

## The Determinants of Individual Behavioral Intentions to Watch Movies in Cinemas

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#### ABSTRACT

The Covid-19 pandemic has altered individual behaviors and lifestyles. Nevertheless, theories elucidating and predicting planned individual behavior remain relevant to date. Hence, this study aims to examine the behavioral proposed in the theory of planned behavior. This study investigates influence of attitude, subjective norm, and behavior control on the intention to watch movies in cinemas. A sample of 90 respondents in Papua and multiple linear regression with SPSS Ver.21.0 were used to test the three hypotheses in this research. The results of hypothesis testing indicate that simultaneously, attitude, subjective norm, and behavior control significantly affect the intention to watch movies in cinemas. The findings indicate that a more positive individual attitude toward the behavior of watching movies in theaters is associated with a stronger individual intention to watch movies in theaters. Furthermore, an increase in perceived social pressure regarding the behavior of watching movies in theaters corresponds to a stronger individual intention to engage in this activity. Additionally, as individuals perceived the act of watching movies in theaters as increasingly effortless, their intention to partake in this behavior also intensifies.

**Keywords:** Attitude, Behavioral Control, Cinemas, Intention, Subjective Norms

## **INTRODUCTION**

Movies serve as a remarkable form of entertainment, contributing significantly to the global box office earnings, which set a new record at over \$40 billion last year. This amount represents approximately one-third of the estimated \$135 billion spent worldwide on film production and distribution. In the United States, Hollywood plays a crucial role, sustaining about 2 million jobs and supporting 400,000 businesses. Meanwhile, the film and television industry in the United Kingdom makes a substantial daily contribution of £60 million to the economy. Even in countries like Indonesia, active exploration of strategies is underway to enhance creative output. However, the onset of the coronavirus pandemic disrupted material distribution, slowed down film production, and led to the temporary closure of cinemas. Although a semblance of normalcy has returned, with manufacturing resuming in various nations and industries adapting to remote work where feasible, uncertainties persist due to the ongoing impact of the virus. Notably, one of the most immediate consequences is a decline in consumer confidence in physical venues.

Shifting focus to consumer behavior in the context of watching movies in theaters, the decision-making process is influenced by several factors, including film genre, actors/actresses, plot, reviews, promotions, location, recommendations from friends, previous experiences, and ticket prices. However, in behavioral terms, these factors do not serve as the primary determinants of the decision to watch a movie in the theater. (Ajzen, 1991) contends that a person's intention in behavior is shaped by attitude, subjective norm, and perceived behavioral control. Numerous studies (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020; Widyarini & Gunawan, 2018) align with the Theory of Planned Behavior proposed by (Ajzen, 1991). This research specifically aims to validate the Theory of Planned Behavior in the cinema market situation in Jayapura, Papua, in the post-COVID-19 era. The study intends to investigate the influence of attitude, subjective norm, and perceived behavioral control on individual intentions to watch movies in cinemas. Additionally, the research seeks to confirm the strength of these variables in explaining and predicting individual behavioral intentions, as outlined in the Theory of Planned Behavior Model by (Ajzen, 1991), building upon the Theory of Reasoned Action (TRA) proposed by (Ajzen, 1985).

## **LITERATURE REVIEW**

The Theory of Planned Behavior (TPB) explains how an individual's attitude towards a behavior influences their inclination to engage in that behavior. It was introduced by (Ajzen, 1991), building upon the Theory of Reasoned Action (TRA) proposed by (Ajzen, 1985). According to TPB, an individual's attitude, subjective norm (perception of social norms related to the behavior), and perceived behavioral control (individual's belief about their ability to control the behavior) collectively influence their intention and behavior. This theory suggests that people consider both their beliefs about the consequences of the behavior and the social pressures they face, as well as their perceived control over the behavior, before deciding to act. It has remained one of the most significant theories in the study of attitudes towards behavior. Previous studies (Nuraini, Takidah, & Fauzi, 2018) indicate that attitude, subjective norms, and behavioral control significantly influence behavioral intentions.

