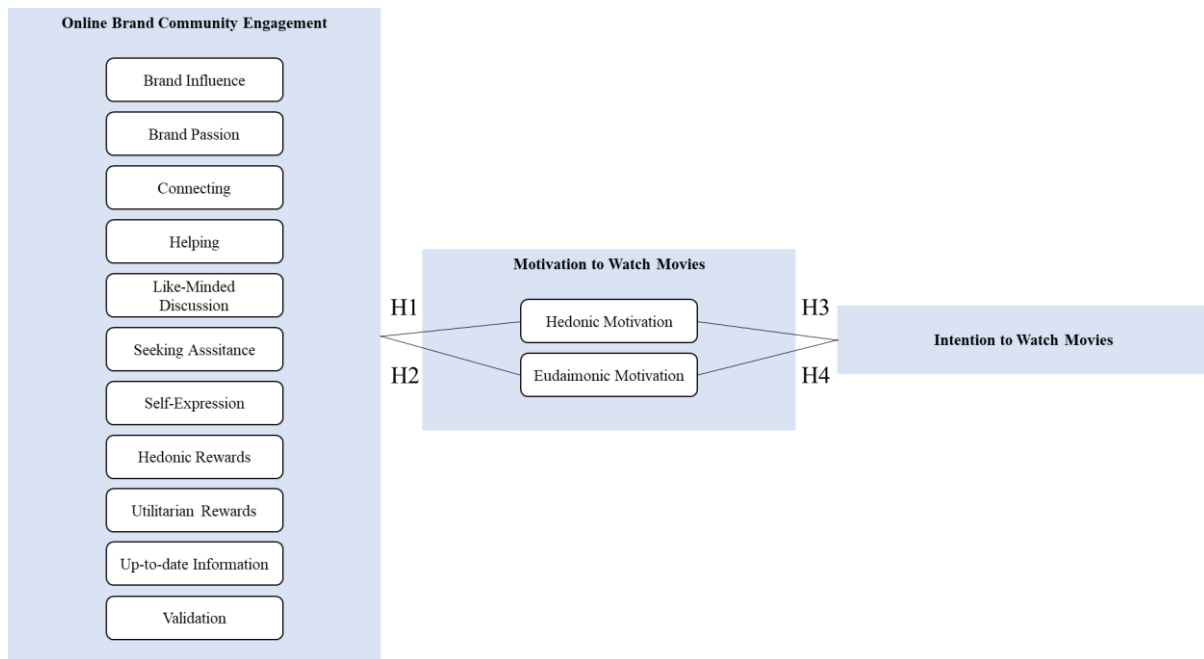


Figure 3. 1: Proposed Conceptual Model

Source: Own elaboration

## **4. Methodology**

This chapter elaborates on the approach adopted to successfully obtain relevant data for the focal topic of this thesis. With the purpose to describe the research method that was followed to accomplish the research main objectives, as well as address the hypotheses developed. To do so, it is relevant to take into consideration the IMDb users and fans as the main target of this research, given the fact that these ones are who have the belief that this brand community has a great impact on their motivation to watch movies. IMDb was the database website chosen given the fact that it is the viewing public who are the arbitrators of the reviews and ratings on the website, as well as given its general acquaintance among movie lovers and the author.

After the Literature Review, this methodology was developed. Based on the topics correlated with the relationship and engagement brand communities establish with their members, various variables and theories were examined and studied to develop the impactful scale used in the conceptual model. The measurement scales developed were previously put to the test and highly linked to the concept of online film brand communities and the motivation/intention to watch movies. This contributed to formulate hypotheses which are the focus of analysis on the questionnaires conducted - chosen method for collecting data. This quantitative approach was selected in order to statistically analyse the assumptions.

The methodology conducted in this research will enable the possibility to accomplish the following objectives:

- Analyse the Role of Engagement in Online Brand Communities.
- Examine what drives consumers to be engaged with Online Film Database Communities like IMDb.
- Explore the impact the Online Film Database Community IMDb has on people's Intention to Watch Movies.
- Investigate the relationship between people's Motivation to Watch Movies and Online Brand Community Engagement.

### **4.1 Data Collection**

The previous Literature Review provides a clear understanding of the role of engagement and relationship marketing on online film brand communities. Based on research, this study aids a conceptual model that allows the identification of which constructs, within each concept, are important to understand the power brand communities have on movie choices.

Likewise, the questionnaire was conceived and launched using the online platform “Google Forms” (docs.google.com). This source was chosen for its user-friendly perspective, given the simpler way respondents can answer the questions.

The link of the questionnaire was distributed as a pre-test to a small sample of individuals, with the purpose to evaluate if the questions were correctly understood by the respondents as well as if there any changes that need to be performed.

With the confirmation that the survey was clear and effective, it was launched to a bigger sample of participants. It was open for 3 months, from the 27<sup>th</sup> of December 2019 until the 27<sup>th</sup> of March with a total of 377 participants.

The questionnaire was spread through social media networks such as Facebook, LinkedIn and on the social platform Reddit that connects people based on their interests. The sharing was made in various ways, such as:

1. Participants were invited to open the link and answer to the survey by private message on Facebook and LinkedIn.
2. The survey was published in international survey exchange Facebook groups with the intention to collect answers from respondents from various backgrounds, ages and nationalities.
3. On Reddit, the survey was published in communities that connect movie reviewers around the globe (r/movies and r/moviereviews). The survey was referenced as an IMDb opinion collector. In appendix A.2 it can be found how the survey was published in the above-mentioned communities.

The analysis of the output of the questionnaire it started in the end of March extended until the end of May.

## **4.2 Questionnaire Design**

The conducted survey (cf. Appendix A.2) was elaborated to acquire relevant information in order to analyse the constructs hypothesized in the proposed conceptual model. The answers allow the validation of these, and to better comprehend the topic in concern.

Divided in fifth parts, the questionnaire begins with a small introduction on the topic, following the respondent engagement with the online platform IMDb, the respondent motivation to watch movies, the respondent intention to watch movies, items scales about the constructs, and the respondent sociodemographic. All questions were mandatory to answer to incentive for respondents to finish the survey. Two surveys were made, one in English and other



in Portuguese, as it would reach a greater number of eligible participants and avoid excluding nationalities.

The introduction provides a brief explanation of the topic that it is being study. It is described to the participants the purpose of the study and the total anonymity of their identities. Next, in order to screen all participants, they were asked a “yes or no” question to understand the familiarity of respondents with film database websites and if they do check reviews and ratings prior the visualization of movies. The importance of this question relies on the fact that the target of this study are the ones that do confirm to read reviews or see ratings of movies, narrowing it to IMDb. The screening of these two types of respondents is, therefore, important to help reach faster and more precise conclusions. If a participant answers “no”, as does not check reviews and ratings in online websites, it would turn the questionnaire invalid, as the purpose of this survey is to analyse the engagement between IMDb and its users. Hence, to have relevant inferences it is crucial to eliminate the participants that do not count for this aim. When the participant clicks on “yes”, the third part begins, where questions that analyse online brand community engagement, adapted to be about IMDb, are made with the items that measure each construct. The items are based on an existing measurement scale by Baldus *et al.*, 2015, source which is in more detailed explain in the Literature Review. Quantified in a 7-point Linkert Scale, in each statement respondents need to check a box going from 1 - “Completely Disagree” to 7 – “Completely Agree” with the purpose to evaluate their relationship and their level of engagement with the platform IMDb.

Later, it is asked to the participants to evaluate if their intention to watch movies lies on the judgement provided by IMDb. An adapted scale from Jiménez-Castillo & Sánchez-Fernández, 2019 where participants answer in a quantified 7-point Linkert Scale. Following to the fourth section of the survey, a scale adapted from Oliver & Raney (2011) is conducted to measure the motivation of participants in watching movies. With the same type of Linkert-Scale as before, these questions provide insights concerning the nature of this motivation, either if it is eudaemonic or hedonic.

Finally, the survey finalizes with sociodemographic questions, such as gender, age interval, nationality, and education background. These questions allow verifying if the results are according to the sociodemographic parameters.

Table 4. 1: Measurement Scale Sources

<b>Construct</b>	<b>Item</b>	<b>Number of Questions</b>	<b>Source</b>
Online IMDb Community Engagement	Brand Influence	4	Baldus <i>et al.</i> , 2015
	Brand Passion	4	Baldus <i>et al.</i> , 2015
	Connecting	3	Baldus <i>et al.</i> , 2015
	Helping	4	Baldus <i>et al.</i> , 2015
	Like minded discussion	4	Baldus <i>et al.</i> , 2015
	Hedonic Rewards	4	Baldus <i>et al.</i> , 2015
	Utilitarian Rewards	3	Baldus <i>et al.</i> , 2015
	Seeking Assistance	4	Baldus <i>et al.</i> , 2015
	Self-Expression	4	Baldus <i>et al.</i> , 2015
	Up to date information	4	Baldus <i>et al.</i> , 2015
Validation	4	Baldus <i>et al.</i> , 2015	

<b>Construct</b>	<b>Item</b>	<b>Number of Questions</b>	<b>Source</b>
Motivation to Watch Movies	Eudaemonic Motivations	6	Oliver & Raney, 2011
	Hedonic Motivation	6	Oliver & Raney, 2011
Intention to Watch Movies	-	3	Jiménez-Castillo & Sánchez-Fernández, 2019

Source: Own elaboration

The scales used were not connected with IMDb, but it concerned similar meanings and were successfully adapted and simplified to avoid boredom among the participants. Throughout the survey, a progression bar was included in each page with the objective to reduce participants to dropout from its conclusion.

After developing the conceptual model and transfer the questions to the online format, the link was sent to 10 people as a pre launching test. This enables the author to comprehend if there was any misconception in any question that can guide respondents to lose interest in completing the survey. Additionally, the pre-test was relevant to understand if there is any error or technical difficulty that needed to be solved.

The respondents elected to be the judged of relevance and accuracy gave an overall positive feedback, highlighting the length of the survey and the similarities of questions as the main concerns. Taking into consideration that the number of constructs analysed were based on existing measuring scale and to keep faithful and accurate to the scales, no questions were removed. All variables were relevant and necessary to better understand at what extent IMDb affects the participants engagement level.

## **5. Data Analysis**

### **5.1 Data Treatment**

Initially, the data was extracted from Google Forms. All answers “no” to the question “Before watching a film, do you check its reviews and ratings in database websites such as IMDb?” were eliminated from the study, since the objective of questionnaire was to analyse the engagement of people who do check reviews and ratings of movies prior its visualization. As a result, of a total of 377 questionnaires, 173 were excluded, having a total of 204 valid respondents.

It was used the software IBM SPSS Statistics 26 to conduct the analysis. The extracted data was transported to the statistical tool in order to proceed with its assessment on verifying the veracity of the hypotheses of the conceptual model present in Chapter 3. To do so, it was necessary to define the types of variables. Gender, Nationality and Education Background were defined as nominal variables, whilst Age was categorized as an ordinal variable since it was represented in intervals in the questionnaire. Apart from the mentioned items, all remaining variables were assessed with a 7-point Likert Scale, treated as interval data.

In order to ensure the reliability of the measurements, it was conducted the internal consistency analysis with the Cronbach’s Alpha test using the reliability command in SPSS 26 (Hair *et al.*, 2014). With the validation of the variables, SPSS 26 was the chosen program to execute the descriptive statistics, proceed with the calculation of the exploratory factorial analysis, in order to deepen the understanding and cause-effect of the measurements in question.

## 5.2 Respondent Profile

The first question of the questionnaire regarding the respondent usage of film database websites before watching a movie, it is presented in the following Table 5.1 and it portrays the frequency of the results. The answers “No” were interpreted as invalid ones in the survey, since the aim of this study it is to verify the engagement level of the ones who resort to these types of websites, more specifically IMDb. The results demonstrate that the majority of the respondents do check reviews and ratings of movies before watching them (54.11%).

Table 5. 1: Before watching a film, do you check its reviews and ratings in database websites such as IMDb?

	Frequency	Percent
Yes	204	54.11
No	173	45.88

Source: Own elaboration

As mentioned above, following the elimination of invalid surveys, the sample was composed by 204 valid responses (n=204), 123 female and 81 male, 60,3% and 39,7% respectively, as depicted in figure 5.1. As seen on figure 5.2, most of the participants are from Portugal (42,2%). Although this fact, the sample is very diversified in terms of nationalities backgrounds, with a high percentage of participants from the United Kingdom (14,2%) and United States (10,8%) (cf. Appendix B.1).

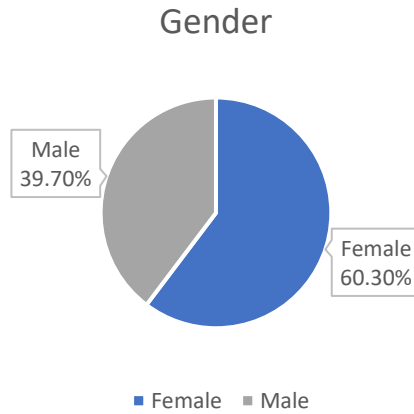


Figure 5. 1: Distribution of Gender

Source: Own elaboration based on SPSS outputs

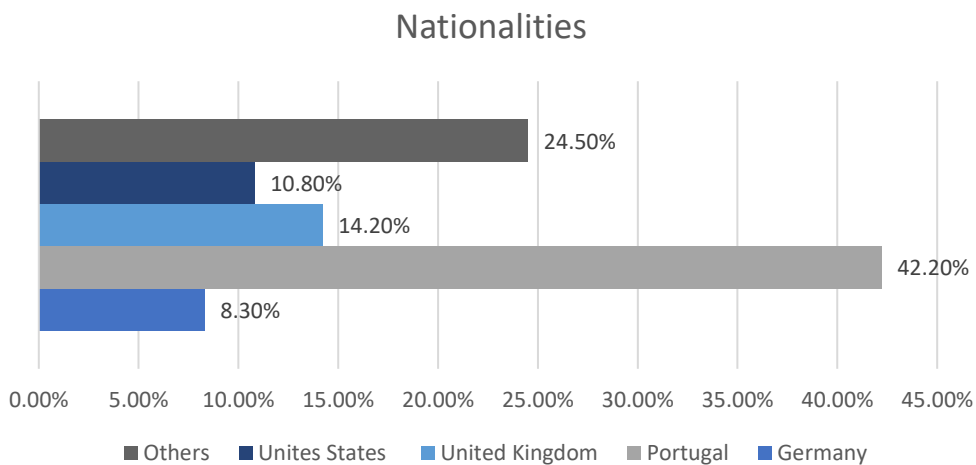


Figure 5. 2: Distribution of Nationalities

Source: Own elaboration based on SPSS outputs

Additionally, to gender and nationality, participants were asked to state their age by selecting one of the six intervals, in order to have a more convenient and easier answer. As illustrated in figure 5.3, the sample is composed by 60.8% in the age range 18-24; 31.4% between 25-34, 2.5% between 35-44; 2.0% has between 45-54 years old, 2.0% between 55-64 and lastly only 1.5% above 65. Hence, the age groups with bigger weight in the sample are the intervals between 18-24 and 25-34, together having a percentage of 92.2% (cf. Appendix B.1). Most respondents belong to the young spectrum, which was highly predictable since the

younger generation is the one which most relies on internet to search for information or answering to their questions.

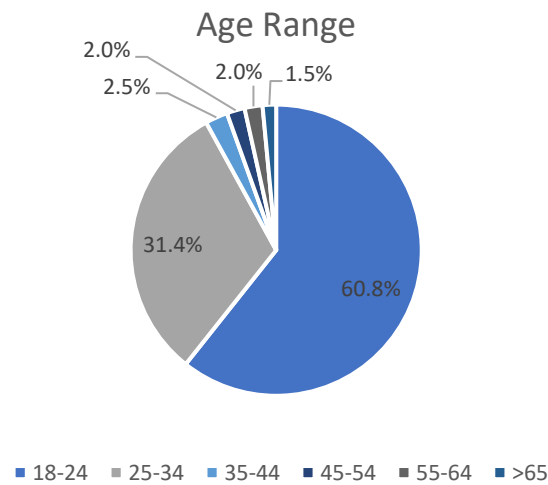


Figure 5. 3: Distribution of Age

Source: Own elaboration based on SPSS outputs

The following figure 5.4 regards the educational level of the participants. It is depicted that a big percentage of the sample holds either a Bachelor's Degree (50.5%) or a Master's Degree (34.3%). The results of Education Level variable are expectable based on the variable of Age. Most of the participants have between 18 to 34 years old, thus it can be anticipated that either participants are students or have ended their studies recently. It is interesting to verify that the major consumers of database websites are the younger generation and those who hold a degree of literacy.

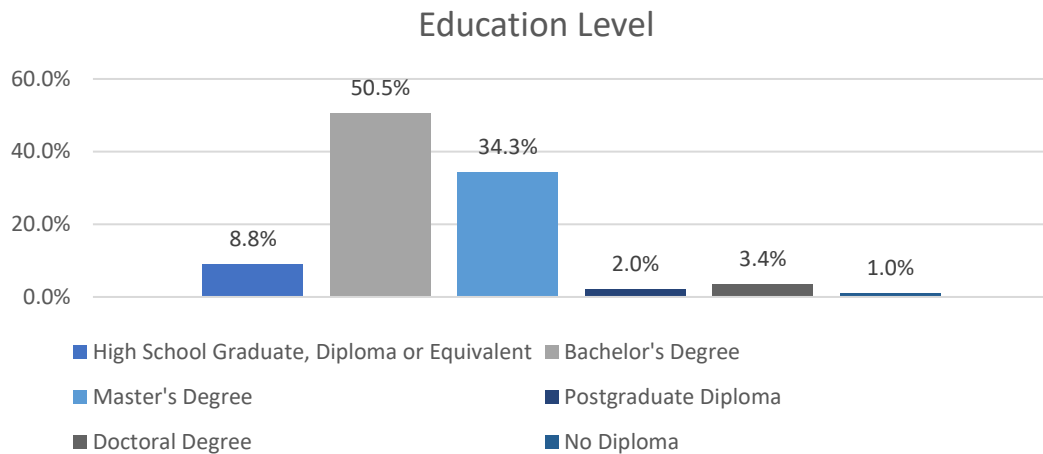


Figure 5. 4: Distribution of Education Level

Source: Own elaboration based on SPSS output

### 5.3 Descriptive Statistics

After the descriptive statistical calculations conducted with SPSS, this section it is present in means of analysing the means and standard deviations of each of the constructs that make up the measurement scale of the conceptual model.

#### 5.3.1 Brand Influence

The measurement scale of Brand Influence, according and adapted from the study of Baldus *et al.*, (2015), is first driver, out of eleven, of Online Brand Engagement. Composed by four questions which are featured in the questionnaire and depicted in the table 5.2.

As seen on the table 5.4, the item *BI4: I hope to improve IMDb and its movie ratings through my participation and expression in this community*, has the highest mean (4.57), while the item *BI1: I am motivated to participate in the website because I can help improve IMDb and its movie's reviews and ratings*, with a score of 4.32 presents the lower mean value. Despite this, all means of all items are very close in score, implying that there is a lot of agreement amongst participants' responses.

Concerning the standard deviation, for Brand Influence, the item *BI1: I am motivated to participate in the website because I can help improve IMDb and its movie's reviews and ratings*, shows a higher response variability (1.887), as the item *BI2: I like to know that my reviews and ratings can influence IMDb users*, depicts a lower fluctuation of answers with 1.818.



Interesting enough, *BII* is the item with lower mean but higher standard deviation, being the questions with less consensus among participants.

Table 5. 2: Descriptive Statistics: Brand Influence

<b>Brand Influence Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
BI1: I am motivated to participate in the website because I can help improve IMDb and its movie's reviews and ratings.	4.32	1.887
BI2: I like to know that my reviews and ratings can influence IMDb users.	4.52	1.818
BI3: Increasing the influence I have on IMDb and its reviews and ratings makes me want to participate more in this community.	4.48	1.863
BI4: I hope to improve IMDb and its movie ratings through my participation and expression in this community.	4.57	1.857
BI construct	4.46	1.856

Source: Own elaboration based on SPSS outputs

### 5.3.2 Brand Passion

According and adapted from the study of Baldus *et al.*, (2015), the measurement scale of Brand Passion is composed by four questions in the questionnaire, which those are depicted in the table 5.3.

Analysing table 5.3, it is verified that item *BP3: I would not belong to the community if I am not passionate about IMDb*, has the highest mean score, with 4.35. Although, this question has the lowest standard deviation score of 1.855, which characterize this item as the one that participants answered more similarly. On another hand, *BP2: I participate in IMDb website because I care about the brand* has the lowest mean value, 3.95, but the highest response variability, with a total score of 2.018, in the case of Brand Passion.

Table 5. 3: Descriptive Statistics: Brand Passion

<b>Brand Passion Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
BP1: I am motivated to participate in the online platform because I am passionate about IMDb.	4.01	1.895
BP2: I participate in IMDb website because I care about the brand.	3.95	2.018
BP3: I would not belong to the community if I am not passionate about IMDb.	4.35	1.855
BP4: My passion for IMDb makes me want to participate in the community.	4.17	1.905
BP construct	4.12	1.918

Source: Own elaboration based on SPSS outputs

### 5.3.3 Connecting

Connecting is another variable present in the measurement scale adapted from Baldus *et al.*, (2015), having a total of 3 questions present in the questionnaire. The values of the mean and standard deviation are present in table 5.4.

By looking at table 5.4, item *C3: Being part of IMDb community makes me fell more connected to other users of the website*, presents the highest mean value - 4.30. This item also presents the lowest standard deviation value (1.823), representing the question with less variability of answers among respondents. Whilst item *C1: Increasing the strength of the connection I have with IMDb makes me want to participant more in the community*, has the lowest mean score of 4.02. And in terms of standard deviation, the item *C2: Being part of IMDb community makes me fell more connected to the brand*, represents the highest variability of responses from participants, with a score value of 1.887.

Table 5. 4: Descriptive Statistics: Connecting

<b>Connecting Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
C1: Increasing the strength of the connection I have with IMDb makes me want to participant more in the community.	4.02	1.850
C2: Being part of IMDb community makes me fell more connected to the brand.	4.22	1.887
C3: Being part of IMDb community makes me fell more connected to other users of the website.	4.30	1.823
C construct	4.18	1.853

Source: Own elaboration based on SPSS outputs

### 5.3.4 Helping

The Helping driver features 4 questions in the questionnaire. Again, another variable adapted from Baldus *et al.*, (2015), the values of the Mean and Standard Deviation of each item are presented in table 5.5.

As depicted on table 5.5, item *H1: I like participating in IMDb because I can use my experience to help other users*, has the highest mean value, 4.64. A medium value in the scale, regardless of being the highest value. On the other hand, this item presents the lowest standard deviation, 1.732, being the question with lower variability of answers among participants. Item *H3: I really like helping other IMDb users with their questions*, has the lowest mean value, 4.44. And in terms of standard deviation, *H4: I feel good when I can help answer other IMDb users' questions*, has the highest variability of answers among respondents, with 1.839.

Table 5. 5: Descriptive Statistics: Helping

<b>Helping Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
H1: I like participating in IMDb because I can use my experience to help other users.	4.64	1.732
H2: I like to share my experience and knowledge with other users on IMDb to help them be more educated about the brand.	4.54	1.787
H3: I really like helping other IMDb users with their questions.	4.44	1.781
H4: I feel good when I can help answer other IMDb users' questions.	4.56	1.839
H construct	4.55	1.785

Source: Own elaboration based on SPSS outputs

### 5.3.5 Like-Minded Discussion

Adapted from the measurement scale of online brand engagement of Baldus *et al.*, (2015), the concept of Like-Minded Discussion, features 4 questions in the questionnaire. By examining table 5.6, it is shown that item *LMD1: I look forward to discussing my opinions about IMDb's movie reviews and ratings with other who share the same interest as me*, has the highest value score for mean, 4.48, and lowest value score for standard deviation, 1.826.

The lowest mean belongs to *LMD4: Having conversations with people in IMDb's community who share the same views about movies is important to me*, 4.23. And regarding standard deviation, although all items have high variability of answers, *LMD4* is highlighted again for having the bigger value score, 1.953.

Table 5. 6: Descriptive Statistics: Like-Minded Discussion

<b>Like-Minded Discussion Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
LMD1: I look forward to discussing my opinions about IMDb's movie reviews and ratings with other who share the same interest as me.	4.48	1.826
LMD2: I enjoy conversing with people similar to myself in IMDb's community.	4.41	1.913
LMD3: I look to the IMDb community when I want to discuss a topic with people who have similar interests.	4.34	1.932
LMD4: Having conversations with people in IMDb's community who share the same views about movies is important to me.	4.23	1.953
LMD construct	4.37	1.906

Source: Own elaboration based on SPSS outputs

### 5.3.6 Hedonic Rewards

The Hedonic Rewards dimension is, also, a construct belonging to the study of Baldus *et al.*, (2015). It is present in the questionnaire featuring 4 questions. The values of the mean and standard deviation are shown in the table 5.7.

Analysing table 5.7, it is possible to highlight that the highest value in the mean belongs to the item *HR1: I like participating in IMDb community because it is entertaining*, 4.56. This item also presents the lowest standard deviation value, 1.685, being the questions where most participants responded very similarly. Both *HR2: Having fun is my main reason for participating in IMDb community* and *HR3: I participate in this IMDb community because I think it is fun* have the same value score for the mean, being the lowest depicted among the items, 4.42.

Concerning standard deviation values, all values are high but item *HR4: I find participating in IMDb community to be very entertaining*, shows the highest value with 1.882.