The concept of attitude towards behavior proposed by (Ajzen, 1991) involves the evaluation of individuals' beliefs and expectations regarding a particular behavior. In the field of psychology, attitudes are a complex interplay of thoughts and emotions towards various entities such as products, brands, individuals, or situations. A psychological investigation conducted by (Marquart & Naderer, 2016) sheds light on the differentiation between primary and secondary cognitions. Primary cognitions center around the valence of attitudes, categorizing individuals based on their favorable or unfavorable

sentiments, or positive versus negative feelings about certain items. To illustrate, secondary cognitions come into play by evaluating the validity of these primary cognitions. These metacognitive secondary cognitions serve as a cognitive assessment of fundamental cognitions, considering aspects such as extremity, certainty, ambiguity, and relevance (Marquart & Naderer, 2016). It is essential to note that the strength of an attitude is intricately defined by these secondary cognitions, governing the extent to which primary cognitions influence behaviors or intentions to act (Marquart & Naderer, 2016; Tormala & Rucker, 2007). In essence, the interdependence of primary and secondary cognitions forms the foundation for understanding the multifaceted nature of attitudes in psychological research.

Subjective norms encompass social or group-level influences, playing a significant role in determining the perceived appropriateness of a behavior within a specific context (Manfredo, Teel, & Dietsch, 2016). To illustrate, even if an individual harbors a personal inclination to embark on a solitary watching movies in theater, disapproval from significant others such as fellow moviegoer, family members, children, and the like, may act as a deterrent. On the other hand, perceived behavioral control hinges on an individual's confidence in their ability to execute a particular behavior. In relation to perceived behavioral control, (Prakash & Pathak, 2017) define it as individuals' evaluation of the ease or difficulty associated with engaging in a particular behavior, taking into account the available resources and opportunities for behavior execution. Similarly, perceived behavioral control is linked to a consumer's influence over their purchasing decisions, indicating whether the individual possesses the capacity or adequate resources—such as money, time, and skills—to undertake a specific activity. (Ajzen, 1991) suggests that introducing the perceived behavioral control variable into the customer decision model enhances the ability to predict whether an individual is likely to engage in a particular behavior, particularly in complex behaviors. Contribute to this understanding by stating that perceived behavioral control arises from control beliefs, encompassing various factors supporting an action or behavior, and control power, representing an individual's strength in relation to the factors supporting the behavior. In the context of cinema, perceived purchase control reflects a viewer's inclination to watch a specific movie, contingent upon possessing the purchasing power, time, and financial resources for attending movies (Dorce, Da Silva, Mauad, De Faria Domingues, & Borges, 2021; Paul, Modi, & Patel, 2016).

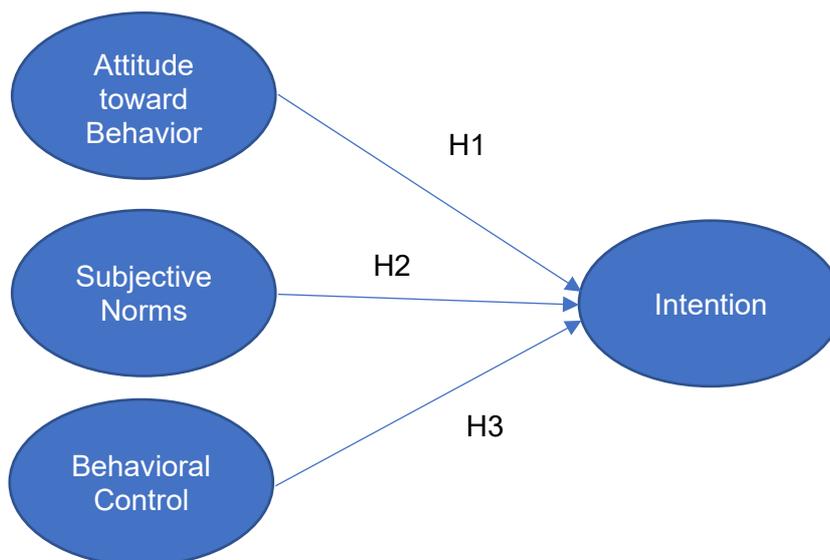
Purchase intention is characterized by (Infosino, 1986) as the likelihood of acquiring items or services associated with a deliberate intention among those intending to make a purchase. (S. S. Kim, Agrusa, Lee, & Chon, 2007) and (S. Kim & Wang, 2012), in their investigation into the purchase intention of online apparel products, defined purchase intention as customers' inclination with a specific goal, measured in terms of actual purchases. (Crosno, Freling, & Skinner, 2009) defined purchase intention as the probability of selecting a particular brand from a range of items during the purchasing process. Purchase intention, in essence, can be viewed as a commitment to acquiring specified items or services during a shopping expedition. Generally, a customer's likelihood of acquiring any service or product is easily equated with intention. Predicting customer sentiments can be achieved through an understanding of purchase intent, which significantly influences their future purchasing decisions.