Table 5. 7: Descriptive Statistics: Hedonic Rewards

<b>Hedonic Rewards Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
HR1: I like participating in IMDb community because it is entertaining.	4.56	1.685
HR2: Having fun is my main reason for participating in IMDb community.	4.42	1.827
HR3: I participate in this IMDb community because I think it is fun.	4.42	1.838
HR4: I find participating in IMDb community to be very entertaining.	4.51	1.882
HR construct	4.48	1.808

Source: Own elaboration based on SPSS outputs

### 5.3.7 Utilitarian Rewards

Another variable of the measurement scale of Baldus *et al.*, (2015), the concept of Utilitarian Rewards features 3 questions in the questionnaire. Portrayed in the table 5.8 are the values for the mean and standard deviation of this item.

Examining table 5.8, *UR3: Receiving more money makes me want to participate more in IMDb community*, has the highest mean value score, 4.05, as well as the highest value for standard deviation, 2.132. Depicting the high variability of responses for this question.

The lowest mean goes to *UR1: I am motivated to participate in IMDb community because I can earn money*, with 3.50, whilst having the lowest standard deviation value, 2.016. Despite this, all items present have very high values, indicating the high inconsistency of responses in all questions.

Table 5. 8: Descriptive Statistics: Utilitarian Rewards

<b>Utilitarian Rewards Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
UR1: I am motivated to participate in IMDb community because I can earn money.	3.50	2.016
UR2: If it were not for the money, I would not participate in IMDb community.	3.79	2.082
UR3: Receiving more money makes me want to participate more in IMDb community.	4.05	2.132
UR construct	3.78	2.077

Source: Own elaboration based on SPSS output

### 5.3.8 Seeking Assistance

The concept of Seeking Assistance features 4 questions which were used and adapted from Baldus *et al.*, (2015) study. In table 5.9, the mean and standard deviation values are represented to be examined.

Looking at table 5.9, *SA4: It is important to me to be able to use IMDb to find answers to my questions about movie reviews and ratings*, has the highest mean value, 5.29. On the other hand, this item has the lowest standard deviation value, 1.492; meaning that the responses among participants was more consensual in this item.

The lowest mean value is 4.75, in item *SA1: I am motivated to participate in IMDb community because I can receive help from other community users*, having, also the highest variability of answers among respondents, with a standard deviation of 1.649 – the highest value represented compared to the score of the other items.

Table 5. 9: Descriptive Statistics: Seeking Assistance

<b>Seeking Assistance Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
SA1: I am motivated to participate in IMDb community because I can receive help from other community users.	4.75	1.649
SA2: I am motivated to participate in IMDb community because users can use their knowledge to help me.	5.00	1.554
SA3: I like participating in IMDb community because it gives me the opportunity to receive help from other users.	4.90	1.629
SA4: It is important to me to be able to use IMDb to find answers to my questions about movie reviews and ratings.	5.29	1.492
SA construct	4.99	1.581

Source: Own elaboration based on SPSS outputs

### 5.3.9 Self-Expression

The self-expression driver is the ninth driver studied by Baldus *et al.*, (2015). With 4 questions presented in the questionnaire. The mean and standard deviation score values are represented in table 5.10.

Table 5.10 shows us that *SE3: I can always be myself when interacting with other users in IMDb community*, has the highest mean value, 4.85, while *SE2: I would express any opinion I had about IMDb in this community*, has the lowest mean value, 4.65; although both scores very close to each other.

In terms of standard deviation, despite *SE2* having the lowest mean value, this item has the highest variability of answers given my questionnaire participants, 1.697. The lowest standard deviation value is verified by *SE1: I feel that I can freely share my interest in IMDb community*, with 1.430; respondents did not deviate significantly from each other in terms of answers given to this question.



Table 5. 10: Descriptive Statistics: Self-Expression

<b>Self-Expression Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
SE1: I feel that I can freely share my interest in IMDb community.	4.78	1.430
SE2: I would express any opinion I had about IMDb in this community.	4.65	1.697
SE3: I can always be myself when interacting with other users in IMDb community.	4.85	1.495
SE4: IMDb community makes it easy for me to express my true belief about the brand.	4.74	1.501
SE construct	4.76	1.530

Source: Own elaboration based on SPSS outputs

### 5.3.10 Up-to-date Information

The Up-to-date Information driver, also belonging to the Baldus *et al.*, (2015) study, has 4 questions in the questionnaire. Analysing to the table 5.11, it can be concluded that item *UDI1: IMDb community is my critical connection for new information about movie reviews and ratings*, has the lowest mean value, 4.91. The highest mean value is 5.50, in item *UDI2: When I want up-to-date information about movies, I look for it in IMDb website*.

In terms of standard deviation values, both variables mentioned above are highlighted for having the lowest and highest variability of answers among participants. *UDI2* with 1.226 and *UDI1* with 1.666.

In a way of summary *UDI2* despite having the highest mean value, it has the lowest standard deviation value, and *UDI1* the opposite.

Table 5. 11: Descriptive Statistics: Up-to-date Information

<b>Up-to-date Information Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
UDI1: IMDb community is my critical connection for new information about movie reviews and ratings.	4.91	1.666
UDI2: When I want up-to-date information about movies, I look for it in IMDb website.	5.50	1.226
UDI3: IMDb keeps me on the leading edge of information about movies.	5.37	1.338
UDI4: IMDb is the best way to stay informed about new developments with movies.	5.29	1.436
UDI construct	5.27	1.416

Source: Own elaboration based on SPSS outputs

### 5.3.11 Validation

The Validation is the last driver that constitutes Baldus *et al.*, (2015) study. With 4 questions present in the questionnaire, its Mean and Standard Deviation values are depicted in table 5.12

Table 5.12 shows us that *V1: Receiving more affirmation of the value of my comments, makes me want to participate more in IMDb community*, has the lowest mean, 4.55; while *V3: I appreciate when other agree with the ideas I express in the community*, has the highest mean, 4.90. This last item also presents the lowest standard deviation value, 1.542, representing the question with less variability of responses. On the other hand, *V2: I feel good about myself when other IMDb users share my ideas*, has the highest variability of answers among participants, with 1.614. Even though it is depicted to be the highest value compared to the value of the other items, it is not greatly high, which means that when analysed the responses did not deviate much from each other.

Table 5. 12: Descriptive Statistics: Validation

<b>Validation Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
V1: Receiving more affirmation of the value of my comments, makes me want to participate more in IMDb community.	4.55	1.604
V2: I feel good about myself when other IMDb users share my ideas.	4.83	1.614
V3: I appreciate when other agree with the ideas I express in the community.	4.90	1.542
V4: When other support my ideas and opinions in IMDb, I feel better about myself.	4.81	1.608
V construct	4.77	1.592

Source: Own elaboration based on SPSS outputs

### 5.3.12 Hedonic Motivations

Hedonic Motivations features 6 questions in the questionnaire. The last dimension of the Motivation to Watch Movies construct, based on the study of Oliver & Raney (2011), has its Mean and Standard Deviation values represented on the table 5.13.

Item *HM1: It is important to me that I have fun when watching a movie*, has the highest mean value, 5.51. This item also presents the lowest standard deviation value, 1.205.

The lowest mean value is 5.16, of the item *HM4: I like movies that may be considered "silly" or "shallow" if they can make me laugh and have a good time*. Although being the smallest value, when compared to the other items, it is a high mean value.

In terms of the standard deviation values, *item HM6: My favourite kinds of movies are happy and positive*, has the highest variability of answers among participants, 1.637.

Table 5. 13: Descriptive Statistics: Hedonic Motivations

<b>Hedonic Motivations Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
HM1: It is important to me that I have fun when watching a movie.	5.51	1.205
HM2: Movies that make me laugh are among my favourites.	5.34	1.400
HM3: I find that even simple movies can be enjoyable as long as they are fun.	5.39	1.387
HM4: I like movies that may be considered "silly" or "shallow" if they can make me laugh and have a good time.	5.16	1.615
HM5: For me, the best movies are ones that are entertaining.	5.23	1.519
HM6: My favourite kinds of movies are happy and positive.	5.23	1.637
HM construct	5.31	1.460

Source: Own elaboration based on SPSS outputs

### 5.3.13 Eudaimonic Motivations

The concept of Eudaimonic Motivations is one of the dimensions that measures the Motivation to Watch Movies. The scale is used on the study of Oliver & Raney (2011) and adapted to this study, featuring 6 questions in the questionnaire. In table 5.14 is represented the Mean and Standard Deviation values.

As presented in table 5.14, *EM2: I like movies that make me more reflective*, holds the highest mean value, 5.73; stating that most participants like movies with more reflective morals. On the contrary, *EM5: I am very moved by movies that are about people's search for greater understanding in life*, with a mean value of 5.42, proving that when compared to the other items, respondents are not that interested in movies with a focus on the search for the greater understanding of life. Even Though, this item was the one with less consensual opinions among participants, with the highest variability of answers, 1.389 (when compared to the rest of the items). There are some differences in the standard deviation's values of the portrayed items, although all values are very small, which means that variability of answers is small. The lowest standard deviation value is depicted by *EM4: My favourite kinds of movies are ones that make me think*, demonstrating that the opinion of the questionnaire's contributors does not deviate greatly, especially in this item.

Table 5. 14: Descriptive Statistics: Eudaimonic Motivations

<b>Eudaimonic Motivations Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
EM1: I like movies that challenge my way of seeing the world.	5.60	1.341
EM2: I like movies that make me more reflective.	5.73	1.314
EM3: I like movies that focus on meaningful human conditions.	5.71	1.328
EM4: My favourite kinds of movies are ones that make me think.	5.66	1.306
EM5: I am very moved by movies that are about people's search for greater understanding in life.	5.42	1.389
EM6: I like movies that have profound meanings or messages to convey.	5.71	1.302
EM construct	5.64	1.330

Source: Own elaboration based on SPSS outputs

#### 5.3.14 Intention to Watch Movies

The Intention to Watch Movies, it is one dimension adapted from the measurement scale studied by Jiménez-Castillo & Sánchez-Fernández (2019). In the questionnaire it was featured 3 questions regarding this driver. The values of the Mean and Standard Deviation of each item are in the table 5.15 below.

In table 5.15, it is observed that *I1: I would watch movies based on the advice I am given by IMDb*, has the lowest mean, 5.49. Although, this item presents the highest variability of answers between participants, when compared to the other two items, with a standard deviation value of 1.345.

*I3: In the future, I will watch movies recommended by IMDb*, has the highest mean value, 5.73, while *I2: I would follow movie recommendations from IMDb*, shows the lowest standard deviation value, 1.275.

Table 5. 15: Descriptive Statistics: Intention to Watch Movies

<b>Intention to Watch Movies Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
I1: I would watch movies based on the advice I am given by IMDb.	5.49	1.345
I2: I would follow movie recommendations from IMDb.	5.62	1.275
I3: In the future, I will watch movies recommended by IMDb.	5.73	1.307
I construct	5.61	1.309

Source: Own elaboration based on SPSS outputs

#### **5.4 Structural Analysis of the Model**

This section will demonstrate the analysis made to verify the quality of the conceptual model and the hypotheses mentioned in the section 3. The following points will evaluate the quality of the measurement model, and the structural model of this study.

##### **5.4.1 Measurement Results and Validity**

To verify the validity and consistency of the results of this study, it was conducted a Cronbach's Alpha test in SPSS platform. This test is used to analyse the reliability of the Linkert-type scales used, by calculating the internal consistency coefficients of the items included in the questionnaire (Taber, 2017).

The Cronbach's Alpha has a range between 0 and 1, being accepted when its value is above 0.7 and preferred when is higher than 0.8 (Cronbach, 1951). Although, as referred by Taber (2017) a very high value such as 0.96 is described as *sufficient* and 0.97 is only *satisfactory*.

As seen on table 5.16, the test was performed in every item studied. Given the results, almost all items present values around 0.9, which proves the internal consistency of each item's measurement. On the other hand, *Hedonic Rewards* presents the highest Alpha value with 0.96 - classified as a *sufficient* score. Even though this fact, and given the values presented on the table, all Cronbach's Alpha tests have appropriate values, proving the reliability and sufficient consistency between the scale measurements taken into consideration in the questionnaire.

Table 5. 16: Reliability Test Results

<b>Item</b>	<b>Cronbach's Alpha</b>
Brand Influence	0.95
Brand Passion	0.93
Connecting	0.93
Helping	0.95
Like-Minded Discussion	0.95
Hedonic Rewards	0.96
Utilitarian Rewards	0.94
Seeking Assistance	0.93
Self-Expression	0.92
Up-to-date Information	0.89
Validation	0.94
Intention to Watch Movies	0.91
Eudaimonic Motivations	0.94
Hedonic Motivations	0.90

Source: Own elaboration based on SPSS outputs

## **5.5 Multiple Linear Regression**

To analyse the links between the constructs, present in the conceptual model, the multiple regression was used.

In order to understand the relationships in the conceptual model, it will be studied the hypotheses which are the focus of this dissertation, starting with “IMDb Online Brand Community Engagement positively influences the Hedonic Motivations to Watch Movies” (H1) then, “IMDb Online Brand Community Engagement positively influences Eudaimonic Motivation to Watch Movies” (H2), “Hedonic Motivations to Watch Movies positively influences the Intention to Watch Movies” (H3) and lastly “Eudaimonic Motivations to Watch Movies positively influences the Intention to Watch Movies” (H4).

### **5.5.1 Multiple Regression with Hedonic Motivations to Watch Movies as the dependent variable (H1)**

Observing the values of the ANOVA test (cf. Appendix C.1), it can be verified that the model is valid and significant ( $\text{sig} < 0.05$ ). Meaning that the variables are useful in explaining the dependent variable – Hedonic Motivations to Watch Movies.

In the Model Summary table (cf. Appendix C.1), the  $R^2$  value indicates that 36.7% of the dependent variable – Hedonic Motivations to Watch Movies can be explained by the predictors.

When analysing the table, it can be understood that Brand Influence, Like-Minded Discussion and Utilitarian Rewards are important to explain the model, as the  $\text{Sig} < 0.05$ , meaning that the null hypothesis was rejected. Whereas the lasting variables have a  $\text{Sig} > 0.05$ , depicting that they are not significant exploratory variables, so, not important when explaining the dependent variable.

Regarding the values of the Standardized Coefficients, it can be compared the influence that each variable has on the dependent variable. In this situation, Utilitarian Rewards is the one which most affects the Hedonic Motivation to Watch Movies ( $\beta = 0.356$ ), following Like-Minded Discussion ( $\beta = 0.290$ ) and Brand Influence ( $\beta = 0.236$ ).



Table 5. 17: Coefficients Table: Impact of Online Brand Community Engagement in the Hedonic Motivations to Watch Movies

Model	Unstandardized coefficients		Standardized coefficients Beta	t(sig.)	R <sup>2</sup>	F(sig.)	Durbin-Watson	Collinearity statistics	
	B	Std. Error						Tolerance	VIF
(Constant)	3.021	0.337		8.962 (0.000)	0.367	10.113 (0.000)	1.942		
Brand Influence	0.164	0.074	<b>0.236</b>	2.194 (0.029)				0.2850	3.5050
Brand Passion	-0.125	0.09	-0.18	-1.392 (0.166)				0.1970	5.0740
Connecting	-0.136	0.097	-0.195	-1.401 (0.163)				0.1700	5.8710
Helping	-0.095	0.089	-0.131	-1.068 (0.287)				0.2200	4.5390
Like-Minded Discussion	0.197	0.089	<b>0.290</b>	2.224 (0.027)				0.1940	5.1480
Hedonic Rewards	0.085	0.096	0.122	0.887 (0.376)				0.1750	5.7020
Utilitarian Rewards	0.219	0.053	<b>0.356</b>	4.165 (0.000)				0.4500	2.2210
Seeking Assistance	0	0.079	0	0.004 (0.997)				0.3700	2.7000
Self-Expression	0.034	0.086	0.038	0.394 (0.694)				0.3480	2.8730
Up-to-date Information	0.099	0.074	0.102	1.345 (0.180)				0.5760	1.7370
Validation	0.056	0.094	0.068	0.594 (0.553)				0.2490	4.0100

Source: Own elaboration based on SPSS output

The Multiple Regression Model would be:

Hedonic Motivation to Watch Movies =  $\beta_0 + \beta_1 * \text{Brand Influence} + \beta_2 * \text{Like-Minded Discussion} + \beta_3 * \text{Utilitarian Rewards}$

Given the Model, it is required to check if the assumptions can hold it. In the Residual Statistics table (cf. Appendix C.1), the mean of the residual component of the model is equal to zero, so the assumption holds the model. Additionally, all tolerance values are higher than 0.1 and the VIF values are lower than 10, meaning that the assumptions are met because there are no correlations among the explanatory variables. Regarding the Durbin-Watson value, since it

is close to 2 (=1.942), it can be referred that the errors are distributed normally, and there is no correlation among the residual terms. Consequently, graphically the normality of the residuals it is checked in the Histogram and Normal P-Plot (cf. Appendix C.1) and the Scatterplot (cf. Appendix C.1) provides proof that the variance of the random term is constant.

### **5.5.2 Multiple Regression with Eudaimonic Motivations to Watch Movies as the dependent variable (H2)**

Given the values on the ANOVA test (cf. Appendix C.2), it is depicted that the model is valid and significant ( $\text{sig} < 0.05$ ). This means that the variables are valuable in explaining the dependent variable – Eudaimonic Motivations to Watch Movies.

By looking at the Model Summary table (cf. Appendix C.2), the  $R^2$  value indicates that 40.9% of the dependent variable – Eudaimonic Motivations to Watch Movies can be explained by the predictors.

When looking at the table, it can be grasped that Brand Influence and Up-to-date Information are the only predictors important to explain the model, as the  $\text{Sig} < 0.05$ . While the other variables have a  $\text{Sig} > 0.05$ , depicting that they are not significant exploratory variables, so, not important when explaining the dependent variable.

Regarding the values of the Standardized Coefficients, it can be compared the influence that each variable has on the dependent variable. In this situation, Up-to-date Information is the one which most affects the Eudaimonic Motivation to Watch Movies ( $\beta = 0.494$ ), following Brand Influence ( $\beta = 0.392$ ) and Seeking Assistance ( $\beta = 0.179$ ).

Table 5. 18: Coefficients Table: Impact of Online Brand Community Engagement in the Eudaimonic Motivations to Watch Movies

Model	Unstandardized coefficients		Standardized coefficients Beta	t(sig.)	R <sup>2</sup>	F(sig.)	Durbin-Watson	Collinearity statistics	
	B	Std. Error						Tolerance	VIF
(Constant)	2.081	0.313		7.598 (0.000)	0.409	12.102 (0.000)	2.005		
Brand Influence	0.262	0.069	<b>0.392</b>	3.779 (0.000)				0.2850	3.5050
Brand Passion	-0.057	0.083	-0.085	-0.678 (0.499)				0.1970	5.0740
Connecting	-0.019	0.090	-0.029	-0.216 (0.829)				0.1700	5.8710
Helping	-0.028	0.082	-0.040	-0.338 (0.736)				0.2200	4.5390
Like-Minded Discussion	0.012	0.082	0.019	0.148 (0.883)				0.1940	5.1480
Hedonic Rewards	-0.158	0.089	-0.234	-1.764 (0.079)				0.1750	5.7020
Utilitarian Rewards	-0.029	0.049	-0.050	-0.600 (0.549)				0.4500	2.2210
Seeking Assistance	0.145	0.074	<b>0.179</b>	1.961 (0.051)				0.3700	2.7000
Self-Expression	0.057	0.080	0.068	0.723 (0.471)				0.3480	2.8730
Up-to-date Information	0.464	0.069	<b>0.494</b>	6.756 (0.000)				0.5760	1.7370
Validation	-0.032	0.088	-0.040	-0.362 (0.718)				0.2490	4.0100

Source: Own elaboration based on SPSS output

The Multiple Regression Model obtained is:

$$\text{Eudaimonic Motivation to Watch Movies} = \beta_0 + \beta_1 * \text{Brand Influence} + \beta_2 * \text{Seeking Assistance} + \beta_3 * \text{Up-to-date Information}$$

Therefore, it is necessary to study if the assumptions can hold the model. Looking at the Residual Statistics table (cf. Appendix C.2), the values show that the mean of the residual component of the model is equal to zero, so the assumptions hold the model. Moreover, all the values of tolerance are higher than 0.1 and the VIF values are lower than 10, meaning that there are no correlations among the variables. Focusing on the Durbin-Watson value, being equal to 2, it indicated that the errors are normally distributed. On the Histogram and Normal P-Plot (cf.

Appendix C.2) this normality is graphically shown. Lastly, the Scatterplot (cf. Appendix C.2) portrays and confirms that the variance of the random term is constant.

### 5.5.3 Multiple Regression with Intention to Watch Movies as the dependent variable with Hedonic Motivation to Watch Movies as a moderator (H3)

As shown of table 5.19, the Sig<0.05, meaning that the analysis of the model is viable.

The Model Summary table (cf. Appendix C.3) gives us that (R<sup>2</sup>) 16.8% of the dependent variable is explained by the exploratory variable. This is a relatively low value. From the observation of the sig values, it can be verified that the variable Hedonic Motivation to Watch Movies can explain the dependent variable Intention to Watch Movies as its Sig<0.05.

Table 5. 19: Coefficients Table: Impact of Hedonic Motivation to Watch Movies on the Intention to Watch Movies

Model	Unstandardized coefficients		Standardized coefficients Beta	t(sig.)	R <sup>2</sup>	F(sig.)	Durbin-Watson	Collinearity statistics	
	B	Std. Error						Tolerance	VIF
(Constant)	3.457	0.345		10.008 (0.000)	0.168	40.927 (0.000)	1.864		
Hedonic Motivation to Watch Movies	0.409	0.064	0.410	6.397 (0.000)				1.000	1.000

Source: Own elaboration based on SPSS output

The Multiple Regression Model obtained is as follows:

$$\text{Intention to Watch Movies} = \beta_0 + \beta_1 * \text{Hedonic Motivation to Watch Movies}$$

As it can be seen in the Residual Statistics table (cf. Appendix C.3) the mean value of the residual term is zero, confirming the assumption. Additionally, the Tolerance value is above 0.1 and the VIF value is lower than 10, proving the no correlations among the variables. The Durbin-Watson value is close to 2, showing that the errors are normally distributed. Lastly, the assumption can be verified by looking at the Histogram and P-Plot (cf. Appendix C.3) that

depicts the normality of the residuals, as well as the Scatterplot that displays that the variance of the random term is constant.

### 5.5.3 Multiple Regression with Intention to Watch Movies as the dependent variable with Eudaimonic Motivation to Watch Movies as a moderator (H4)

The date from ANOVA test confirms that the model is valid since the Sig<0.05.

The Model Summary table (cf. Appendix C.4) gives us that (R<sup>2</sup>) 37.4% of the dependent variable is explained by the exploratory variable. Looking at the Sig value of Eudaimonic Motivation to Watch Movies, it can be concluded that it is a relevant variable for the model, as its Sig<0.05

Table 5. 20: Coefficients Table: Impact of Eudaimonic Motivation to Watch Movies on the Intention to Watch Movies

Model	Unstandardized coefficients		Standardized coefficients Beta	t(sig.)	R <sup>2</sup>	F(sig.)	Durbin-Watson	Collinearity statistics	
	B	Std. Error						Tolerance	VIF
(Constant)	2.044	0.332		6.160 (0.000)	0.374	120.457 (0.000)	2.035		
Eudaimonic Motivation to Watch Movies	0.633	0.058	0.611	10.975 (0.000)				1.000	1.000

Source: Own elaboration based on SPSS output

The Multiple Regression Model obtained is:

$$\text{Intention to Watch Movies} = \beta_0 + \beta_1 * \text{Eudaimonic Motivation to Watch Movies}$$

The Residual statistics table (cf. Appendix C.4) shows that the mean of the residual component is equal to zero. Furthermore, it can be validated that the Tolerance value is above 0.1 and the VIF value is lower than 10 – indicating that there is no correlation among the variables. The Durbin-Watson value is 2, signifying that the errors are independent. Therefore, all assumptions hold. The Histogram and Normal P-plot (cf. Appendix C.4) both register the

normality of the residuals and the Scatterplot (cf. Appendix C.4) portrays the random term and its constant variance.

In a way of summary and given by the results of the Multiple Regression analysis above, in table 5.21 the validation of all hypotheses is depicted.

Table 5. 21: Hypotheses Validation Results

Hypothesis	Validated
H1: IMDb Online Brand Community Engagement positively influences the Hedonic Motivations to Watch Movies	Yes
H2: IMDb Online Brand Community Engagement positively influences Eudaimonic Motivation to Watch Movies	Yes
H3: Hedonic Motivations to Watch Movies positively influences the Intention to Watch Movies	Yes
H4: Eudaimonic Motivations to Watch Movies positively influences the Intention to Watch Movies	Yes

Source: Own elaboration

## 6. Conclusions and Implications

### 6.1 Findings Overview and Discussion

The present study was designed to explore the great impact of online brand communities – IMDb - on the motivation and intention to watch movies. Exploring concepts such as Brand Consumer Engagement on an online environment and what drives motivation and further intention to watch a movie. The concept model, which was further deployed in a survey, was developed connecting the measurement scale of Baldus *et al.*, (2015), where 11 items are being tested as the factors behind the establishment of online engagement between a brand and its consumers; an adapted scale from Oliver & Raney (2011) where the understanding of what lies behind the motivation to watch movies is being discussed and lastly, to further comprehend the intention to watch movies, a scale from Jiménez-Castillo & Sánchez-Fernández (2019) evaluates what rests on its judgement and how IMDb impacts it has well.