Recognized as a crucial tool in forecasting marketing studies (Haines, Howard, & Sheth, 1970), purchase intention proves invaluable in anticipating customer purchasing behavior and comprehending market dynamics and requirements. Nevertheless, the execution of purchase intentions is subject to various external factors, and the theory of planned behavior (TPB) provides a framework for elucidating this phenomenon. (Ajzen & Fishbein, 2004) formulated the TPB to investigate and enhance comprehension of the relationships between attitudes, intentions, and behaviors. According to the TPB, both

personal and social factors contribute to the intention to perform a specific behavior. The individual factor involves the attitude toward the behavior within a given situation, while the social aspect encompasses subjective norms governing the behavior in that context and the motivation to execute the behavior.

Based on the literature review, the theoretical framework and hypotheses in this study are outlined as follows:

**Figure 1. Theoretical Framework and Hypotheses**



### **RESEARCH METHOD**

This research method employs a quantitative approach utilizing deductive reasoning and causal hypothesis testing. Hypothesis testing in this study is grounded in the Theory of Planned Behavior Model to draw conclusions and elucidate the phenomenon of watching movies behavior in cinemas. The research adopts a cross-sectional survey design, with a sample size comprising 90 respondents. The sample criteria encompass individuals who have previously watched movies in cinemas. Data collection is conducted through the dissemination of questionnaires containing statements reflecting attitude variables, subjective norms, behavioral control, and behavioral intentions. These statement items, serving as research instruments, were adapted from previous studies. Prior to further data analysis, validity and reliability tests were conducted to ensure that the statements could measure what they were intended to measure. Following the successful validation (see Table 1) and reliability tests (see Table 2), multiple regression analysis was performed to test the hypotheses.

In assessing the validity of the research instrument, the Pearson's correlation technique was employed. The research instrument is deemed valid when the Pearson correlation coefficient between each question item and the total score of respondents is equal to or greater than 0.30. The validity test in this study was conducted using Statistical Program for Social Sciences (SPSS) software version 21.0. If the correlation value or  $r$  exceeds the table value, it indicates a valid item. Furthermore, the reliability testing in this research aims to assess the consistency of the research instrument or questionnaire employed. The instrument is deemed reliable if the Cronbach's alpha coefficient equals or exceeds 0.60. The reliability test is conducted using the SPSS 21.0 software.

**Table 1. Result of Validity Test**

No.	Variable	Coefficient of Correlation	Explanation
	<b>Attitude Toward the Behavior (X1)</b>		
1	X1.1	0,803	Valid
	X1.2	0,853	Valid
	X1.3	0,694	Valid
	X1.4	0,797	Valid
	X1.5	0,701	Valid
	X1.6	0,840	Valid
		<b>Subjective Norms (X2)</b>	
2	X2.1	0,765	Valid
	X2.2	0,746	Valid
	X2.3	0,870	Valid
	X2.4	0,871	Valid
	X2.5	0,730	Valid
	X2.6	0,694	Valid
		<b>Perceived Behavioral Control (X3)</b>	
3	X3.1	0,810	Valid
	X3.2	0,876	Valid
	X3.3	0,866	Valid
	X3.4	0,764	Valid
	X3.5	0,849	Valid
		<b>Intention (Y)</b>	
4	Y1.1	0,800	Valid
	Y1.2	0,797	Valid
	Y1.3	0,643	Valid

Source: Data Processed (2023).

Table 1. illustrates that the Pearsons correlation coefficient values for the entire set of statements in the attitude toward the behavior, subjective norms, behavioral control, and intention variables are greater than 0.30. Therefore, it can be asserted that all indicators of these variables are valid, indicating that the questionnaire data can be utilized for further analysis.

**Table 2. Result of Reliability Test**

No.	Variable	Cronbach Alpha	Explanation
1	Attitude Toward the Behavior (X1)	0,871	Reliable
2	Subjective Norms (X2)	0,871	Reliable
3	Perceived Behavioral Control (X3)	0,885	Reliable
4	Intention (Y)	0,609	Reliable

Source: Data Processed (2023).

The results of the reliability test, as indicated in Table 2, demonstrate that the coefficient alpha values for each variable are above 0.60. Hence, it can be asserted that all indicators for each variable in the questionnaire are deemed reliable.

## RESULTS

The data analysis process to test hypotheses in this research employed multiple regression analysis. The results of the multiple regression analysis (see Table 3) indicate that attitude, subjective norm, and perceived behavioral control collectively influence individual intentions to watch movies in cinemas. Subsequently, the R-squared value (see Table 4) reveals a coefficient of determination of 30 percent. This signifies that 30 percent of the variance in attitude, subjective norm, and perceived behavioral control variables explains and predicts individual intentions to watch movies in cinemas.