With 204 valid answers, the database enabled the achievement of the objectives proposed. Regarding the descriptive statistics results, when discussing the factor behind the Online Community Engagement of IMDb: up-to-date information, seeking assistance and validation were the dimensions with the highest agreement among participants, with respectively 5.27, 4.99 and 4.77 in a 7-likert scale. This suggests that participants engage with the platform more likely to update themselves of movies' ratings and reviews, to be able to be assisted on any doubts or feedback on movies and lastly for self-validation on their opinions. Although, the utilitarian rewards dimension has the lowest settlement, with only 3.78, meaning money does not influence the participants interaction with IMDb.

In tables 5.13 and 5.14, when analysing the descriptive statistics of items of the variable Motivation to watch movies, the eudaimonic motivation dimension has a bigger agreement among participants with 5.64 and in-depth we may verify that personal taste highly affects the motivation of people to watch movies and that, among the participants, their preferences lie on movies that focus on meaningful human conditions (5.71) and movies that have profound meanings or messages to convey (5.71). Concerning the results for the Intention to watch movies variable, exhibited in table 5.15, participants have an agreement of 5.61 points, with the question of "In the future, I will watch movies recommended by IMDb" being the highest scored one, with 5.71. This depicts the participants' trust on the recommendations of IMDb – being and incredible indicator of engagement.

To validate the hypothesis before mentioned in this study, there were conducted multiple linear regression analysis and all the assumptions held the model without exception, indicated the existence of a positive relationships between the variables studied.

Taking about the first research hypothesis which tests if IMDb Online Community Engagement positively influences the Hedonic Motivations to Watch Movies (H1), the results suggest that the Hedonic Motivation to watch movies is mainly explained by the dimensions: Brand Influence, Like-Minded Discussion and Utilitarian Rewards items. Hence, Hedonic Rewards and Self-Expression also contribute satisfactory to explain the hypothesis, while the remaining items are not important to explicate the dependent variable, since as depicted on table 5.17, they have negative  $\beta$  values, which mean this that they have an adverse impact on consumers. In this first hypothesis, the results conclude that, for this study, not all items impact the hedonic motivation of the participants to watch movies, highlighting then, brand influence, like-minded discussion and utilitarian rewards as the variables which influence the dependent variable.

For the second hypothesis, it was examined how IMDb Online Brand Community Engagement positively influences the Eudaimonic Motivations to Watch Movies (H2). By looking at the table 5.18, the values which impact the dependent variable belong to the items: Brand Influence and Seeking Assistance and with satisfactory contribution, Self-Expression, and Like-minded Discussion. It is depicted that not all items significantly contribute for the model, thus even some do have a negative impact on consumers given their negative Beta value. These results indicate that eudaimonic motivations to watch movies are dependent on the influence the consumer has on the online ratings and reviews of IMDb and the help the platform can provide or the consumers can give.

Proceeding to the third hypothesis, which suggests that Hedonic Motivations to watch movies positively influence the intention to watch movies (H3), the dimension in study holds the model significantly since  $\beta= 0.410$ . This result shows that the intention to follow IMDb recommendation and watch movies is influenced by a prior hedonic motivation.

Lastly, the last hypothesis states that Eudaimonic motivations positively influence the Intention to watch movies (H4). The independent variable was significant to explain the dependent variable, given its rather great value ( $\beta=0.611$ ). Eudaimonic motivation to watch a movie do very much impact the further action to watch it and follow IMDb recommendations.



## 6.2 Managerial Implications

The film industry has a great role on many people's lives, including the authors. Being considered a money machine that can influence lifestyles and cultures, it is highly depended on critics' reviews but even more on the audience's feedback. This feedback has migrated from newspapers, magazines, and word of mouth to online brand communities such as IMDb, which have an incredible power to influence expectations since the reviews and ratings given are opinions which many movie goers rely on. It does not matter which platform used, the industry needs good publicity and good statistics to keep investing on producing and keep growing.

With the increase of lives being more present online, the film industry needs to keep an eye on what is being talked on the web to better understand what is being wrongly managed. Moreover, the theoretical concepts connected to the field of relationship marketing, such as engagement, motivation to watch and intention to watch are useful to this comprehension.

This study contributes for the field of entertainment and online communities by providing new insights on the gap that was depicted in literature. Delivering a further understanding on the different constructs that are impactful on the consumption of movies and how they are correlated with one another, this research studies engagement as a motivational factor and motivation as an intention trigger.

The analysis conducted can elicited implications that can help online reviews and ratings platform creators and managers better understand what entices consumers to increase their interaction on their online site, and also draws suggestions to movie producers that should listen to the audience feedback for better and more perfected approaches. First, this study has revealed that platform users highlight the updated information, possibility of getting help or helping other members, as well as receiving validations on their opinions, as factors that contribute for the frequent usage of the online space. Thus, managers behind these platforms should promote participation and interaction since it can create traffic and further recognition of the platform as the main source of movie reviews and ratings information.

Furthermore, movie producers should evaluate the audience's feedback to better design movie concepts, as it can increase anticipation and further box office sales. Therefore, instead of concentrate the attention on what a popular movie did good and how it can be replicated, the focus should be on why the audience liked it so much and what actually impacted their motivation to watch it.

This study connects points that are valuable for online platforms and movie producers, for them to better interact and understand their consumers – a theoretical approach that can indeed be a guide for the entertainment business.

### **6.3 Limitations and further research**

Although the very enlightening findings on the relevance of online brand community engagement on the motivation and intention to watch movies, this study had a few limitations that ought to be addressed and leave space for further research. First, one of the limitations lies on the fact that the valuable and valid sample was not notable enough – taking into consideration that in total there were 377 answers to the questionnaire but only 204 valid respondents, representing a loss of 46% of the answers.

Additionally, the sample is mostly characterized with younger people and the majority are Portuguese (42,2%), meaning that this study is not demographically balanced and can hardly draw conclusions for other cultural backgrounds. Second, since the study conducted is under a quantitative research method, the closed questions presented to the participants can cause a misconception, which can mislead answers. Moreover, the online database platform IMDb was used for the reasonings that it is highly recognized among entertainment experts, although is not the main source of movie information of many. This portrays a disadvantage since it can also deceive the participants interest in responding to the questions since they are not familiarized with the platform. To improve this fact, the questions needed to be open to platform interpretation, making sure participants are aware that their opinions and evaluation lie on the platform, that they use, performance. Although, if there were conducted interviews, this disadvantage would not be depicted because it is possible to clarify what is being asked from them. Through a questionnaire, this detailed and more accurate information is hardly obtained and is dependent on the participants perspective on the topics that are being discussed and evaluated. Third, in literature little is mentioned about online movie brand communities and the type of consumer engagement that is inherent to them. When discussing the role that online ratings and reviews have on the expectations of the movie's quality or success, little is mentioned about the importance of the source of those ratings and reviews. To fill this gap, the adaption of different measuring scales from the topics intrinsic to online brand community's engagement were used but can lead to biased concept developments and measurement scales since they were adapted from different reasonings.

Future research is needed to deeply explore the role of online communities in the entertainment industry, since its comprehension is still very primordial. Moreover, in future

studies it would be interesting to understand what other concepts are influential on the intention to watch movies such as Brand Love and Brand Trust. Also apply this study to different countries – providing different insights based on culture and not narrow the study to IMDb since the movie platform usage can differ from person to person and in order to have valuable answers that topic should be left for the participant choice.

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## Appendices

### Appendix A.1 – Measurement items in the questionnaire

Construct	Item	Measurement Items	Adapted from
Online Brand Community Engagement	Brand Influence	<p>1. I am motivated to participate in the website because I can help improve IMDb and its movie reviews and ratings.</p> <p>2. I like to know that my reviews and ratings can influence IMDb users.</p> <p>3. Increasing the influence I have on IMDb and its reviews and ratings makes me want to participate more in this community.</p> <p>4. I hope to improve IMDb and its movie ratings through my participation and expression in this community.</p>	Baldus <i>et al.</i> , 2015
Online Brand Community Engagement	Brand passion	<p>1. I am motivated to participate in the online platform because I am passionate about IMDb.</p> <p>2. I participate in IMDb website because I care about the brand.</p> <p>3. I would not belong to the community if I do not have passion for the IMDb.</p> <p>4. My passion for IMDb makes me want to participate in the community.</p>	Baldus <i>et al.</i> , 2015
Online Brand Community Engagement	Connecting	<p>1. Increasing the strength of the connection I have with IMDb</p>	Baldus <i>et al.</i> , 2015

		<p>makes me want to participate more in the community.</p> <p>2. Being part of IMDb community makes me feel more connected to the brand.</p> <p>3. Being part of IMDb community makes me feel more connected to other users of the brand.</p>	
Online Brand Community Engagement	Helping	<p>1. I like participating in IMDb because I can use my experience to help other users.</p> <p>2. I like to share my experience and knowledge with other users on IMDb to help them be more educated about the brand.</p> <p>3. I really like helping other IMDb users with their questions.</p> <p>4. I feel good when I can help answer other IMDb users' questions.</p>	Baldus <i>et al.</i> , 2015
Online Brand Community Engagement	Like-Minded Discussion	<p>1. I look forward to discussing my opinions about IMDb's movie reviews and ratings with others who share the same interest as me.</p> <p>2. I enjoy conversing with people similar to myself in IMDb's community.</p> <p>3. I look to the IMDb community when I want to</p>	Baldus <i>et al.</i> , 2015



		<p>discuss a topic with people who have similar interests.</p> <p>4. Having conversations with people in IMDb's community who share the same views about movies is important to me.</p>	
Online Brand Community Engagement	Hedonic Rewards	<p>1. I like participating in IMDb community because it is entertaining.</p> <p>2. Having fun is my main reason for participating in IMDb community.</p> <p>3. I participate in this IMDb community because I think it is fun.</p> <p>4. I find participating in IMDb community to be very entertaining.</p>	Baldus <i>et al.</i> , 2015
Online Brand Community Engagement	Utilitarian Rewards	<p>1. I am motivated to participate in IMDb community because I can earn money.</p> <p>2. If it were not for the money, I would not participate in IMDb community.</p> <p>3. Receiving more money makes me want to participate more in IMDb community.</p>	Baldus <i>et al.</i> , 2015
Online Brand Community Engagement	Seeking Assistance	<p>1. I am motivated to participate in IMDb community because I can receive help from other community users.</p>	Baldus <i>et al.</i> , 2015


		<p>2. I am motivated to participate in IMDb community because users can use their knowledge to help me.</p> <p>3. I like participating in IMDb community because it gives me the opportunity to receive help from other users.</p> <p>4. It is important to me to be able to use IMDb to find answers to my questions about movies reviews and ratings</p>	
Online Brand Community Engagement	Self-Expression	<p>1. I feel that I can freely share my interests in IMDb community.</p> <p>2. I would express any opinion I had about IMDb in its community.</p> <p>3. I can always be myself when interacting with other users in IMDb community.</p> <p>4. IMDb community makes it easy for me to express my true beliefs about the brand.</p>	Baldus <i>et al.</i> , 2015
Online Brand Community Engagement	Up-to-date Information	<p>1. IMDb community is my critical connection for new information about movies reviews and ratings.</p> <p>2. When I want up-to-date information about movies, I look for it in IMDb website.</p>	Baldus <i>et al.</i> , 2015

		<p>3. IMDb keeps me on the leading edge of information about movies.</p> <p>4. IMDb is the best way to stay informed about new developments with movies.</p>	
Online Brand Community Engagement	Validation	<p>1. Receiving more affirmation of the value of my comments, makes me want to participate more in IMDb community.</p> <p>2. I feel good about myself when other IMDb users share my ideas.</p> <p>3. I appreciate when others agree with the ideas I express in the community.</p> <p>4. When others support my ideas and opinions in IMDb, I feel better about myself.</p>	Baldus <i>et al.</i> , 2015
Motivation to Watch Movies	Hedonic Motivations	<p>1. It is important to me that I have fun when watching a movie.</p> <p>2. Movies that make me laugh are among my favourites.</p> <p>3. I find that even simple movies can be enjoyable as long as they are fun.</p> <p>4. I like movies that may be considered "silly" or "shallow" if they can make me laugh and have a good time.</p>	Oliver & Raney, 2011

		<p>5. For me, the best movies are ones that are entertaining.</p> <p>6. My favorite kinds of movies are happy and positive.</p>	
Motivation to Watch Movies	Eudaimonic Motivations	<p>1. I like movies that challenge my way of seeing the world.</p> <p>2. I like movies that make me more reflective.</p> <p>3. I like movies that focus on meaningful human conditions.</p> <p>4. My favourite kinds of movies are ones that make me think.</p> <p>5. I am very moved by movies that are about people's search for greater understanding in life.</p> <p>6. I like movies that have profound meanings or messages to convey.</p>	Oliver & Raney, 2011
Intention to Watch Movies	-	<p>1. I would watch movies based on the advice I am given by IMDb.</p> <p>2. I would follow movie recommendations from IMDb</p> <p>3. In the future, I will watch movies recommended by IMDb.</p>	Jiménez-Castillo & Sánchez-Fernández, 2019

Source: Own Elaboration

## Appendix A.2 – Online Questionnaire




The impact online ratings have on the motivation to watch movies

\*Obrigatório

Before watching a film, do you check its reviews and ratings in database websites such as IMDb? \*

Yes

No



The impact online ratings have on the motivation to watch movies

\*Obrigatório

IMDb engagement

This section will help me understand the influence IMDb has on your film decisions.

How much do you agree with the following statements about IMDb? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I am motivated to participate in the website because I can help improve IMDb and its film reviews and ratings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to know that my reviews and ratings can influence IMDb users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# The Role of IMDb Online Community Engagement on the Motivation and Intention to Watch Movies

Increasing the influence I have on IMDb and its reviews and ratings makes me want to participate more in this community.

I hope to improve IMDb and its film ratings through my participation and expression in this community.

How much do you agree with the following statements about IMDb? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I am motivated to participate in the online platform because I am passionate about IMDb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I participate in IMDb website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I participate in IMDb website because I care about the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not belong to the community if I do not have passion for the IMDb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My passion for IMDb makes me want to participate in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree with the following statements about IMDb? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Increasing the connection I have with IMDb it is what makes me want to participate more in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of IMDb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# The Role of IMDb Online Community Engagement on the Motivation and Intention to Watch Movies

	<p>Being part of IMDb community makes me feel more connected to its brand.</p> <p>Being part of IMDb community makes me feel more connected to other users of this brand.</p>																																																																	
	<p>How much do you agree with the following statements about IMDb? *</p> <table border="1"> <thead> <tr> <th></th> <th>Strongly Disagree</th> <th>Disagree</th> <th>Somewhat Disagree</th> <th>Neutral</th> <th>Somewhat Agree</th> <th>Agree</th> <th>Strongly Agree</th> </tr> </thead> <tbody> <tr> <td>I like participating in IMDb because I can use my experience to help other users.</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>I like to share my experience and knowledge with other users on IMDb to help them be more</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>I like to share my experience and knowledge with other users on IMDb to help them be more educated about the brand.</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>I really like helping other IMDb users with their questions.</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>I feel good when I can help answer other IMDb users' questions.</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table> <p>How much do you agree with the following statements about IMDb? *</p> <table border="1"> <thead> <tr> <th></th> <th>Strongly Disagree</th> <th>Disagree</th> <th>Somewhat Disagree</th> <th>Neutral</th> <th>Somewhat Agree</th> <th>Agree</th> <th>Strongly Agree</th> </tr> </thead> <tbody> <tr> <td>I look forward to discuss my opinions about IMDb's film reviews and ratings with others who share the same interest as me</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	I like participating in IMDb because I can use my experience to help other users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I like to share my experience and knowledge with other users on IMDb to help them be more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I like to share my experience and knowledge with other users on IMDb to help them be more educated about the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I really like helping other IMDb users with their questions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I feel good when I can help answer other IMDb users' questions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	I look forward to discuss my opinions about IMDb's film reviews and ratings with others who share the same interest as me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
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I enjoy conversing with people similar to myself in IMDb's community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look to the IMDb community when I want to discuss a topic with people who have similar interests.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having conversations with people in IMDb's community who share the same views about films is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much do you agree with the following statements about IMDb? *							
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I like participating in IMDb community because it is entertaining.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having fun is my main reason for participating in IMDb community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I participate in this IMDb community because I think it is fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find participating in IMDb community to be very entertaining.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much do you agree with the following statements about IMDb? *							
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I am motivated to participate in IMDb community because I can earn money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it were not for the money, I would not participate in IMDb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much do you agree with the following statements about IMDb? *							
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I am motivated to participate in IMDb community because I can earn money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it were not for the money, I would not participate in IMDb community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving more money makes me want to participate more in IMDb community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# The Role of IMDb Online Community Engagement on the Motivation and Intention to Watch Movies

This section will help me understand what lies behind your intention and motivation to watch a movie.

How much do you agree with the following statements about IMDb? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I am motivated to participate in IMDb community because I can receive help from other community users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to participate in IMDb community because users can use their knowledge to help me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like participating in IMDb community because it gives me the opportunity to receive help from other users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to be able to use IMDb to find answers to my questions about film reviews and ratings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree with the following statements about IMDb? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I feel that I can freely share my interests in IMDb community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would express any opinion I had about IMDb in its community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can always be myself when interacting with other users in IMDb community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IMDb community							

I can always be myself when interacting with other users in IMDb community.

IMDb community makes it easy for me to express my true beliefs about the brand.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
IMDb community is my critical connection for new information about film reviews and ratings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I want up-to-date information about films, I look for it in IMDb website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IMDb keeps							

IMDb keeps me on the leading edge of information about films.

IMDb is the best way to stay informed about new developments with films.

How much do you agree with the following statements about IMDb? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Receiving affirmation of the value of my comments, makes me want to participate more in IMDb community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good about myself when other IMDb users share my ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate when others agree with the ideas I express in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate when others agree with the ideas I express in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When others support my ideas and opinions in IMDb, I feel better about myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree with the following statements? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I would watch a movie based on the advice I am given by IMDb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would follow movie recommendations from IMDb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the future, I will watch movies recommended by IMDb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree with the following statements concerning your preferences? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I like movies that challenge my way of seeing the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like movies that make me more reflective.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like movies that focus on meaningful human conditions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My favorite kinds of movies are ones that make me think.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very moved by movies that are about people's search for greater understanding in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like movies that have profound meanings or messages to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like movies that have profound meanings or messages to convey.

○ ○ ○ ○ ○ ○ ○ ○

How much do you agree with the following statements? \*

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
It is important to me that I have fun when watching a movie.	○	○	○	○	○	○	○
Movies that make me laugh are among my favourites.	○	○	○	○	○	○	○
I find that even simple movies can be enjoyable as long as they are fun.	○	○	○	○	○	○	○
I like movies that may be considered 'silly' or 'shallow' if they can make me laugh and have a good time.	○	○	○	○	○	○	○
Movies that make me laugh are among my favourites.	○	○	○	○	○	○	○
I find that even simple movies can be enjoyable as long as they are fun.	○	○	○	○	○	○	○
I like movies that may be considered 'silly' or 'shallow' if they can make me laugh and have a good time.	○	○	○	○	○	○	○
For me, the best movies are ones that are entertaining.	○	○	○	○	○	○	○
My favorite kinds of movies are happy and positive.	○	○	○	○	○	○	○

Anterior Seguinte

Página 4 de 5

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Google Formulários

### The impact online ratings have on the motivation to watch movies

\*Obrigatório

Your demographics

Gender \*

Female

Male

Other

Age \*

18 - 24

25 - 34

35 - 44

45 - 54

55 - 64

> 65

Nationality \*

Selecionar ▼

## Appendix B.1 – Respondent Profile

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	123	60.3	60.3	60.3
	Male	81	39.7	39.7	100.0
	Total	204	100.0	100.0	

### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	124	60.8	60.8	62.3
	25 - 34	64	31.4	31.4	93.6
	35 - 44	5	2.5	2.5	96.1
	45 - 54	4	2.0	2.0	98.0
	55 - 64	4	2.0	2.0	100.0
	> 65	3	1.5	1.5	1.5
	Total	204	100.0	100.0	

		<b>Nationality</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Afghanistan	1	.5	.5	.5
	Albania	1	.5	.5	1.0
	Algeria	1	.5	.5	1.5
	Austria	1	.5	.5	2.0
	Bangladesh	2	1.0	1.0	2.9
	Belgium	1	.5	.5	3.4
	Brazil	1	.5	.5	3.9
	British Virgin Islands	1	.5	.5	4.4
	Canada	2	1.0	1.0	5.4
	China	2	1.0	1.0	6.4
	Croatia	1	.5	.5	6.9
	Denmark	1	.5	.5	7.4
	France	1	.5	.5	7.8
	Germany	17	8.3	8.3	16.2
	Greece	1	.5	.5	16.7
	Hungary	1	.5	.5	17.2
	India	1	.5	.5	17.6
	Indonesia	2	1.0	1.0	18.6
	Iran	1	.5	.5	19.1
	Ireland	2	1.0	1.0	20.1
Italy	4	2.0	2.0	22.1	
Jordan	1	.5	.5	22.5	
Lebanon	1	.5	.5	23.0	
Macedonia	1	.5	.5	23.5	

The Role of IMDb Online Community Engagement on the Motivation and Intention to Watch Movies

Malaysia	1	.5	.5	24.0
Malta	1	.5	.5	24.5
Mexico	1	.5	.5	25.0
Netherlands	1	.5	.5	25.5
New Zealand	1	.5	.5	26.0
Poland	2	1.0	1.0	27.0
Portugal	86	42.2	42.2	69.1
Russia	1	.5	.5	69.6
Saudi Arabia	1	.5	.5	70.1
Serbia	2	1.0	1.0	71.1
Singapore	1	.5	.5	71.6
Slovakia	1	.5	.5	72.1
Slovenia	1	.5	.5	72.5
Spain	1	.5	.5	73.0
Sweden	1	.5	.5	73.5
Taiwan	1	.5	.5	74.0
Turkey	1	.5	.5	74.5
United Kingdom	29	14.2	14.2	88.7
United States	22	10.8	10.8	99.5
Vietnam	1	.5	.5	100.0
Total	204	100.0	100.0	

**Education Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	103	50.5	50.5	50.5
	Doctoral Degree	7	3.4	3.4	53.9

High School Graduate, Diploma or equivalent	18	8.8	8.8	62.7
Master's Degree	70	34.3	34.3	97.1
No Diploma	2	1.0	1.0	98.0
Postgraduate Diploma	4	2.0	2.0	100.0
Total	204	100.0	100.0	

Source: SPSS outputs

Appendix C.1 – Multiple Regression Analysis: Hedonic Motivations to Watch Movies as the dependent variable.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.606 <sup>a</sup>	.367	.331	.99166	1.942

a. Predictors: (Constant), V, UDI, RU, BI, SA, LMD, SE, BP, H, RH, C

b. Dependent Variable: HMWM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.396	11	9.945	10.113	.000 <sup>b</sup>
	Residual	188.810	192	.983		
	Total	298.206	203			

a. Dependent Variable: HMWM

b. Predictors: (Constant), V, UDI, RU, BI, SA, LMD, SE, BP, H, RH, C

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.021	.337		8.962	.000		
	BI	.164	.074	.236	2.196	.029	.285	3.505
	BP	-.125	.090	-.180	-1.392	.166	.197	5.074

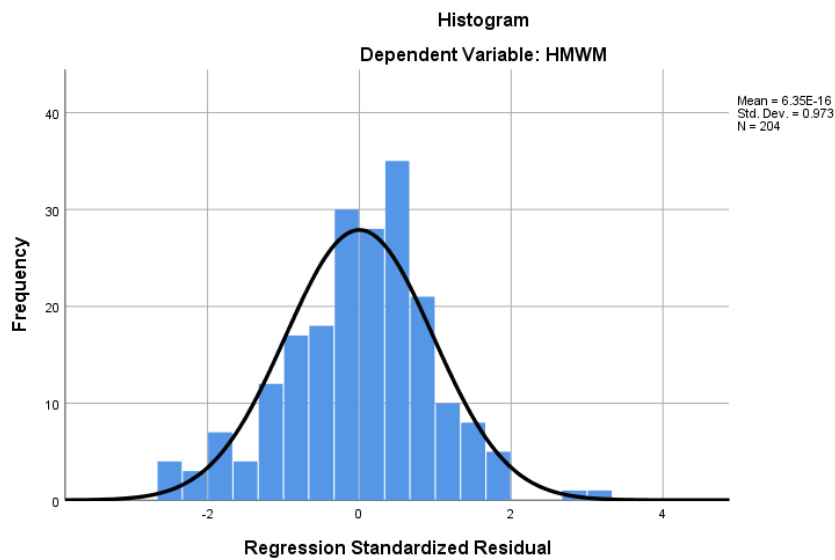
C	-.136	.097	-.195	-1.401	.163	.170	5.871
H	-.095	.089	-.131	-1.068	.287	.220	4.539
LMD	.197	.089	.290	2.224	.027	.194	5.148
RH	.085	.096	.122	.887	.376	.175	5.702
RU	.219	.053	.356	4.165	.000	.450	2.221
SA	.000	.079	.000	.004	.997	.370	2.700
SE	.034	.086	.038	.394	.694	.348	2.873
UDI	.099	.074	.102	1.345	.180	.576	1.737
V	.056	.094	.068	.594	.553	.249	4.010