**Table 3. The Results of Simultaneous Regression Testing**

F	0,892
Sig, F	0,449
R <sup>2</sup>	0,174
Adjust R <sup>2</sup>	0,004

Sources: Data Processed (2023).

**Table 4. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 <sup>a</sup>	.030	-.004	1.870

a. Predictors: (Constant), Attitude, Subjective Norms, Behavioral Control.

## DISCUSSION

The results of hypothesis testing in this study are consistent with several studies (Banerjee & Ho, 2020; Choi, 2017; Cooke & French, 2008; Feola, Vesci, Botti, & Parente, n.d.; Han & Stoel, 2017; E. Kim, Lee, Sung, & Choi, 2016; Lee & Kim, n.d.; Li, n.d.; McEachan, Conner, Taylor, & Lawton, 2011; Miller, Freimund, Metcalf, Nickerson, & Powell, 2019; Piazza, 2019; Potard, 2018; Shukla, 2019) that utilize the theory of planned behavior to explain various individual behaviors. As mentioned previously, perceived behavioral control emerged as the most influential predictor of watching movies in theaters. Nevertheless, it is noteworthy that this factor exhibited a moderately positive correlation.

## CONCLUSION

This study affirms the applicability of the Theory of Planned Behavior Model in explaining and predicting individual behavioral intentions through the variables of attitude, subjective norm, and perceived behavioral control. To investigate these relationships, the researchers developed and validated an integrated model, specifically focusing on attitudes towards watching movies, subjective norms, and perceived behavioral control in the context of moviegoing intentions at theaters. The primary goals were to determine the significant influence of these variables on the intention to watch movies in theaters. Surveys were distributed to moviegoers aged 18 and older in Jayapura, Indonesia, and the collected data underwent rigorous analysis, including Pearson's correlation technique and Cronbach's alpha to ensure the reliability and validity of the research framework.

Subsequently, multiple regression analysis was employed to explore factors influencing the intention to watch movies in theaters, leading to three notable findings. Despite the substantial impact of the global COVID-19 pandemic on the film industry, Indonesian moviegoers expressed a preference for attending movies once the outbreak subsides. This preference was further supported by the acknowledgment that consumers favored the superior visual and auditory effects offered by theaters over alternative platforms.

Additionally, the data revealed that moviegoers in Jayapura highly valued the cinema-going experience, considering it delightful. Their perception of themselves as integral to this experience was evident in their appreciation of various factors such as screen size, acoustics, seating arrangements, food and beverage options, and air conditioning.

Furthermore, the study found that individuals' attitudes toward going to the movies significantly influenced their intention to watch movies in theaters. Despite the challenges posed by COVID-19, moviegoers in Jayapura demonstrated an increased receptivity to discounts, showcasing potential benefits for both profitability and customer loyalty.

Moreover, perceived behavioral control when watching movies in theaters exerted a substantial influence on the intention to watch in theaters, aligning with previous research on perceived behavioral control by (Joergens, 2006) and (Ajzen, 1991). This variable exhibited a variable effect on intention depending on the client group and their circumstances, reinforcing the consistent perception of watching a movie at the theater as a more prevalent and enjoyable form of entertainment.

The pricing of entertainment tickets emerged as a pivotal factor in decision-making, particularly for price-sensitive customers unwilling to pay higher prices for theater services or those with limited financial resources. The positive effect of perceived behavioral control on purchase intention suggests that individuals are more likely to adopt a favorable attitude toward film consumption when they perceive they have the means.

In conclusion, the comprehensive explanations and justifications provided for the study's findings illustrate the successful achievement of its objectives concerning the factors influencing movie-watching in theaters in Jayapura, Indonesia, post-COVID-19.

#### **LIMITATION**

This research is subject to methodological limitations. Data collection employed a cross-sectional survey method, which may be deemed less suitable considering the research's aim to measure individual behavioral intentions. Therefore, it is highly recommended for future studies to consider the utilization of a longitudinal survey method (Utarestantix, Purwanto, & Lukito-Budi, 2022). Furthermore, the sample size in this research is restricted to 90 respondents. It is advisable for future research endeavors to employ a sample size exceeding 150 for more robust results.

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#### **DECLARATION OF CONFLICTING INTEREST**

The authors declare no conflicting interests associated with the research presented in this scientific article.

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