a. Dependent Variable: HMWM

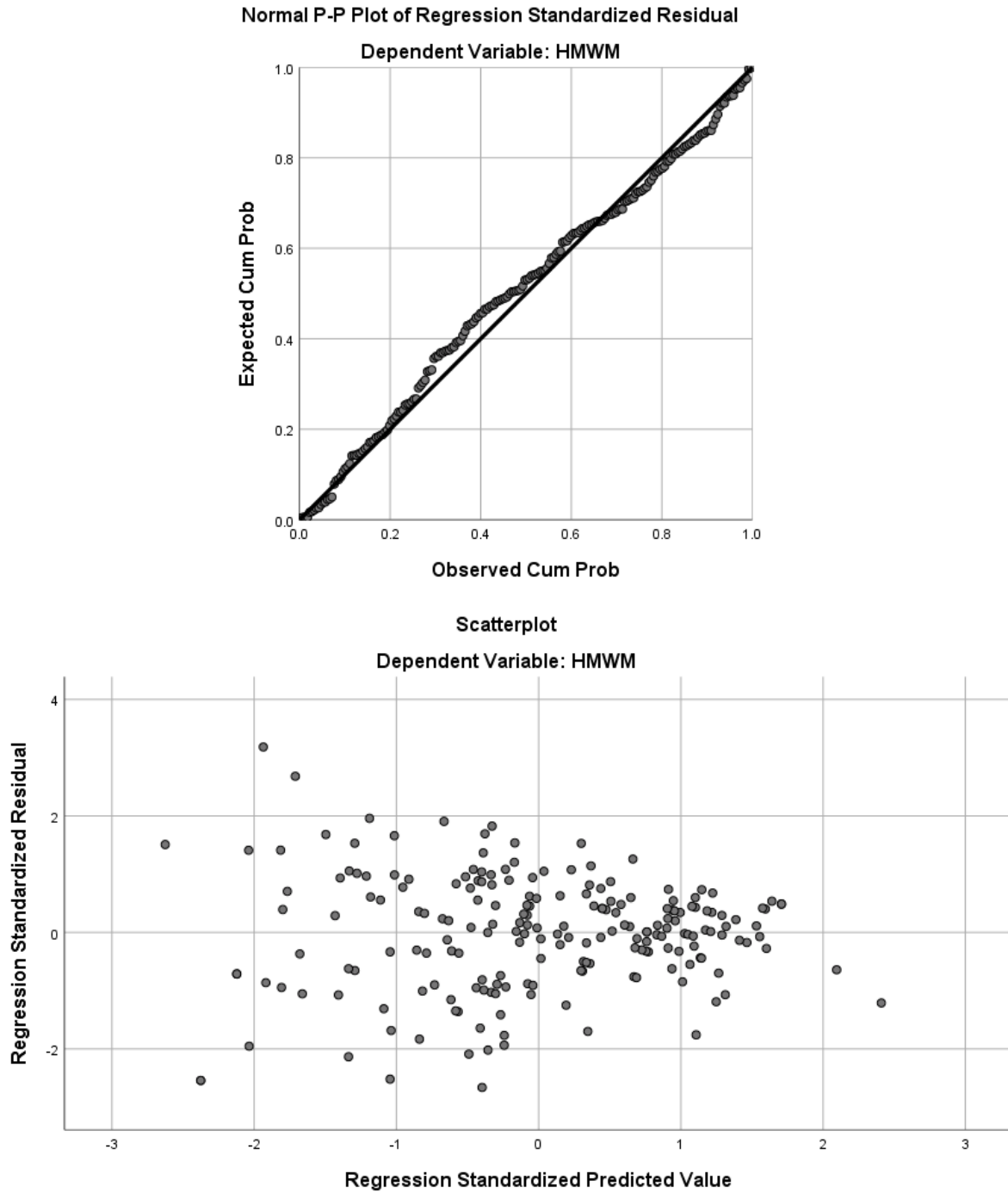
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3374	7.0335	5.2647	.73409	204
Residual	-2.63961	3.15635	.00000	.96442	204
Std. Predicted Value	-2.625	2.409	.000	1.000	204
Std. Residual	-2.662	3.183	.000	.973	204

a. Dependent Variable: HMWM







Source: SPSS outputs

Appendix C.2 – Multiple Regression Analysis: Eudaimonic Motivations to Watch Movies as the dependent variable.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.640 <sup>a</sup>	.409	.376	.92193	2.005

a. Predictors: (Constant), V, UDI, RU, BI, SA, LMD, SE, BP, H, RH, C

b. Dependent Variable: EMWM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.148	11	10.286	12.102	.000 <sup>b</sup>
	Residual	163.193	192	.850		
	Total	276.341	203			

a. Dependent Variable: EMWM

b. Predictors: (Constant), V, UDI, RU, BI, SA, LMD, SE, BP, H, RH, C

**Coefficients<sup>a</sup>**

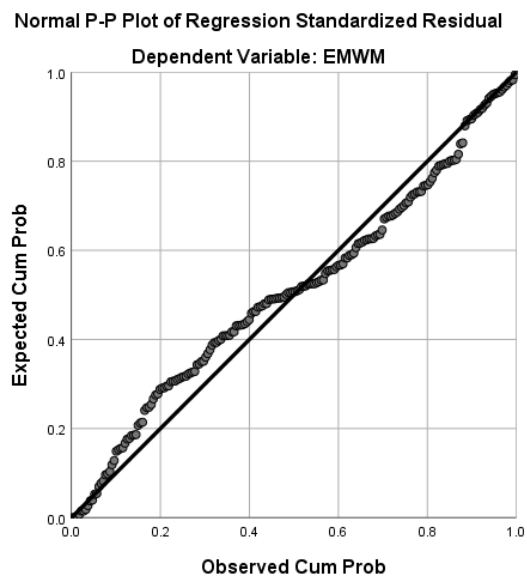
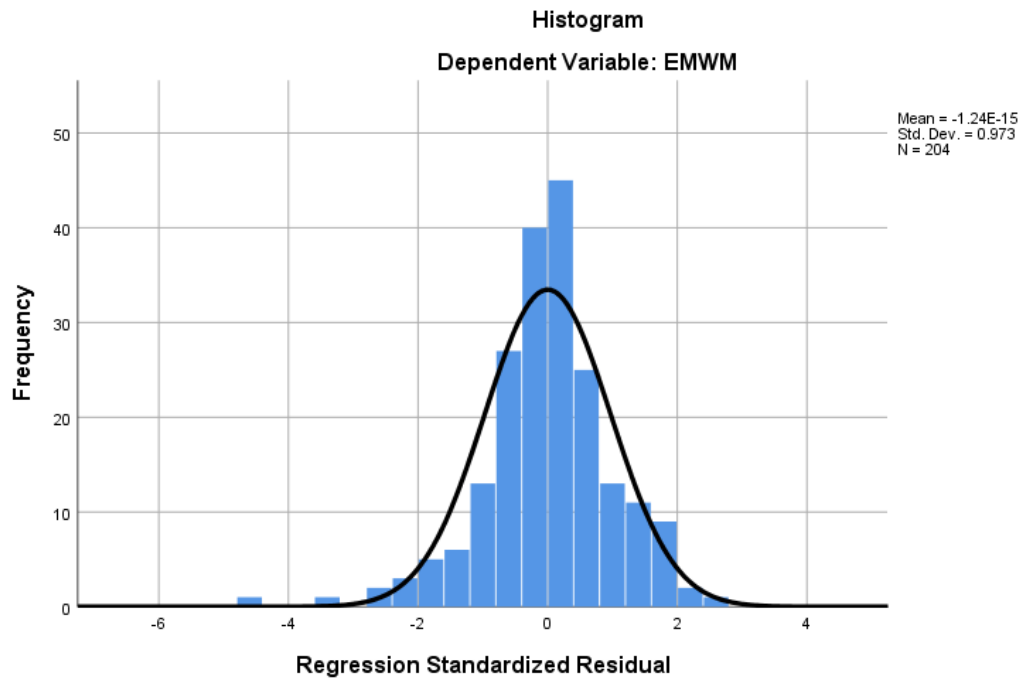
Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.381	.313		7.598	.000		
	BI	.262	.069	.392	3.779	.000	.285	3.505
	BP	-.057	.083	-.085	-.678	.499	.197	5.074
	C	-.019	.090	-.029	-.216	.829	.170	5.871
	H	-.028	.082	-.040	-.338	.736	.220	4.539
	LMD	.012	.082	.019	.148	.883	.194	5.148
	RH	-.158	.089	-.234	-1.764	.079	.175	5.702
	RU	-.029	.049	-.050	-.600	.549	.450	2.221
	SA	.145	.074	.179	1.961	.051	.370	2.700
	SE	.057	.080	.068	.723	.471	.348	2.873
	UDI	.464	.069	.494	6.756	.000	.576	1.737
	V	-.032	.088	-.040	-.362	.718	.249	4.010

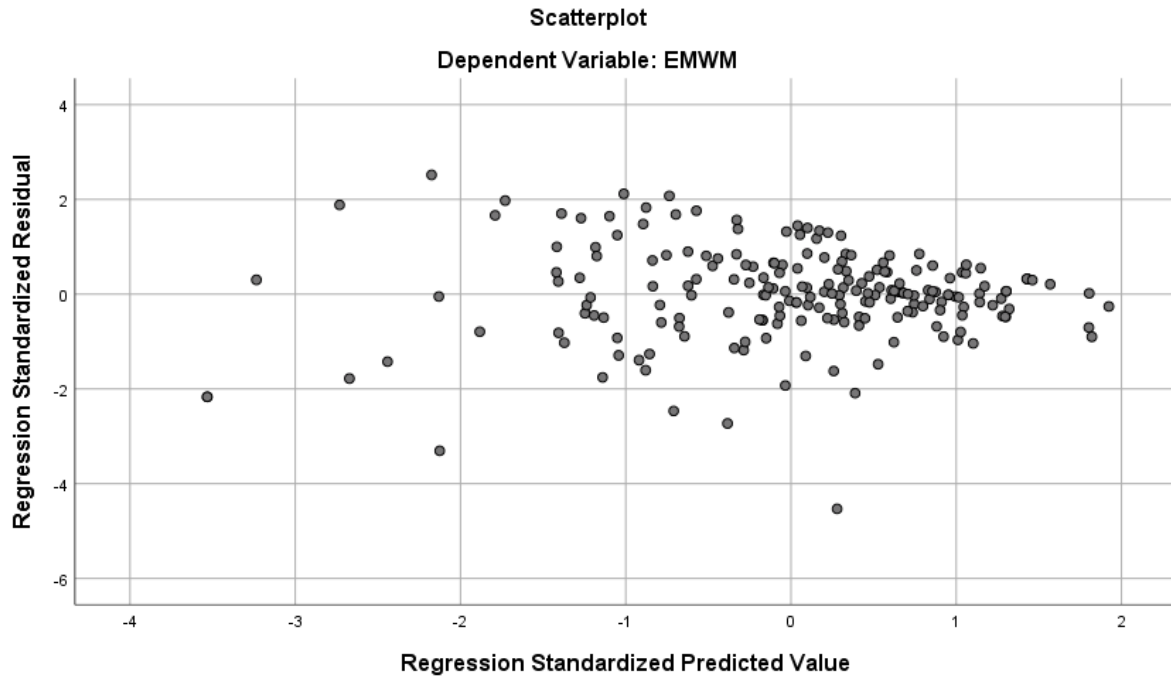
a. Dependent Variable: EMWM

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9989	7.0724	5.6364	.74658	204
Residual	-4.17788	2.32079	.00000	.89661	204
Std. Predicted Value	-3.533	1.923	.000	1.000	204
Std. Residual	-4.532	2.517	.000	.973	204

a. Dependent Variable: EMWM





Source: SPSS outputs

Appendix C.3 – Multiple Regression Analysis: Intention to Watch Movies as the dependent variable.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.410 <sup>a</sup>	.168	.164	1.10433	1.864

a. Predictors: (Constant), HMWM

b. Dependent Variable: IWM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.912	1	49.912	40.927	.000 <sup>b</sup>
	Residual	246.347	202	1.220		
	Total	296.259	203			

a. Dependent Variable: IWM

b. Predictors: (Constant), HMWM

**Coefficients<sup>a</sup>**

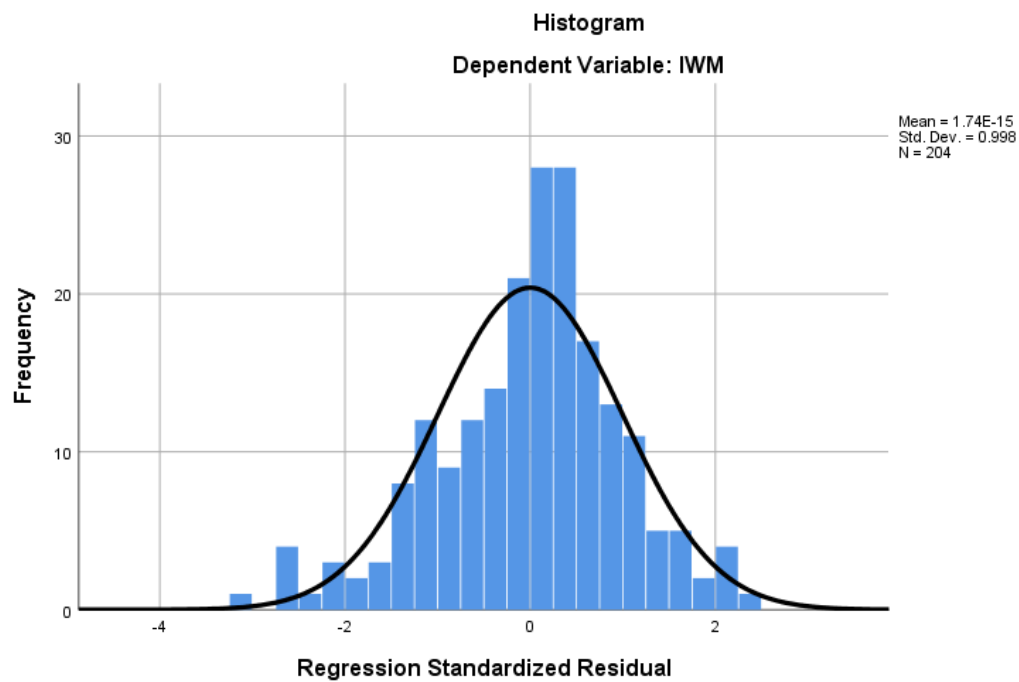
Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients Beta			Tolerance	VIF
1	(Constant)	3.457	.345		10.008	.000		
	HMWM	.409	.064	.410	6.397	.000	1.000	1.000

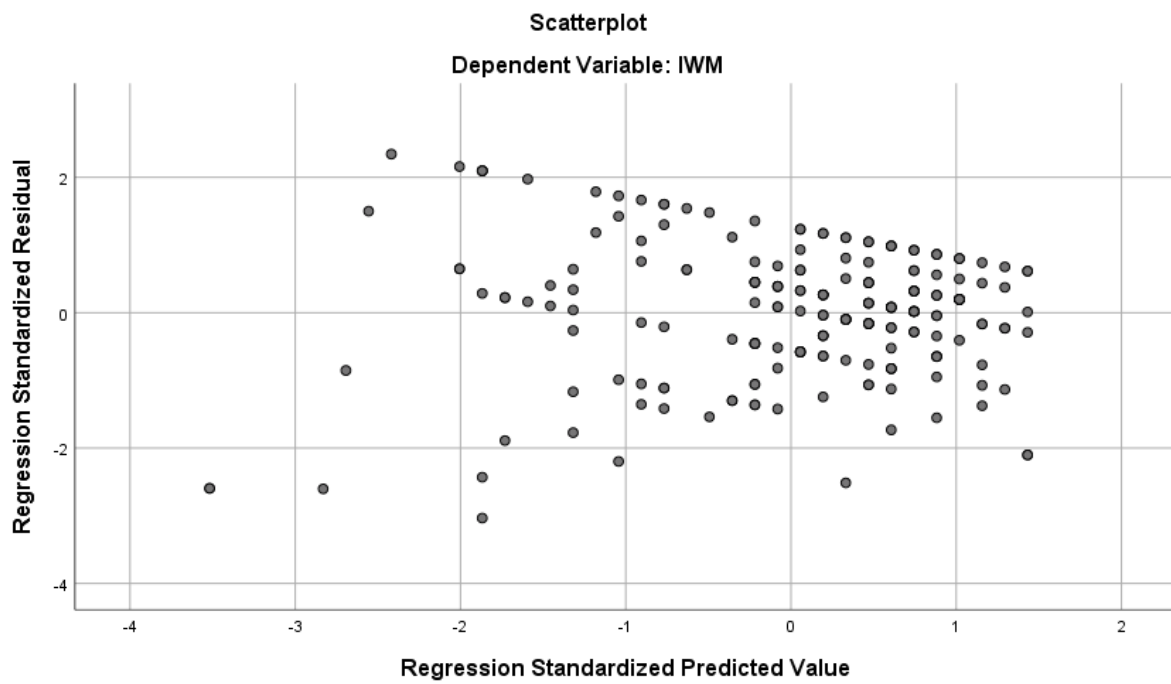
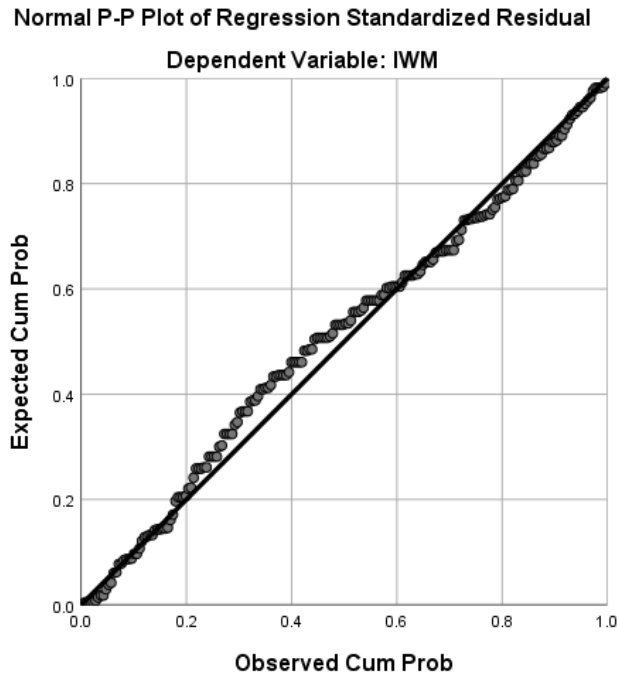
a. Dependent Variable: IWM

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.8664	6.3210	5.6111	.49585	204
Residual	-3.35126	2.58815	.00000	1.10161	204
Std. Predicted Value	-3.519	1.432	.000	1.000	204
Std. Residual	-3.035	2.344	.000	.998	204

a. Dependent Variable: IWM





Source: SPSS outputs

Appendix C.4 – Multiple Regression Analysis: Intention to Watch Movies as the dependent variable.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.611 <sup>a</sup>	.374	.370	.95852	2.035

a. Predictors: (Constant), EMWM

b. Dependent Variable: IWM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.671	1	110.671	120.457	.000 <sup>b</sup>
	Residual	185.589	202	.919		
	Total	296.259	203			

a. Dependent Variable: IWM

b. Predictors: (Constant), EMWM

**Coefficients<sup>a</sup>**

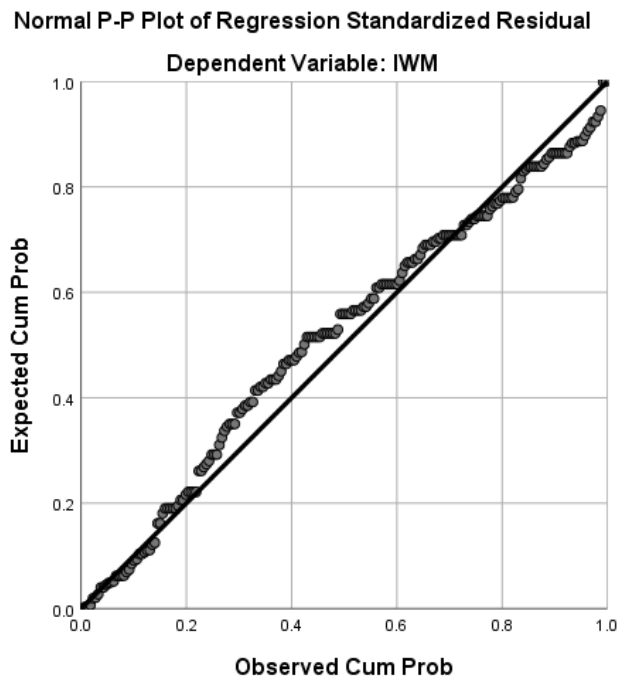
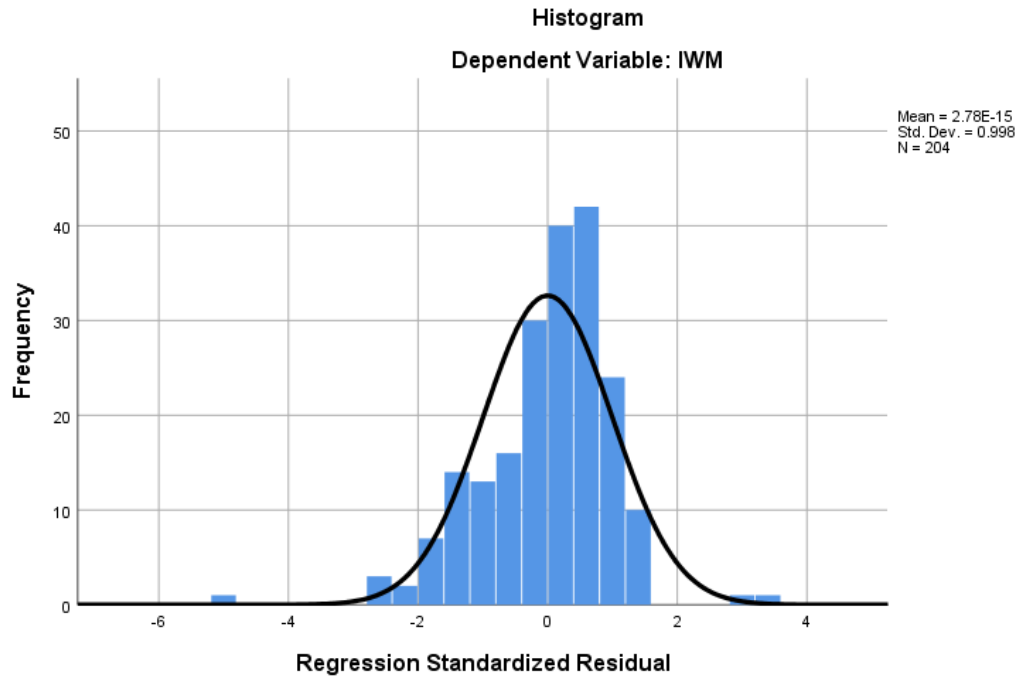
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.044	.332		6.160	.000		
	EMWM	.633	.058	.611	10.975	.000	1.000	1.000

a. Dependent Variable: IWM

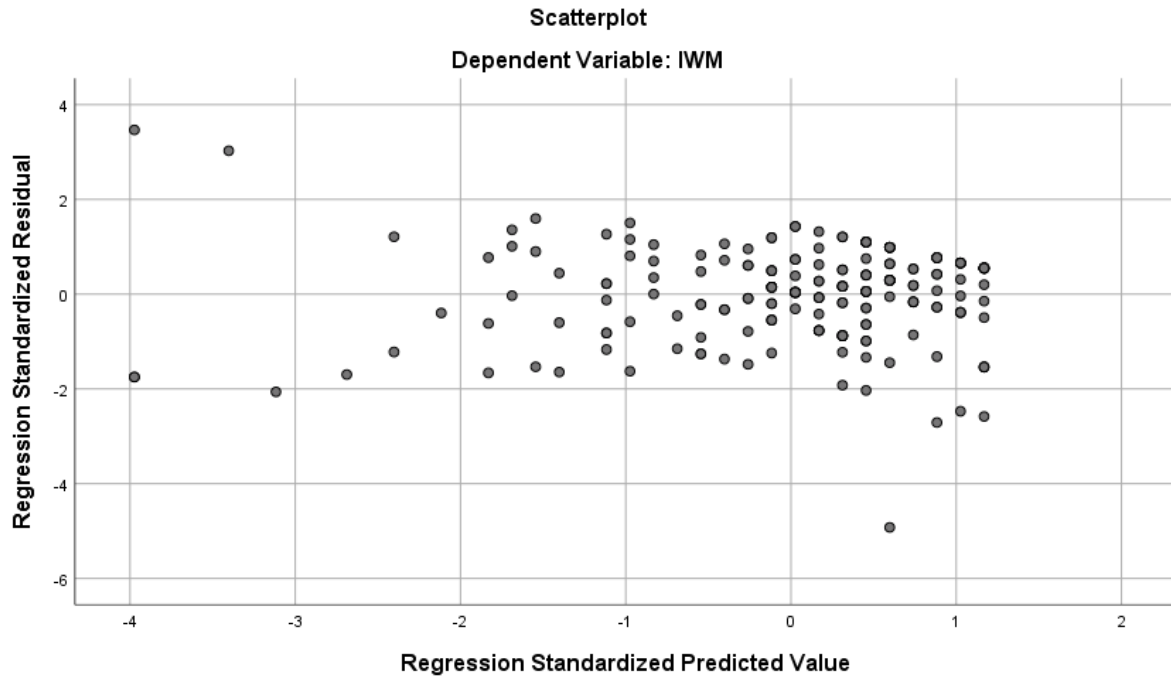
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6770	6.4740	5.6111	.73836	204
Residual	-4.71880	3.32301	.00000	.95615	204
Std. Predicted Value	-3.974	1.169	.000	1.000	204
Std. Residual	-4.923	3.467	.000	.998	204

a. Dependent Variable: IWM







Source: SPSS outputs